

# PRESS RELEASE

01/12/2023



## NEW RENAULT MASTER, A NEW BREEZE FOR LIGHT COMMERCIAL VEHICLES

- A spectacular design with a strong, modern personality to accompany all professionals and continue the Master success story with this fourth generation
- An "Aerovan" design down to the smallest detail to offer the best efficiency in its category, whatever the energy
- A new multi-energy platform to meet all needs: internal combustion, E-Tech 100% electric with over 410 km of WLTP range and hydrogen.
- A new poetic and aesthetic film, produced by Renault and Publicis Conseil, using the wind as a metaphor to promote the professions of professionals and new Renault Master aerodynamism



On 21 November, Renault unveiled new Renault Master, designed to meet all the needs of professionals. This fourth generation has been designed to provide practical solutions to rising fuel prices, restricted access to city centres and the need to support our customers in the energy transition.



Designed in a wind tunnel, new Renault Master has been completely redesigned for greater efficiency.

The tilt of the windscreen, the new front end, the air intakes, the shape of the exterior mirrors, the tighter rear area: all the key elements of the design have been worked on to enhance aerodynamic performance and offer significant energy gains so that you can go further, load more and spend less.

Its new multi-energy platform meets every need:

- A Blue dCi diesel version with 105 to 170 bhp, offering significant gains in CO2 emissions and fuel consumption
- An electric version with 96 or 105 kW and a 40 or 87 kWh battery, offering a WLTP range of over 410 km
- A hydrogen version

These various innovations mean that the 100% electric version consumes up to 21% less energy, and the internal combustion version saves 1.5 l/100 km, while retaining a payload of up to 1,625 kg.

More than 40 silhouettes are available for an infinite number of possible conversions. Unique in this segment, conversion bases are offered directly on the factory production line, reducing delivery times and the number of shipments.

To highlight the innovation and efficiency of new Renault Master, Renault and its agency Publicis Conseil have devised a campaign based on its wind tunnel design.

## **Wind as metaphor**

Every day, professionals have to contend with opposing forces that can slow them down and make their work more difficult. Our film symbolises all these difficulties through the wind and its effects on nature and workers.

A gust of wind on a building site, a gust in a field or in the city, the wind disrupts the work of professionals. To stay in business, they need to be able to rely on their equipment, particularly their commercial vehicles.

With the new Renault Master, the wind becomes an ally in meeting their requirements.

The film demonstrates this revolutionary change in a poetic and aesthetic way, under the talented eye of Jonas Lindstroem. In splendid, realistic settings, we follow the hard-working, windy daily lives of three professionals: a site manager, a delivery man and a farmer. They are then helped by the wind in spectacular fashion, all to the legendary music of Phil Collins, In The Air Tonight.



New Renault Master breaks new ground in the world of commercial vehicles. Thanks to its new AeroVan design, the electric version consumes 21% less fuel than the previous generation, while the internal combustion version consumes 1.5 litres/100 km less.

With this new campaign, we are reaffirming our support for professionals in meeting the challenges they face every day.



**Arnaud BELLONI**, Global Chief Marketing Officer

The film was shown on social networks and at the Solutrans show from 21 November 2023, when new Renault Master was unveiled as a world premiere.

To discover the film, [follow this link](#)

## ABOUT RENAULT

For more than a century, Renault has been designing, making, and selling LCVs that meet the demands of professional clients around the world.

Express, Kangoo, Trafic, and Master: iconic vehicles that are recognised around the world for the innovative ways in which they improve the daily lives of their users.

As a European leader for more than a decade on numerous markets (ICE and EV), Renault Pro+ offers customised and smart sustainable mobility solutions through a unique combination of solutions, services and financing offers that simplify and boost business for professional customers. It brings together innovative digital solutions with a panel of approved body makers and a network of commercial vehicle experts located in more than 600 Renault Pro+ centres in more than 25 countries.