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PRESS RELEASE

Paris, 10th of January 2024

Renault Megane E-Tech 100% électrique on the road, with new energy



Renault Megane, the first vehicle in the Renaulution launched by Renault three years ago, is positioned at the heart of the C-segment as the 100% electric hatch that meets the needs of both private and professional drivers.

Its 220 hp (160 kW) E-Tech 100% electric engine delivers dynamic acceleration, while its agile chassis and low center of gravity provide perfect grip on the road. With up to 470km range according to the

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wltp standard, regenerative braking via steering wheel-mounted paddles and intuitive electric route planning with Google Maps¹, Megane E-Tech 100% electric promises sensational driving comfort. More than 30 safety features guarantee a worry-free journey, while openR link and its 774 cm² of interactive screens with more than 50 applications support the driver and passengers.

Renault, and its agency Publicis Conseil are revisiting the classics of the road... in electric form.

In this new film, Renault Megane takes part in memorable road movie scenes taken directly from two major films: Easy Rider and Thelma & Louise. With a subtle play of shot/reverse shot, our driver has fun with these cult characters. They pass, overtake, and follow each other along the desert roads typical of American road movies. Their paths diverge at the service station, where our characters stop to watch our 100% electric Renault Megane E-Tech continue its way. Following in the footsteps of these icons, Renault Megane is establishing itself as the new benchmark for the road, "on the road, with new energy".

Discover the film here: <https://youtu.be/tiC5WA54q18>

This ode to the road and its legends is the work of Frédéric Planchon at Iconoclast, who has made possible this timeless encounter between Thelma, Louise, the Easy Rider bikers, and our Renault Megane E-Tech 100% electric.

The rhythm is set by a remixed version of Pierre Henry and Michel Colombier's "Psyché Rock", a classic piece of concrete music from 1967, which provides a sparkling illustration of the campaign, supporting the narrative and bridging the gap between images from the films of the time and the road trip of our hero at the wheel of his Renault Megane E-Tech 100% electric. It's a bold way of linking past and present through an iconic title.

Arnaud Belloni, Global Chief Marketing Officer:

"Megane E-Tech 100% electric is the hatch for those who hit the road.

Advertising is cinema on TV, so it was an obvious choice to invite ourselves into the heart of the most iconic road movie scenes to illustrate the pure pleasure of driving, now in electric mode."

¹ Google and Google Maps are trademarks of Google LLC



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About Publicis Conseil

Creative international agency based in Paris, Publicis Conseil is, in 2023, the 1st “French Agency” and the 2nd “Agency of Year” at the Cannes Lions with 18 Awards, including 2 Grand Prix. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its clients from France on different international markets, that includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Groupe Seb, Harrys, L’Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labelled Agences Actives RSE (CSR) by the AACC and the AFNOR with a top score of 3 stars, Publicis Conseil, was named for the third time in a row, international agency n°1 by the Good Report in 2021. www.publicisconseil.fr

About Renault

Historical brand of mobility, leader on the electrical field in Europe, Renault has always developed innovative vehicles. With its strategic plan “Renaulution” the brand is initiating an ambitious and value-generating transformation. This way, Renault will evolve to an even more competitive, well-balanced, and electrified product range. The brand intends to embody modernity and innovation in technological, energy and mobility services – in the car industry and beyond.

Credits:

Renault – Company representatives

Global Chief Marketing Officer: **Arnaud Belloni**
VP Renault Brand Content Creation: **Laurent Aliphath**
Director of Models Content Creation: **Hortense Isnard**
Senior Advertising Manager: **Jonathan Blondet**

Publicis Conseil

CEO/CCO: **Marco Venturelli**
Creative director: **Marcelo Vergara**
Copywriter: **Marine Cherel**
Art Director: **Léa de Angeli**
Line Producer: **Caroline Petrucelli**
TV producer: **Sophie Megrous**
Account Managers: **Hugues Reboul, Gaëlle Morvan, Grégory Bigo**

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International PR contact: **Julie Foulet** - julie.foulet@conseil.publicis.fr +33 6 37 15 42 52

Production Film

Director: **Frédéric Planchon**
DOP: **Arnaud Potier**
Production: **Iconoclast – Jean Duhamel**
Line Producer: **Guillaume Le Gat**
Prod exe: **Juice Film**
Post Production : **Prodigious**
Sound: **Start-Rec - Alex Jaffray / Mathieu François / Chloé Prechac / Valéry Pellegrini**

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