

PRESS RELEASE

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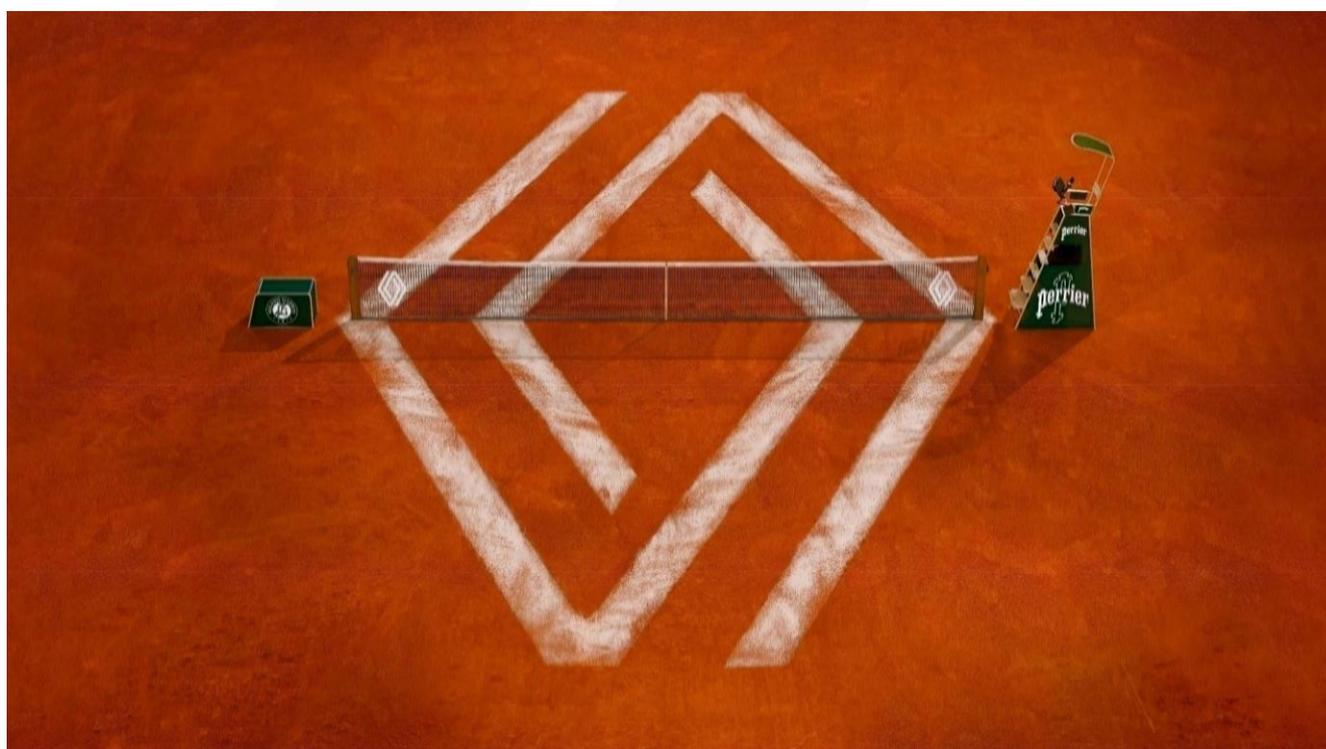


PREMIUM PARTNER



RENAULT AND ROLAND-GARROS TEAM UP TO MOVE THE LINES

- Renault becomes Premium Partner of Roland-Garros, delivering electric mobility.
- Renault is providing a fleet of 100 Renault Megane E-Tech electric.
- Renault is launching "GIVE ME 5", the brand's new social responsibility project devoted to young generations.
- The brand wants to promote the practice of tennis in the cities.



As part of its new brand strategy, Renault decided to streamline its global marketing partnerships and focus its engagements on a few key pillars able to offer considerable added value. Renault will now focus on sport, with two main partnerships – rugby, as a major partner of the French Rugby Federation, and now tennis, partnering with the Roland-Garros tournament.

RENAULT X ROLAND-GARROS

The Parisian Grand Slam and the manufacturer Renault have joined forces to write a new chapter in their history. Starting with the 2022 tournament, which will take place from 16 May to 5 June, and for an initial duration of five years, Renault becomes Premium Partner of Roland-Garros, one of the most prestigious sport events in the world.



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Renault and the Parisian Grand Slam have the same roots, both born in France, with a strong international ambition, and share common values of "Made Of France", passion, and audacity. The partnership between Renault and the French Tennis Federation (FFT) was even more apparent as it sets its foundations on two main strategic pillars for both brands: sustainable mobility and social responsibility.

AN ELECTRIC FLEET

Renault and Roland-Garros share the same intention to behave in an always more responsible manner, therefore sustainable mobility is key for both brands. Renault is already accelerating its transformation with the objective of becoming a fully electric brand in Europe by 2030.

This commitment with sustainable mobility is clearly reflected in the electric fleet of 100 new Renault Megane E-Tech electric that Renault made available to the French Open, as part of the total 160 vehicles fleet.

GIVE ME 5

In parallel with the signature of this partnership deal, Renault is launching "GIVE ME 5", the brand's new social responsibility project devoted to young generations.

As a first step, Renault wants to promote the practice of tennis in the cities by renovating playgrounds in suburban areas with the help of local artists. Two fields are expected to be opened in France by the end of the year.

To help financing the "GIVE ME 5" project, during the Roland-Garros tournament Renault will put in place the "Let Challenge". Every time that a served ball hits the net cord before landing in the service court, which happens in average more than 2,000 times during the tournament, Renault will allocate a sum of money to this social initiative.

Furthermore, the brand will invite several groups of children and teenagers coming from from disadvantaged backgrounds to Roland-Garros, to live an exclusive experience and assist to one day of the tournament.

ACTIVITIES INSIDE AND OUTSIDE THE STADIUM

As part of this new collaboration and for the first time ever in Roland-Garros history, the Renault logo will be displayed on the nets of the five main courts (Philippe-Chatrier, Suzanne-Lenglen, Simonne-Mathieu and on the n°7 and n°14 courts) throughout the entire tournament, from the qualifying rounds to the finals.

During the tournament, Renault will also count on a 150sqm booth inside Roland-Garros where visitors will be able to learn about the brand's future electric and electrified range, with Renault Megane E-Tech electric, Renault 5 Prototype, and all-new Renault Austral, whose public World Premiere is taking place at Roland-Garros.



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Mobility and tennis fans will be able to enjoy several experiences that Renault will be putting on during the tournament.

Renault Green Line: anybody willing to reach the tournament with zero emission will be able to do it thanks to Renault. The carsharing company ZITY by Mobilize will offer to their customers the possibility of reaching Roland-Garros and park right next to the stadium in one of the five ZITY parking spots. New customers will have the chance to benefit of a special promotion.

Renault The Originals Line: setting off from the Atelier Renault, the brand's flagships store on the Champs-Élysées, tennis fans will have the opportunity to live a unique experience, out of time, hopping on a RATP bus from the 30s that will drive them directly to the stadium.

Renault Electro-Pop Line: in occasion of Renault 5 50th anniversary, the brand has turned five historic models, retrofitted with a 100% electric engine, that fans and guests will be able to sit on to reach the Roland-Garros stadium.

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.

ABOUT ROLAND-GARROS

In the eyes of sports fans, and indeed the general public, Roland-Garros is an unmissable event. The 2021 tournament was broadcast in 222 countries worldwide, confirming the tournament's status as a first-class international sporting event. Organised by the French Tennis Federation, Roland-Garros is the only Grand Slam tournament to be played on clay, one of the oldest and most noble surfaces in the history of tennis.