

## PRESS RELEASE

### RENAULT AND FFR, PARTNERS ONCE AGAIN

- Renault, France's leading automobile brand, becomes Official Partner of the French Rugby Federation and the French rugby union teams.
- Renault confirms and reinforces its historic commitment to French rugby, from elite to amateur level.

Linas Marcoussis (France), September 21, 2020 – Renault announces its commitment to the French Rugby Federation for a period of four years becoming Official Partner of France Rugby and of French rugby union men's and women's teams. This status offers Renault exclusive communication and visibility in the automotive sector, from 2020 to 2023 inclusive.

"I am pleased and proud that Renault can accompany the French Rugby Federation and its French teams in the challenges that await them on the road to 2023 and the next Rugby World Cup" says **Ivan Segal, Senior Vice President, Market Area France, Groupe Renault**. *"Renault and rugby have a long-standing affinity and proximity between our sales network and many clubs throughout France, which this new partnership with the federation confirms today »*

*"I am very pleased with this new collaboration with Renault for the next 4 years. The shared values that bind us and our love of rugby are the keys to a lasting, strong and successful partnership that looks to the future,"* says **Bernard Laporte, President of FFR**. *"This new partnership with the French leader in the automotive industry is a concrete expression of the FFR's desire to proudly represent our nation and promote French rugby."*

By renewing its commitment to the FFR, after an initial partnership between 2008 and 2012, Renault is positioning itself as a major player in rugby and asserting its French roots on the international scene. Renault and the world of rugby have a common passion for team spirit, respect and sharing. It is also a close relationship, maintained on a daily basis through the hundreds of local partnerships established by the Renault sales network with clubs of all regions and all levels, professional and amateur. Renault's commitment to rugby thus feeds the brand's relationship with its customers and offers it the opportunity to conquer new ones.

This partnership, signed at the beginning of the year, will now be able to take on its full potential with the resumption of rugby and international matches, and will be highlighted by Renault from October through the Open Days and a wide communication campaign under the banner of rugby.

#### Press contacts :

##### **RENAULT**

Aurore GUILLOUX  
+33 (0)6 25 07 38 00  
[aurore.quilloux@renault.com](mailto:aurore.quilloux@renault.com)

##### **FFR**

Méghane FAVREL  
+33 (0)6 47 44 02 37  
[meghane.favrel@ffr.fr](mailto:meghane.favrel@ffr.fr)