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RENAULT REINFORCES ITS COMMITMENT TO TENNIS BY NAMING THREE PLAYERS AS BRAND AMBASSADORS

- Diede de Groot, Luca Van Assche and Félix Auger-Aliassime have become brand ambassadors for Renault.
- This line-up is in keeping with Renault's ambition of pushing back boundaries.



Having become a premium partner of the French Open tennis tournament in 2022, Renault is kicking off 2023 by announcing its new ambassador line-up, including Diede de Groot, Luca Van Assche and Félix Auger-Aliassime.

These ambassadors will take the brand's values and image to the highest level of professional tennis. They will also support Renault initiatives to promote access to sports.

Renault seeks to deliver on a commitment it made as part of Give Me 5, its CSR initiative focusing on young people and priority neighbourhoods. In 2022, Renault built three tennis courts – in Marseille, Lyon and Grigy – as part of this initiative. The brand aims to develop the initiative internationally with the help of its ambassadors.

"Renault is proud to announce it will be supporting these talented athletes for the next three years. Their sporting talents aside, what motivated us to join forces with them was their mindsets and their commitment to the human values held by Renault," says Arnaud Belloni, Global Chief Marketing Officer.



Twenty-five-year-old Dutch player Diede de Groot is the reigning French Open women's wheelchair tennis singles champion and the current World No.1 in both single and doubles. Between 2017 and 2022, she won an impressive 31 Grand Slam titles – 16 in singles and 15 in doubles.

Eighteen-year-old French player Luca Van Assche is one to watch. Having won the French Open junior title in 2021 without losing a single set, he won his first ATP Challenger title in Portugal in December 2022 and is currently the youngest player in the top 150.

Twenty-two-year-old Canadian player Félix Auger-Aliassime currently holds the World No. 7 spot in the ATP rankings. Known for his efforts both on and off the court, he showed great promise in 2022, winning four different tournaments.

"I'm proud to be associated with Renault, as we share the same ambition and values. The Give Me 5 initiative focuses on promoting tennis in priority neighbourhoods, so it's a cause particularly close to my heart. We are going to work on expanding it together," said Félix Auger-Aliassime.

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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