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PRESS RELEASE

Paris, 8th of February 2023

Renault E-Tech 100% electric Remember how much you loved electric cars



Renault has been France's car manufacturer expert in electric vehicles for over a decade. With the growth of Renaultion in the past two years, the ecological transition has become more important than ever.

The diamond brand strengthens its range of electric E-tech vehicles. Last year, the New Renault Megane E-Tech electric vehicle was commercialized and by early 2025, three new electric vehicles will complete this range: Scenic, Renault 5 and Renault 4. E-Tech technology is also used in utility vehicles, Kangoo and Master, to which Traffic will be added this year.

Driving an electric car is indeed silence and a certain driving comfort, but it is also the pleasure to drive. This pleasure of driving an electric vehicle is what Publicis and Renault chose to highlight in the new E-Tech campaign by reminding their audience how much they've always enjoyed electric cars.

Enjoy Electric E-tech.

In this campaign, Publicis Conseil decided to call upon our very first automotive experience through an electric circuit.

Contact Presse :

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An incredible setting entirely handmade, from cars to buildings to trees, which gives the film a very realistic atmosphere with a grain supporting the walk down the memory lane of the countryside.

The campaign presents the full range of 100% electric vehicles, from private vehicles to utilitarian ones, up to concept cars like the 4L or the R5, meeting all the needs of today's and tomorrow's customers.

The film is supported by the legendary band Orchestral Manoeuvres in the Dark with the music Electricity.

It will be on air in Latin America, Europe, and Asia.

Discover the film here : <https://youtu.be/yPfCPNf8lxc>

About Renault

Renault, the world's leading French brand, is sold in 134 countries in nearly 12,000 points of sale. For 120 years, Renault has made life easier for its customers. Renault is known as the pioneer and reference of electric vehicles: 569,000 electric vehicles have been sold since the launch of Zoe in 2012. From the complex and warm design to the European leader in electric vehicles to its commitment to motor sport, the brand is driven by passion on a daily basis. For more information, visit www.renault.fr.

About Publicis Conseil

Publicis Conseil, the international creative agency based in Paris, has won 21 Lions, including 1 Grand Prix in 2021 and 2022. Presided by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency accompanies its clients from France 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 highest score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. www.publicisconseil.fr

Technical Sheet

Renault - Advertising managers

Arnaud Belloni
Laurent Aliphat
Hortense Isnard
Jonathan Blondet

Publicis Conseil

President: Agathe Bousquet
President in charge of creation: Marco Venturelli
Creative Director: Marcelo Vergara

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Artistic director: Nicolas Denis

Copywriter : Anthony Clouet

Agency producer: Sophie Megrous

Strategic Planner: Marion Le Forsonney

Account Managers: Hugues Reboul, Emmanuelle Woehrel, Coralie Montersino, Charlotte Frangulian

Digital project managers: Laura Ceylan, Manal Elimani

Production

Director: WAFLA

DOP: Menno Mans

Sey Designer: Jan Houllevigue

Production: ICONOCLAST

Producer: Jean Duhamel

Associate Producer: Melodie Buchris

Production exe: Dawson

Post Production: POSTER

Published by Manuel Coutant

Sound agency: Start-Rec

Sound producers: Mathieu François/ Valéry Pellegrini

Sound engineers: Benjamin Falsimagne/ Cédric Vanderstraeten

Music: song Electricity

Songwriters: Orchestral Manoeuvres in the Dark's

1st release date: 15 January 2023 for France

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