



## PRESS RELEASE

Paris, 17th of May 2023

### **Renault x Roland-Garros Renault opens the best season**

In 2022, Renault became the new premium partner of Roland-Garros. Renault imposes its style and logo on the tournament, playing with the lines of the court and uniquely installing its emblem, even on the net. This partnership is a perfect opportunity for both brands to promote their common ambition: to make France shine in the world.

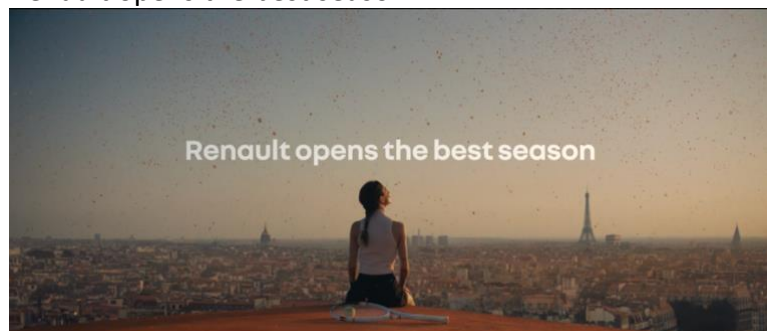
For this second year, Renault will empower this partnership with an exceptional film.

### **The Best Season of the Year**

Roland-Garros is one of the major moments in the sports' world. An eagerly awaited event, during which the eyes of the whole world are turned to Paris and La Porte d'Auteuil. It's a suspended, exciting moment that makes us all want to tread the clay court with a racket in hand. For this second year of partnership, Renault will transport us into the euphoria of this magical moment... almost as magical as Christmas.

In this dreamlike film, the clay falls from the sky like snow, covering the streets and cities around the world. From Europe to Asia, passing through Latin America, amateur and professional players from all over the world celebrate the arrival of the Roland-Garros season. With a racket in hand, the whole planet starts playing tennis in the street, on rooftops, in the forest, and in gardens all covered in clay.

Renault opens the best season.



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## Christmas spirit in May

In the middle of May, the original music of "It's the Most Wonderful Time of the Year" aims to capture and reflect the excitement and joy of opening Roland-Garros.

## Talented ambassadors

Renault's ambassadors also join the film to celebrate the event: Diede de Groot, Felix Auger-Aliassime and Lucas Van Assche play along with all players from around the world and join them in their frenzy.

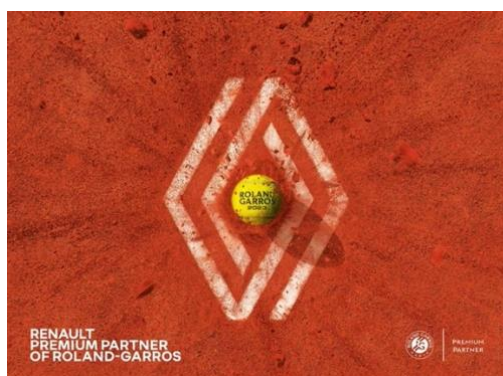


## A 360 campaign

The film will be broadcast on TV, digital, and social media before and during the tournament. Renault has also given carte blanche to artists to interpret the brand emblem in partnership with Roland-Garros. The visuals will be displayed at the Auteuil metro station in Paris, like an art gallery. They will also be posted on social media.

Discover the film : <https://youtu.be/f0XZvA8AjiA>

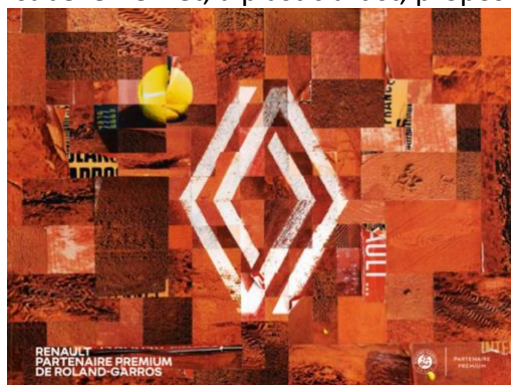
Arnaud Gouallec, 3D designer, illustrates Renault's impact on the clay court:



Steven Wilson, a London-based illustrator with a pop universe, proposes to reinterpret the emblem in pop art style:



Isabelle Vernet, a plastic artist, proposes a new collage version:



Koto Bolofo decided to photograph the new vehicles of the Renault range in harmony with dancers in movement in a setting like Roland-Garros.



#### 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. More information on [www.renault.fr](http://www.renault.fr).

#### 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)

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Film Credits:

Renault - Advertising executives

Arnaud Belloni

Laurent Aliphat

Stéphane Barbat

Annejela Royoux

Clémence Rouzaud

Publicis Conseil

President: Agathe Bousquet

President in charge of creation: Marco Venturelli

Creative Director: Marcelo Vergara

Art Director: Ana Pereira

Copywriter: Noa Bensadoun

Agency Producer: Sarah Bouadjera

Strategic Planner: Marion Le Forsonney

Account Managers: Hugues Reboul, Emmanuelle Woehrel, Charlotte Frangulian, Marina Kovalenko

Press Contact: Héloïse Mathon

Production

Director: Nicolas Perez Vega

Director of Photography: Niklas Johansson

Set Designer: Charly Carnota / Carla Brazao

Production Company: ICONOCLAST

Producer: NATHALIE LE CAER

Executive Production: PRIMO

Post-Production: Prodigious

Post-Producers: Raimbaut Gaffier, Jean-Philippe Tapia

Editor: Thomas Beard

Colorist: Arthur Paux

VFX Post-Production: Faubourg

VFX Supervisor: Benoit Revilliod

VFX Post-Producer: Melissa Brouet

VFX Supervisor on set: Guillaume Nadaud

Lead Flame: Anthony Lestremau

Flame Artists: Olivier Zibret

Track: Pierre Pilard

CG / FX Artists: Matthieu Bernadat, Emmanuel Mouillet, Bruno Le Guern

Matte Painting: Omar Camara

After Effect Artists: Antoine Richy

Sound Agency: Start-Rec

Sound Producers: Mathieu François / Fabien Cornec / Valéry Pellegrini

Sound Engineers: Cédric Vanderstaeten / Benjamin Falsimagne

Music: Andy Williams - It's The Most Wonderful Time Of The Year

First TV broadcast in France on May 19, 2023.

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