

PRESS RELEASE

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## A UNIQUE CUSTOMER EXPERIENCE AT RENAULT DEALERSHIPS IN FRANCE, WITH PEPPER ROBOTS FROM SOFTBANK ROBOTICS

- **From 16 March, the Renault dealer network in France will be bringing in around 120 Pepper robots, from SoftBank Robotics.**
- **Pepper will be meeting customers at Renault dealerships throughout 2017.**
- **Customers can book personal appointments with Pepper on the [www.rencontrezpepper.renault.fr](http://www.rencontrezpepper.renault.fr) website.**

Renault and SoftBank Robotics are teaming up to offer visitors to Renault dealerships an innovative technological experience. Starting with the Open Day operations from 16 to 20 March, and running through to November, there'll be more than a hundred Pepper robots meeting customers at Renault dealerships all over France. And customers can book personal appointments with Pepper at the dealerships of their choice on the site [www.rencontrezpepper.renault.fr](http://www.rencontrezpepper.renault.fr) website from the end of February.

For **Valérie Candeiller**, Renault France advertising director, *"with Pepper we're offering customers a unique dealership experience. This friendly little robot is a great ambassador of successful French Tech, and it fits in very neatly with the Renault French Touch approach that shines through in our totally up-to-date range of vehicles"*.

Renault's partnership with SoftBank Robotics will be backed by a communications campaign starting on 1 March, with Pepper starring alongside Renault French Touch ambassador Nicolas Carpentier.

For **Nicolas Boudot**, sales and marketing director of SoftBank Robotics Europe, *"we're delighted to see our Pepper robot selected alongside Renault's other illustrious French Touch representatives. By having Pepper meet customers at the Renault dealerships we're offering an innovative and moving experience that engages customers with the Renault brand and its new vehicles"*.

### **About SoftBank Robotics**

SoftBank Robotics is a frontline world player in robotics, fielding a workforce of more than 500 at offices in Paris, Tokyo, San Francisco, Boston and Shanghai. Its NAO, Pepper and Romeo robots are used in more than 70 countries, across a broad spectrum of functions encompassing retail, tourism, healthcare, research, education and entertainment. [www.ald.softbankrobotics.com](http://www.ald.softbankrobotics.com)

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