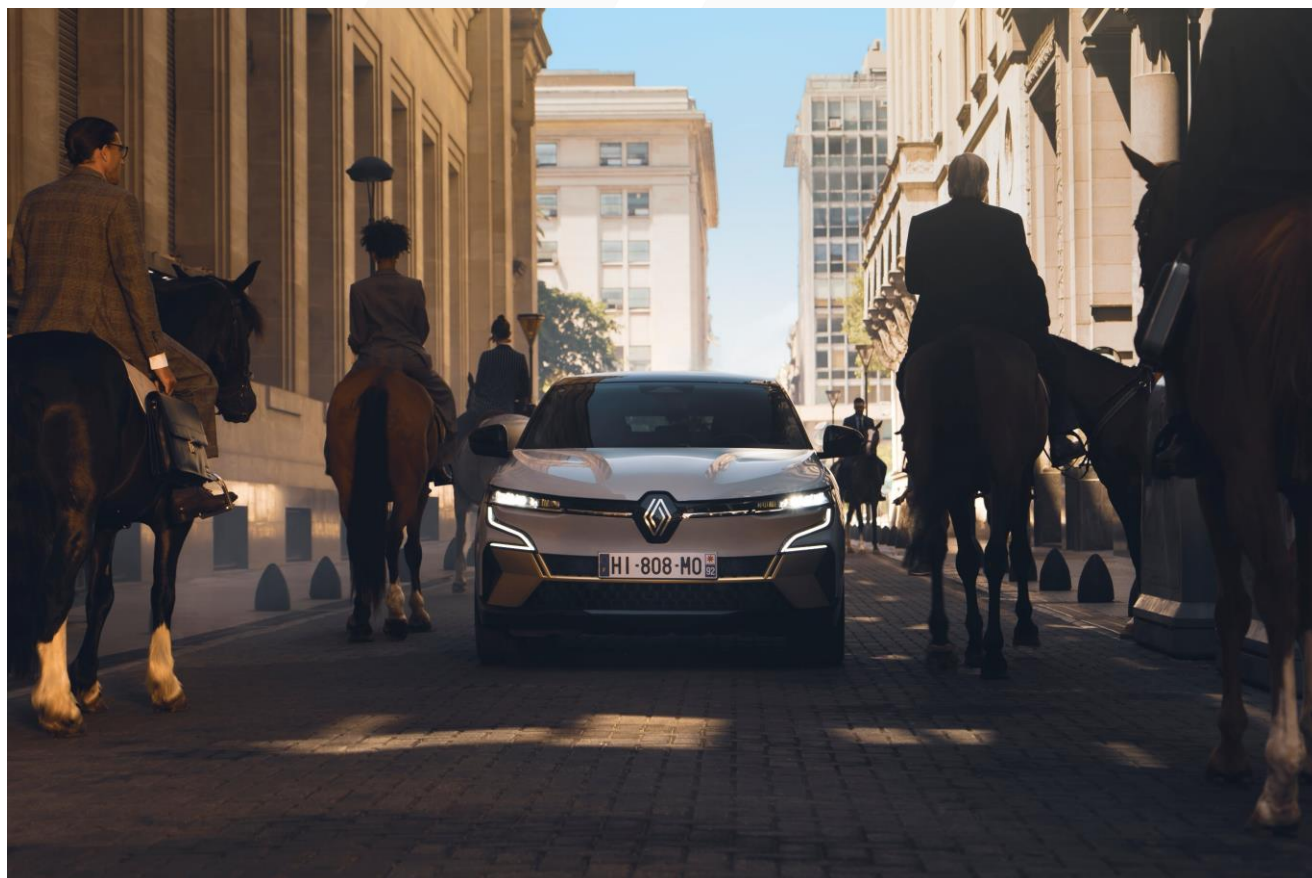




ALL-NEW RENAULT MEGANE E-TECH ELECTRIC: FROM HORSEPOWER TO ELECTRIC POWER



All-new Renault Megane E-Tech electric, first model of the Renaulution, paves the way forward for the brand's future. Embodiment of Renault's 'Nouvelle Vague', it is also a symbol of the brand's "Made in France", as it is produced in France, in Douai, at the Renault ElectriCity.

Renault Megane E-Tech electric marks an electrifying start to a new era for the brand. In honour of the car's launch, a highly symbolic and poignant film was made to highlight how mobility is evolving from combustion to electric. A tribute to a bygone era as horsepower gives way to electric power.

According to Arnaud Belloni, Renault's Global Chief Marketing Officer, **"Renault Megane E-Tech electric is the first model of the Renaulution, and it embodies Renault's Nouvelle Vague. The campaign paints a poetic fresco that portrays the new car in an exceptional way, highlighting the full extent of the brand's creative and technological ambition."**



FROM HORSEPOWER TO ELECTRIC POWER

In this latest film, Megane E-Tech electric can be seen driving through an imaginary, poetic, and stylized city scape devoid of traffic lights and signs, with neither pedestrians nor cars, buildings everywhere are in contrasting shades of light and dark. Men and women perched atop horses cross paths with Megane E-Tech electric as they ride around the city's streets. Their gaze riveted to the car as if astounded or even captivated by what the future holds. Some horses go so far as to bow down their manes in an elegant gesture of respect for the car's sleek lines.

The imaginary world is replete with references to the equine world. The mechanic is seen as a farrier, mannequins in the shop windows are all horse-like, and even the graffiti on the wall alongside the concrete basketball court depicts galloping horses. Other sections show more spectacular scenes: bucking horses in rearing up as the car drives by them in the city's financial district; a young woman in a wedding dress gallops away from the town hall atop a white horse and leaps over the bonnet of Megane E-Tech electric as a pack of horses gracefully run through the city's streets.

The final shot shows Megane E-Tech electric driving away from the imaginary city along a mountain road, its 160-kW motor opening up a new chapter of electric mobility.

Both Renault and Publicis Conseil worked hand in hand with professional horse riders and other equestrian experts for the making of the film.

To underscore the change in energy at play, Start-Rec provided a new orchestration of the track 'Power' by the Pachanga Boys that was then used as backing track for the film.

A WORLD-WIDE CAMPAIGN LAUNCH

The world-wide campaign for all-new Megane E-Tech electric will be phased in as of 2nd March across 23 European countries, and adapted into several languages, with the film being broadcast via Renault's social media and website.

A broader communication plan with the addition of television broadcasting will begin on a broader scale at the same time as the first Megane E-Tech Electric are delivered in Spring 2022.

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.

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