



NEW RENAULT TRAFIC VAN E-TECH ELECTRIC. YOUR BUSINESS EVOLVES, SO DO WE



For the launch of the New Trafic Van E-Tech Electric, Renault and its agency, Publicis Conseil are inviting viewers to take a journey through different eras and alongside a business owner's life in a film directed by Rodrigo Saavedra (Soldats). Entitled "The Store" it shows the evolution of a family store through the decades.

From a grocery store opened by Pierre & Rose in 1912, the store is turned into a gourmet ice cream shop, then a seventies vinyl records store, followed by an arcade, and finally a modern and committed concept store.

Between historical epic and intimate dive in the daily life of this family. The film highlights the iconic vehicles of the brand that have accompanied these entrepreneurs throughout their evolution: Fourgon postal (1909), Juvaquatre (1937-1960), Estafette (1959-1980), Master 1 (1980-1997) and finally New Trafic Van E-Tech Electric (2023).

A bestseller that has attracted more than 2.2 million professionals since 1980, New Renault Trafic Van will offer a 100% electric version in 2023.

It will complete the Renault electric van range joining New Renault Kangoo Van E-Tech 100% Electric and Master E-Tech 100% Electric.

With no compromise on the features that have made the thermic versions so successful, New Trafic Van E-Tech 100%Electric has a range of 240 km (WLTP), allowing it to offer an electric



solution for every need, from last-mile deliveries in restricted areas to more distant journeys for craftsmen/trademen.

Combining robustness and practicality with the best loading length in its category (4.15 m), its ingenious trap door and its large rear doors with impressive 255 degrees opening angle, Trafic Van E-Tech Electric is the partner of a professional client base with varied and constantly changing needs.



For more than a century, Renault has adapted its range of vans to meet the needs of professionals in order to support them in their success.

This film, conceived as a narrative, with an exceptional and well-crafted quality, pays tribute to our professional clients. It brings our DNA to life in an excessively human, warm, modern and militant way, because we believe that our 100% electric E-Tech technology can positively change the mobility of professionals.



Arnaud Belloni, Renault Global Chief Marketing Officer.

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ABOUT RENAULT

For over a century, Renault has been developing, manufacturing and selling vans to meet the needs of professionals around the world. Express, Kangoo, Trafic and Master, iconic vehicles, are recognized worldwide for their innovations that improve the daily lives of their users. Renault Pro+ has been the European leader for more than a decade on a number of markets (thermal and electric). It offers sustainable, personalized and intelligent mobility solutions through a unique combination of solutions, services and financing designed to simplify and boost the business of professional clients. It combines innovative digital solutions, a panel of approved repairers and a network of commercial vehicle experts through more than 600 Renault Pro+ centers in over 30 countries.

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