

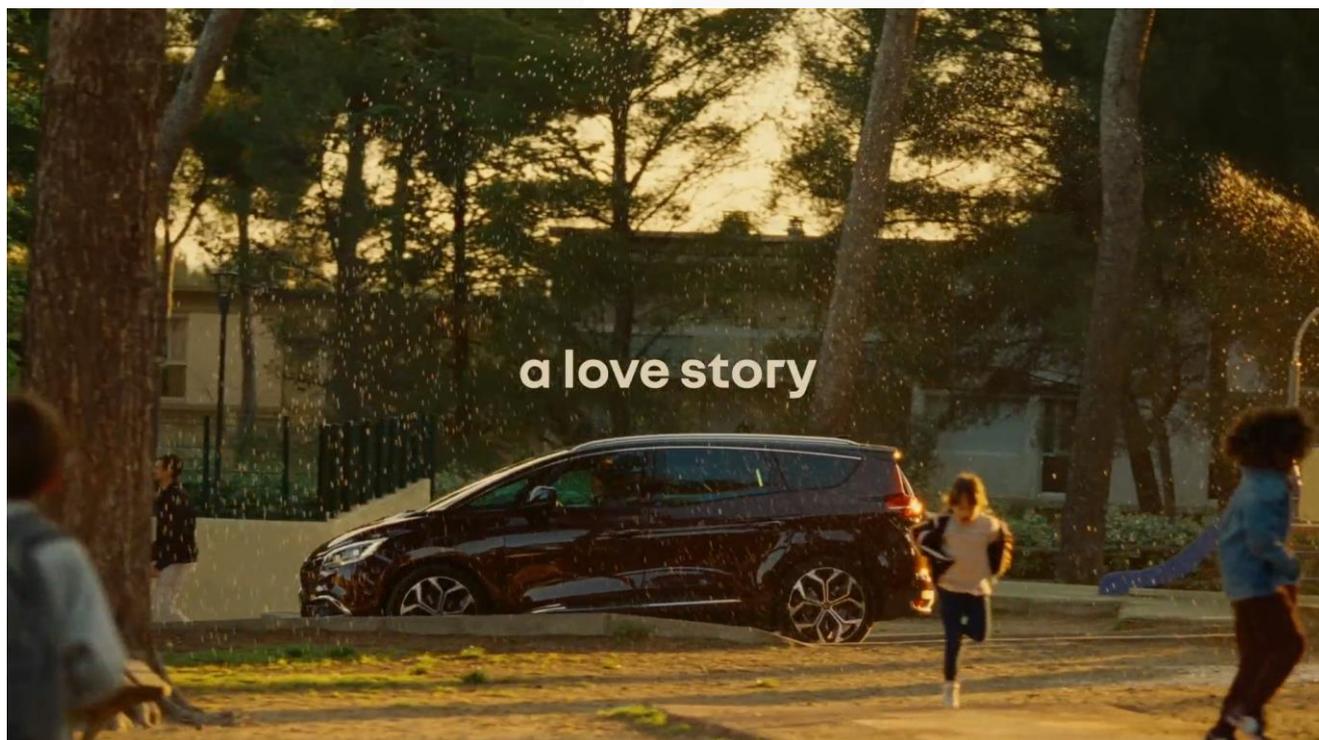
PRESS RELEASE

14/05/2021



FAMILIES BEGIN WITH A LOVE STORY. RENAULT SCENIC, LOVING FAMILIES FOR 25 YEARS.

RENAULT CELEBRATES THE 25TH ANNIVERSARY OF THE ICONIC FAMILY CAR.



A true pioneer on the compact MPV segment, Renault Scenic has been accompanying families and reinventing itself with its evolutions since 1996. With four generations and more than 5 million vehicles sold, Renault confirms by the celebration of this anniversary, its commitment to offering a complete range of vehicles dedicated to families.

Nothing can replace the family, and ultimately nothing can replace a true family car. Families deserve a tailor made vehicle, designed for family life, they deserve Scenic.

This global campaign is all about family life, and its beginning: love. Whether physical, platonic, paternal or maternal, love is at the heart of the family, and forms its bonds. This film celebrates several love stories, several family stories, all singular and yet universal. "**Renault Scenic, loving families for 25 years**". Directed by Nicolas Larsson, this film goes back in time, from the birth of a baby to the first teenage romances.

"This campaign reminds us that Renault has been supporting generations of families for 25 years. With very strong creative choices and a very modern approach, it also rehabilitates the image of the family car, of which Scenic is one of the emblematic models, if not the generic name. Renault is proud to accompany all families in all their differences and all their moments of life. In particular, in the context of Covid where the family has

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*regained a prominent place in our lives. " explains **Arnaud Belloni, Global Chief Marketing Officer for the Renault brand.***

This film is highlighted with the song "The Power of Love" by Frankie Goes to Hollywood.

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.