

# PRESS RELEASE

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## OPEN FOR BIG THINGS. ALL NEW RENAULT KANGOO VAN CAMPAIGN.



From the first generation, Renault Kangoo Van has always been able to innovate, meeting the expectations of the most demanding professionals. **The All-New Renault Kangoo Van** makes no exception to the rule by offering a new design and a major innovation: "**open sesame by Renault™**", with a side opening of **1.45m** the largest side access in its category.

In this campaign, a young craftsman sees its career **blooming** and becoming **successful** with the help of his Kangoo Van. The story starts as the craftsman is soon going to be a father and decided to make a wooden chair for his little girl. The chair design becomes a great success leading the craftsman to run a family business, and becoming famous on talk show.

A gimmick referring to the side opening "open sesame by Renault™" of the Kangoo Van appears along the film, with the little girl's voice telling us the story and behind the success of her Dad.

The "Open Sesame by Renault™" innovation remains the central element, presenting the vehicle as the perfect tool for professional success.

*"New Renault Kangoo Van has a major innovation with Open sesame by Renault™. It seemed obvious to us to highlight this feature and make it the creative centrepiece of this campaign",* says **Arnaud Belloni Global Chief Marketing Officer of the Renault Brand.**

### RENAULT PRESS

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## ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renalution' 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.