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The All-new Renault Clio E-Tech full hybrid shows off its modernity alongside iconic previous models



The success of the Renault Clio has never ceased, with almost 16 million sold worldwide since it launched in 1990. After 33 years of sales, the Clio is still right up there as one of the most popular cars in France. It has proved timeless, reinventing itself to align perfectly with customers' expectations.

With a new more assertive and elegant style and a chic, polished interior, the All-new Renault Clio is beginning a new era with an initial interpretation of the brand's new design language. Its new look combines the technical side with a dynamic one, with a totally redesigned lighting signature and taught, precise and efficient lines that give the All-new Renault Clio a more marked personality.

And in terms of engine power, it's always kept pace.

Today, the All-new Renault Clio is fitter than ever for the times, meeting the public's new expectations through a major asset – 145 hp E-Tech full hybrid engine. It combines driving pleasure with fuel economy, with an average consumption of 4.2l per 100 km. The All-new Renault Clio is also available in several finishes, including the new Esprit Alpine, which gives it an even more powerful personality.

All of these new features are bound to delight Clio lovers – and that idea is what inspired this film. Renault wanted to highlight the Clio in a sort of parade, flanked by previous iconic models such as the Clio III RS Trophy, the Clio V6 and the Clio Williams.



The All-new Clio E-Tech full hybrid paces up and down the streets of Valencia in Spain, like a super model on the catwalk, passing some of the city's most iconic sights, such as the Ciudad de las Artes y de las Ciencias. Against a backdrop of a guard of honour, cameras flashing and models adorned in haute couture looks, the new design of the Clio does not go unnoticed, drawing admiring looks from everyone that it passes.

To support and underline the overriding idea of the film, namely, the public's love of the Clio, Renault chose "Oh l'amour" by Erasure as the soundtrack.

"The success of the Clio has never dipped. It's the most-sold French car worldwide, and a benchmark for its segment in Europe.

We imagined the clip to be a sort of luxury brand film. Everything was painstakingly planned: the lighting, location scouting and styling.

The challenge was to keep fans of the original Clio happy while winning over new customers so it stays at the top of the podium." says Arnaud Belloni, Chief Branding Officer for all brands at Renault Group.

The campaign will be released from 20 August 2023 in France and from early September internationally.

Click here to see the clip <https://www.youtube.com/watch?v=EjFtJcGMLWo>

À PROPOS DE 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 PUBLICIS CONSEIL

Publicis Conseil is an international creative agency that is based in Paris and led by Agathe Bousquet, Alexandra Evan and Marco Venturelli. It works with French clients on their various global markets. Clients include AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, ENGIE, Fnac Darty, Groupe Seb, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain and SNCF.

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