



RENAULT NEWS FRANCE - MARCH 2021

FOCUS ON: THE NEW RENAULT LOGO, STATION FLINS

DID YOU KNOW?

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FOCUS ON...

THE NEW LOGO RENAULT



This month, Renault is changing its logo starting with the two ZOE campaigns. Showcased during Renaulution, this new logo already sits on Renault 5 Prototype's front grill. The new logo embodies the "Nouvelle vague" for Renault, with the idea of bringing something new, vibrant and modern. While the previous logo (launched in 2015) may have looked complex with some readability issues on smaller sizes, this new rhombus differs in being very coherent and readable in every sizes and materials; perfect when embossed, stitched or even sculpted. Flat design might be in "l'air du temps" though Renault has a long tradition with logos made from sharp lines, starting with the 1946 logo until the new 3D approach made by Style Marque in 1992. Nonetheless, Renault is not getting nostalgic of the 1970's or so, "Nouvelle vague" for Renault is a statement of modernity and technology.

This new logo, already seen on TV ads, is also in use now for Renault's social medias and will be deployed all along the different web platforms from June this year. It will proudly sit on Renault's new lineup from next year as for our showrooms.

STATION FLINS

As announced on November 25, 2020, Flins ReFactory will integrate an incubator open to external partners (start-ups, academic partners, major groups, local authorities...) to develop or co-develop innovative projects around the circular economy.

On March 4, 2021, Renault proposed to its partners to discover in more detail the ambition of this incubator project called "Station Flins".

Housed on the Flins factory site, Station Flins aims to pool resources, technologies and knowledge to co-build innovative solutions around the circular economy. The partners will work on all the RE-FACTORY business activities, the reconversion (retrofit) of vehicles, the recycling of parts, materials and electric batteries, and training in the new professions of tomorrow's mobility.

DID YOU KNOW?



Renault has one of the most iconic and instantly recognizable logo shape: the lozenge (rhombus or diamond).

The first lozenge appeared on the front of the 1925 Renault 40HP. It slightly changed its form to adapt to the front of the car wearing it. In 1946, when becoming the Regie Nationale des Usines Renault (RNUR) a new logo has been designed employing clear and sharp lines. This version was then modernized in 1959 with a new typeface and dropping the "Regie Nationale" word. Then in 1972 a very iconic logo was introduced, designed by Yvaral and Vasarely, this logo remained on the front grills of the cars for 20 years and was accompanied in 1978 by a new typeface designed by Wolff Olins. In 1992, Style Marque redesigned the legendary diamond and gave it a 3D shape with a chrome finish that still perfectly matched the Wolff Olins typeface which lasted until 2004. The lozenge was then placed inside a yellow square with a new typeface. Three years later, in 2007, a slight redesign put the wordmark inside the yellow square, just beneath the diamond.

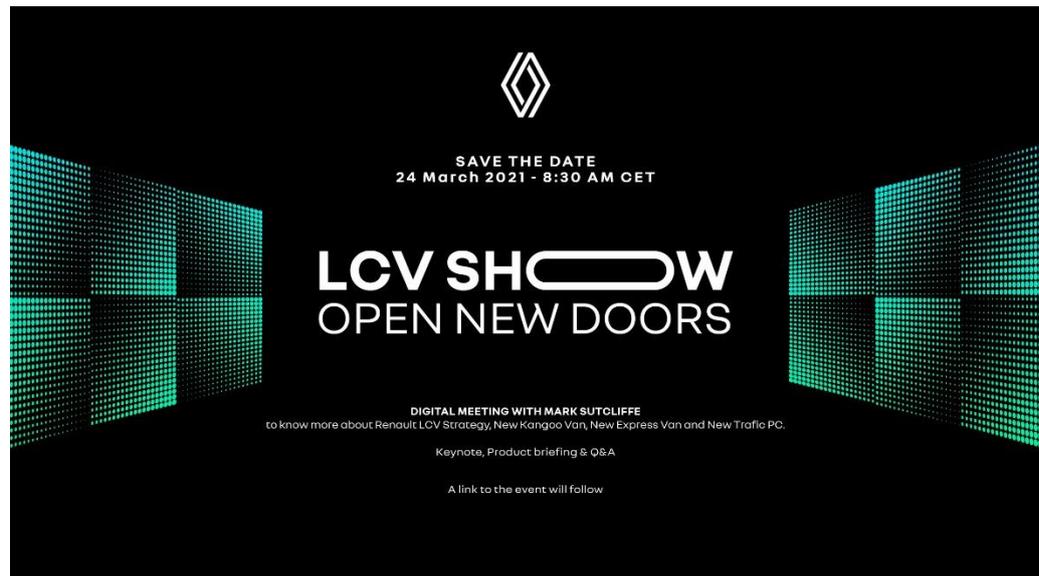
2015 marked the last change prior to 2021, with a new logo and typeface developed by the Renault design studio in collaboration with Interbrand.

UPCOMING NEWS

LCV SHOW - OPEN NEW DOORS ON MARCH 24TH AT 8:30AM

Contact **Isabelle Behar** +33 (0)6 08 71 63 31

Renault invites you to its digital event "LCV Show – Open new doors" to learn more about our LCV strategy and present our new products: New Kangoo Van, New Express Van, and New Traffic Combi and SpaceClass.



Leader in electric commercial vehicles in Europe, Renault continues to offer new electric and hydrogen solutions, as well as innovations and services, to meet the needs of professionals.

Renault is revolutionizing the small van segment by now offering a double offer: New Kangoo Van and New Express Van.

A pioneer in innovation, New Kangoo Van introduces yet another unique offer on the LCV market: Open Sesame by Renault. By removing the central pillar, New Kangoo Van will offer the widest side access on the market. A new asset that should become essential in the daily life of professionals.

THE LOZENGE ABROAD

SOUTH KOREA: RENAULT WON 3 PRIZES BY THE CAR OF THE YEAR JURY

- **XM3** best small SUV and best Design of all models



- **ZOE** best low-drive electric vehicle



TURKEY: RENAULT IS "THE MOST TECHNOLOGICAL AUTOMOBILE BRAND"

The winners have been announced for Techbrands Turkey Awards, which selects the most technological brands in Turkey. Renault has been chosen "The Most Technological Automobile Brand" in Turkey with Turkish consumers' votes.

Renault has signed many innovations thanks to its digital transformation investments. It was the first brand to launch WhatsApp service in Turkey and MENA region. In addition, services such as e-commerce, Valet, Renault PORT mobile application and video call with customers are remarkable digital solutions of brand.

Organized by Nielsen Turkey, Techbrands Turkey is one of the most prestigious award organization that research consumer perceptions of brands in the technology field in Turkey. The awards are based on open ended questioner methodology and it's given in 26 different industries.

PRESS FLEET AVAILABLE FOR TEST-DRIVES

Contact **Jérôme Delgrange** +33 176 846 876

Twingo Electric

ZOE R135

ZOE R110

Clio E-TECH Hybrid 140 hp

Captur E-TECH Plug-in Hybrid 160 hp

Mégane Estate E-TECH Plug-in Hybrid 160 hp

The entire Renault range is available on request from the press office.

VEHICLES PRICE LIST

Please find the direct link to our prices here and Arkana's.

BACK ON OUR LATEST NEWS

NEW EXPRESS VAN: THE RENAULT VAN FAMILY EXPANDS (02/11/2021)

Renault has opened orders for the New Express Van in France and Europe. Practical and efficient, the New Express Van meets the essential needs of professionals looking for the best price/performance ratio.

THE RENAULT 5 PROTOTYPE, THE WINK IS IN THE HEADLIGHTS

Episode 1 (02/11/2021)

Episode 2 (02/23/2021)

We offer you an immersion behind the scenes of Renault Design with a first episode devoted to the reinterpretation of the cult look of the original R5 and a second on the retro-futuristic exercise carried out on the Renault 5 Prototype, building a bridge between past and present. Spotlight!

CAPTUR R.S. LINE DYNAMISE LA GAMME CAPTUR 2021 (29/01/2021)

The R.S. Line trim, inspired by the world of motor sport, makes its appearance on Captur.

NEW RENAULT ARKANA: SPACIOUS, SPORTY, HYBRID

Press kit

EURO NCAP: 5 STARS FOR ARKANA

Pricing

ABOUT RENAULT

Renault, a historic mobility brand and leader 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.

RENAULT PRESS CONTACTS

Yann CHENOT +33 (0)6 25 63 22 34

Press Officer, Ecosystems & Electric vehicles, Renault Classic

Jean-Marie DUMAS +33 (0)7 78 07 26 77

Press Officer, C/D Range, International Markets

Vincent FRAPPREAU +33 (0)6 35 41 24 55

Press Officer, A/B Range, Design

Amélie LE GALL +33 (0)6 01 92 12 26

Press Officer, Brand & Technology

Mathias SAUGEY +33 (0) 6 24 86 41 95

Press Officer, LCV & Quality

Aurore GUILLOUX +33 (0) 6 25 07 38 00

Press Officer, France Sales