

# PRESS RELEASE



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## RENAULT'S FULLY ELECTRIC E-TECH RANGE

REMEMBER HOW MUCH  
YOU LOVED ELECTRIC CARS



**A new communications campaign celebrating current and future models in Renault's fully electric E-Tech range will be broadcast in Europe from 15 January.**

In 2019, Renault launched the E-Tech label, which brings together the brand's full hybrid, plug-in hybrid and all-electric technologies.

As part of the Renaulution strategic plan, Renault announced its intention to reinvent and extend its electric vehicle range. The Mégane E-Tech Electric, on sale since last year, and the All-New Kangoo E-Tech Electric, on sale as of this year, will be joined by three new electric vehicles – electric versions of the Scénic, the Renault 5 and the Renault 4 – by 2025.

The brand's light commercial vehicle range is also getting the electric treatment, expanding to include the Kangoo Van E-Tech Electric and the All-New Master Van E-Tech Electric last year and the All-New Trafic Van E-Tech Electric this year.



Renault's new TV advertisement presents its current and future all-electric E-Tech range, showcasing currently available passenger and light-commercial vehicles, as well as future models represented by show cars, including the 4EVER Trophy concept car, the Renault 5 Prototype and the Renault Scénic Vision.

The ad shows the vehicles driving around a miniature track, drawing a parallel between the toy electric cars that children play with and the somewhat larger electric cars that make adults enjoy driving once more.

The idea behind the ad was to transport viewers back to their childhood and remind them they always had a soft spot for electric cars.

The set, which included toys, trees, cornfields and buildings, was entirely handcrafted, giving the ad a particularly realistic feel.

The ad features the song "Electricity" by legendary band Orchestral Manoeuvres in the Dark. A preview of the ad will be shown at the 2023 edition of the European Motor Show in Brussels. Following this, the ad will be broadcast on French television first – as part of Renault's series of resolutions for change, from 15 to 21 January – then in other countries.



#### **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.

#### **ABOUT PUBLICIS CONSEIL**

Publicis Conseil, an international creative agency based in Paris, is managed by Agathe Bousquet, Alexandra Evan and Marco Venturelli. The agency supports its French clients – AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, ENGIE, Fnac Darty, Groupe SEB, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain and SNCF – across various international markets.

#### **RENAULT PRESS**

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