



RENAULT REVEALS THE NAME OF ITS NEW SUV: AUSTRAL



Renault has revealed that its new SUV will be called "Austral".

Derived from the Latin word "australis", Austral is a word that resonates in many European languages, including French, which is important for a brand proud of its roots.

According to Sylvia Dos Santos, Model-naming Strategy Manager within the Renault Global Marketing Department, "Austral conjures up the vibrancy and heat of the southern hemisphere and extends an invitation to explore, which makes it an ideal fit for an SUV. The word is built around a harmonious balance of sounds that are easy to pronounce by people all around the world, giving it a truly international feel."

The Austral forms part of the new range of compact SUVs developed by the Renault brand, boasting innovative connected technology and providing the pleasure of eco-driving. The Austral, which stretches 4.51m in length, can comfortably carry up to 5 passengers.

This new model shows that Renault is on a mission to regain its C-segment foothold, following on from the Arkana and the new Mégane E-TECH Electric.

Destined to replace the Kadjar in the current range, the Austral will be presented in spring 2022.



Check out the story entitled "[There once was a car named Austral](#)" for a behind-the-scenes look at Renault's model-naming strategy.

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.