



## PRESS RELEASE

Paris, 14th of November 2022

### **RENAULT AUSTRAL a new hybrid vision of the SUV**

Athletic, efficient and technological, Renault Austral takes position at the very heart of the C-SUV segment as a statutory and a distinctive vehicle to match the needs of demanding people wishing to monitor their fuel consumption.

Renault Austral embeds state-of-the-art technologies (32 advanced driver-assistance systems, 4Control advanced with 4 steering wheels, openR link and its 24" of interactive screens), but its real strength is the 200 horsepower E-Tech full hybrid engine. It offers one of the best consumption/performance ratios available today on the market. Renault Austral remains unrivalled in its segment without compromising with the driving pleasure.

"With the most efficient hybrid engine in its category, Austral enables Renault to renew its SUV offering in the C segment with a product that matches its ambitions and is aimed at the heart of the European market" Renault Global Chief Marketing Officer Arnaud Belloni states.

To demonstrate the efficiency of its motorization, Renault and Publicis Conseil have designed an advertising campaign to support the launch of Austral: Engine.

Nowadays car manufacturers talk about comfort, ergonomics, connectivity, boot space... but too rarely of the engine. Yet the engine remains the heart of a car. So, when Renault launches Austral with one of the most efficient hybrid engines in its class - electric driving up to 130kmh (approx. 80mph) and up to 80% electric driving in the city, consumption down to 4.6 L/100 km (approx. 51mpg) -, it had to be the star of the movie.

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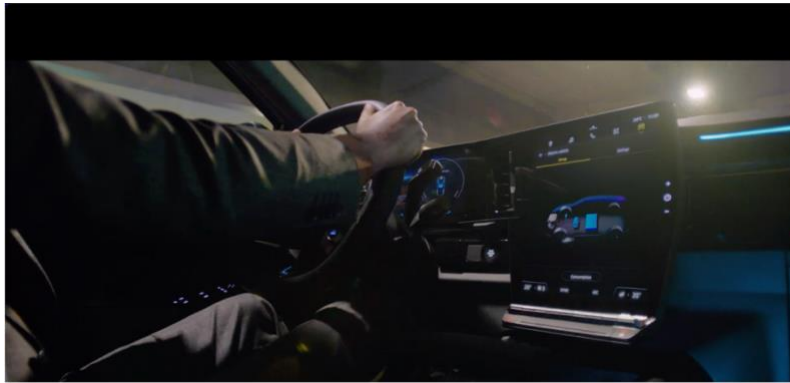
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Discover the film : [https://youtu.be/ZvL8\\_TJFgH8](https://youtu.be/ZvL8_TJFgH8)

There is an empty urban crossroad at dusk. In its center there is a fabric waving in the wind as it draws the shape of a car. The fabric is blown away by the wind unveiling in a spectacular way Renault Austral beneath it. Powerful and statutory. From then on, piece by piece, we see the car being deconstructed by robots. Carried away by the music, we witness a sumptuous ballet where the car is slowly dismantled to unveil the centerpiece, enthroned in the middle of the image: its engine.

This mysterious and poetic movie, in which the stylized and dreamlike deconstruction leads to the very DNA of Renault Austral, namely its E-Tech hybrid engine, is underpinned by the aptly named "Nothing Else Matters", the most mythical of the ballads by the legendary American band Metallica, a track revisited by Scala & Kolacny Brothers. This minimalist and eminently delicate re-orchestration - a female choir, a piano and a few string arrangements - gives the whole movie an ethereal and timelessly suspended feeling.

#### About Publicis Conseil

International creative agency based in Paris, Publicis Conseil has won 21 Lions, including 1 Grand Prize in 2021 and 2022. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its French clients on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the best score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. [www.publicisconseil.fr](http://www.publicisconseil.fr)

#### About Renault

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced, and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.

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**Technical Sheet:**

Global Chief Marketing Officer: **Arnaud Belloni**  
VP Renault Brand Content Creation: **Laurent Aliphat**  
Director of Models Content Creation: **Hortense Isnard**  
Senior Advertising Manager: **Aurore Henry**  
Content Project Manager: **Xavier Hourdeau**

Publicis Conseil

Chairwoman: **Agathe Bousquet**  
Creative president: **Marco Venturelli**  
Creative director: **Marcelo Vergara**  
Artistic director: **Thomas Roques**  
Copywriter: **Antoine Giraud**  
Renault Tv production director: **Caroline Petruccelli**  
Agency Producers: **Nelly Cohen and Arezki Ahcene**  
Sales Managers: **Hugues Reboul, Gaëlle Morvan, Grégory Bigo**

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Production crew

Director: **Philippe Tempelman**  
DOP: **Benoit Debie**  
Production: **Phantasm – Anthony Bargis**  
Line Producer: **Tom Bertrand**  
Prod exe: **Abyssal**  
Post Production VFX : **bEpic**  
Post Production : **Prodigious – Raimbaut Gaffier**  
Editor: **Nicolas Larouquerre**  
Sound: **Start Rec / Alex Jaffray / Mathieu François / Fabien Cornec / Martin Summière**

1st airing date: November 6<sup>th</sup> in Spain and November 20<sup>th</sup> in France