

17/05/2023



PREMIUM PARTNER



ROLAND-GARROS 2023, RENAULT BRAND STEPS UP TO THE NET

- Renault has been a premium partner to the French Open since 2022
- For this year's tournament, the Renault 5 Prototype has been kitted out in a metallic satin-white finish – the first in a special Roland-Garros series of the future all-electric Renault 5
- Renault is providing a fleet of 185 vehicles, including 90 of the Mégane E-Tech Electric, 30 of the Austral E-Tech full hybrid and 20 All-new Espace E-Tech full hybrid to transport players and officials
- Fans and guests will also be able to travel in three all-electric retrofitted Twingo given a new look by the Renault design team
- Our three tennis ambassadors Diede de Groot, Luca Van Assche and Félix Auger-Aliassime have got involved in Renault brand's CSR initiative Give Me 5, which focuses on helping young people from priority neighbourhoods
- Three new models will be revealed to the general public for the first time: Renault 5 Prototype Roland-Garros, the 4EVER Trophy in a new finish and the All-new Espace E-Tech full hybrid



Renault became a premium partner to the French Open in 2022. For the 2023 edition, taking place from 22 May to 11 June, the brand's style and logo will leave their mark on the tournament. The Renault logo, for example, will be visible on the nets of the five main courts (Philippe-Chatrier,

Suzanne-Lenglen, Simonne-Mathieu and courts no.7 and 14). The partnership has been bolstered in 2023 with new initiatives and is the perfect opportunity for both brands to promote their shared ambition of flying the flag for France all over the world.

THE RENAULT 5 PROTOTYPE CELEBRATES ROLAND GARROS

The Renault 5 Prototype turned heads with its zesty yellow bodywork in 2021 and is bound to continue causing a stir. As part of Renault's partnership with the French Open, this forerunner for a full-electric city car has donned a new metallic satin-white finish.

The retro-futuristic car also incorporates visual tributes to the Roland-Garros stadium, such as the emblematic Saint Andrew's cross on the lateral grilles, and the backlit Roland-Garros logo that takes pride of place where the iconic number 5 was previously located.

For a touch of casual yet chic elegance, the window contours are adorned with chrome satin and the rims in anodised blue.

The new take on the Renault 5 Prototype is a special French Open version and preview of the future production model set to be unveiled in 2024.

AN ELECTRIC FLEET PROVIDED

Renault is providing a fleet of 185 vehicles at the Roland-Garros tournament, including 90 of the Mégane E-Tech Electric, 30 Austral E-Tech full hybrid and 20 of the All-new Espace E-Tech full hybrid.

What's more, to mark the 30th anniversary of the Twingo, whose fun colourways and appealing design have won over generations of customers, three retrofitted electric versions developed in partnership with R-FIT will transport fans and guests to the stadium.

- **Twingo Gangsta Crew:** Directly inspired by West Coast culture and hip hop, this retrofitted Twingo is a quirky tribute to an unconventional trend harking from the 1990s – Californian lowriders.
- **Twingo Top Model:** Let this retrofitted Twingo take you back to the catwalk shows of the 1990s with nods to the era's podiums and palaces.
- **Twingo Y2K:** Inspired by boy band culture of the 1990s and 2000s, this Twingo has been perfectly tuned.

Visitors will be able to travel to the tournament sustainably thanks to the **Renault Green Line**. The Zity free-floating car sharing solution by Mobilize will enable fans to get to Roland-Garros and park near the stadium at one of five Zity parking spaces.

RENAULT'S AMBASSADORS LINE-UP GETS INVOLVED

Roland-Garros is a key event in international sports. During this long-awaited annual tournament, the sole Grand Slam disputed on clay, spectators from all over the world tune in to see what's going on at Porte d'Auteuil in western Paris.

For the second year of this partnership, Renault will put its weight behind its commitment with a new film.

The original soundtrack of "It's the Most Wonderful Time of the Year" plays, reflecting the excitement and joy as the tournament opens. Clay falls from the sky like snow, covering streets and cities all over the world. Amateur and professional players from all over the world – Europe, Asia, Latin America and beyond – celebrate the start of Roland-Garros.

And Renault's line-up of ambassadors – Diede de Groot, Félix Auger-Aliassime and Luca Van Assche – played ball by taking part in the film to celebrate the event.

[Link to the film](#)

GIVE ME 5: LETS WIN THIS

Give Me 5 is the brand's CSR initiative that focuses on helping young people from priority neighbourhoods.

Under the initiative, Renault is renewing the "Let Challenge" during the French Open. Every time a served ball hits the top of the net before falling onto the other side, Renault will allocate €100 to the initiative. A total €161,400 were collected at Roland-Garros 2022, and Renault brought that figure up to €235,000 – enabling the construction of three tennis courts in Lyon, Marseille and Grigny.

After bringing the Give Me 5 programme to life at these first three sites in France, and through the involvement of the three ambassadors in Renault's line-up, this year's aim is to expand the project in France by working with Luca Van Assche and the Fête le Mur association.

The programme has also been rolled out in other countries: Togo with Félix Auger-Aliassime; the Netherlands with Diede de Groot; Argentina with Gabriela Sabatini; and Brazil.

The Give Me 5 programme was not only developed to improve access to tennis – it also works to make practising music and judo more accessible for young people from priority neighbourhoods.

"We are very happy and proud to reinforce our partnership with Roland-Garros: 75% of the vehicle fleet that we are providing for the tournament is electric; the Renault logo will be displayed on the nets at the courts; we are stepping up our social and solidarity-based project, Give Me 5, with the support of our ambassadors; and the general public will get to see the Roland-Garros Renault 5 Prototype, the 4EVER Trophy and the All-new Espace E-Tech full hybrid. All of this demonstrates just how quickly Renault is renewing itself," says Arnaud Belloni, Head of Global Marketing for Renault Brand.



PREMIUM PARTNER



THE GENERAL PUBLIC GETS ITS FIRST LOOK AT THREE VEHICLES

Renault will run a stand at the Roland-Garros complex throughout the tournament where spectators will be able to discover two show cars, the Roland-Garros Renault 5 Prototype and the 4EVER Trophy, as well as the All-new Espace E-Tech full hybrid.

The Roland-Garros Renault 5 Prototype: This show car, a forerunner for a Roland-Garros edition of the future electric R5, will be presented to the public for the first time ever during the tournament in Paris.

4EVER Trophy kitted out in the colours of the 1962 4L: The 4EVER Trophy has been given a new look in the famous Île-de-France Blue paint, which first appeared on the Renault 4 in 1962. The 4EVER Trophy will be revealed in its new finish to the general public for the first time at the French Open. Its sophisticated and high tech design also features neon yellow accents on the luggage rack straps, bumpers, shock absorbers and wheel insignia.

This eye-catching nod to Roland-Garros tennis balls underlines the show car's adventurous spirit while alluding to the character of the original 4L.

[Link to the press release](#)

The All-new Espace E-Tech full hybrid: It's the essence of the Espace, for a new generation. Renault's new large SUV, available as a 5- or 7-seater and equipped with a full hybrid 200 hp E-Tech engine, will be on show at the Renault stand for all three weeks of the tournament.

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 2022 tournament was attended by more than 600,000 spectators and was broadcast in 223 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.

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