

PRESS RELEASE

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RENAULT CARE SERVICE.

THE NEW RENAULT AFTER-SALES SERVICE CAMPAIGN



Renault highlights the main reason for the existence of its after-sales service: to make your car live longer. Renault enables its customers to enjoy their vehicle longer thanks to the expertise of its after-sales service.

Renault care service, a new signature that coexists with the brand's historic claim: "*Who better than Renault to maintain your Renault?*" emphasizing the expertise and know-how of its after-sales service.

To support this strong message, a new campaign has been designed. The film, directed by Philippe Tempelman, shakes up the codes of traditional after-sales communication and is based on images of the legendary Renault Fuego, in its Turbo version. The title "*La plus belle pour aller danser*" (The most beautiful to go dancing), performed by Chris Garneau, accompanies this new campaign.

"In line with the last Renault campaigns, this new film, full of emotion, capitalizes on the human side and the passion of our business. It features the Renault Fuego, THE mythical and emblematic vehicle of Renault in the 1980s, while underlining our commitment, our primary mission and our pride in being able to make cars live longer thanks to the care and professionalism we bring to our customers with our after-sales service." says **Arnaud Belloni, Global Marketing Director for the Renault brand.**

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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.