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PRESS RELEASE

Paris, the 20th of June 2023

ALL NEW RENAULT RAFALE E-TECH HYBRID AIMING HIGHER INSPIRES REINVENTION



To reveal its new model, Renault, in collaboration with its agency Publicis Conseil, envisions an advertising film that celebrates both the heritage and future of the brand.

The story of Renault has primarily been written on the road, but some of its most beautiful lines have been etched in the sky. In 1933, at a time when civil aviation was making great strides, Renault acquired the manufacturer Caudron to create the company Caudron-Renault. From this union emerged, among others, a legendary aircraft: the Caudron-Renault Rafale. A machine with a rare performance that would leave an indelible mark in the grand history of conquering the sky.

A glorious chapter where the brand invites us to relive through the precise lens of director Dan Di Felice (BIRTH) in an aerial film. Accompanied by the famous track "Opus" by Eric Prydz, reorchestrated by the agency StartRec, the piece blends electronic and classical music. The result: a crescendo concluded by an epic flight, intensifying its impact.

The film retraces the epic journey of Hélène Boucher, an extraordinary female pilot who set several speed records, including the women's world speed record over 1,000 kilometers, reaching 445 km/h on August 11, 1934. Renault pays tribute to her, as well as to Maryse Bastié and Adrienne Bolland, icons of French aviation, who pushed the established limits and opened the way to new possibilities. Their determination to fly higher, further, and faster has been a source of inspiration for generations of pilots and engineers.

Contact Presse :

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Discover the film here : <https://youtu.be/z27BCCMM-M0>

This aerial inspiration takes us on a journey through time to reveal the new flagship of Renault: Rafale. The premium SUV coupe carries the heritage of the Caudron-Renault Rafale: performance, boldness, agility, and character.

With its streamlined design, sporty silhouette, and clean lines, the design of all new Renault Rafale E-Tech hybrid redefines the brand's aesthetic codes. All new Renault Rafale is also at the forefront of connectivity with its openR link multimedia system with Google built-in and over 50 available apps. Its E-Tech full hybrid 200 hp powertrain, as powerful as it is efficient, coupled with the 4-Control advanced system with four-wheel steering, offers exceptional driving pleasure. It will soon be joined by a high-performance E-Tech 4x4 300 hp powertrain. Equipped with the latest innovations, all new Renault Rafale benefits from the solarbay panoramic sunroof that can be opaque on demand for the well-being of passengers.

Arnaud Belloni, Renault's Worldwide Marketing Director:

"All new Renault Rafale inherits a strong and meaningful name. It was therefore important to recall the origin of this name, paying tribute to the heritage of the Renault brand. This film emotionally portrays this glorious chapter of Renault's forgotten history. With Renault Rafale, a new page of this story is being written, inspired by past accomplishments and resolutely focused on the future."

The film is broadcasted on social media and at the International Paris Air Show in Le Bourget since June 18. On this occasion, all new Renault Rafale is revealed worldwide.

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

About Renault:

Historical brand of mobility, leader in 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.

Technical Sheet:

Renault - Advertising Executives

Arnaud Belloni
Laurent Aliphat
Hortense Isnard
Aurore Henry
Naomi Nascimento

Publicis Conseil

CEO : Agathe Bousquet
President overseeing creativity: Marco Venturelli
Creative director: Marcelo Vergara
Art Director: Mathieu Dubray
Copywriter: Tanguy Gallis
TV producer: Nelly Cohen
Global strategy director: Philippe Martin-Davies
Traffic creation manager: Solene Chalmey-Meysselle

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Account Managers: Hugues Reboul, Emmanuelle Woehrel, Fadoua Lebbar, Maxime Wienert, Téa Jeansonnie
Digital team : Julien Bezault, Manal Elimani, Emilie Assimakopoulos
Process manager: Claire Diot

Production

Director: Dan Di Felice
DOP: Khalid Mohtaseb
Production company: Birth
Executive Producer: Hugo Legrand Nathan
Line Producer: Carl Cohen
Production coordinator: Pascale Dhont

Production exe: Studio Arkadena
Arkadena producer: Janez Kovic, Katja Getov

Editing: Birth
Editor: Sophie Fourdrinoy
Post producer: Romain Gingembre & Jean-Philippe Tapia
Post producer: Emilien Dessons
Colorist: Julien Alary

Post Production: The Mill Paris
Executive producer: Fabrice Damolini
VFX producer: Seb Noyon

Sup shoot: Adrien Borzakian
Sup VFX: Stephane Pivron, Seb Aubert
Sup CG: Valentin Lessueur
Généraliste 3D: Mathias Barday, Luca Kraether
FX: karim Keddache, Benjamin Lenfant

Sound: Start-Rec
Creative Director : Alex Jaffray
Production Director : Mathieu François
Producer : Martin Sumeire – Valéry Pellegrini
Ingénieur du son : Benjamin Falsimagne

Music : Opus
Songwriter: Eric Prydz
Publishing : Start-Rec
1st air date: June 18th 2023