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## RENAULT AUSTRAL: AN INTERNATIONAL CAMPAIGN FOR THE MOST EFFICIENT ENGINE IN ITS CATEGORY



**Athletic, efficient and technological, Renault Austral takes position at the very heart of the C-SUV segment as a statutory and a distinctive vehicle to match the needs of demanding people wishing to monitor their fuel consumption.**

Renault Austral embeds state-of-the-art technologies (32 advanced driver-assistance systems, 4CONTROL advanced with four-wheel steering, openR link and its 24" of interactive screens), but its real strength is the 200 horsepower E-Tech full hybrid engine. It offers one of the best consumption/performance ratios available today on the market. Renault Austral remains unrivalled in its segment without compromising with the driving pleasure.

### **Renault Global Chief Marketing Officer Arnaud Belloni states**

*"With the most efficient hybrid engine in its category, Austral enables Renault to renew its SUV offering in the C segment with a product that matches its ambitions and is aimed at the heart of the European market."*

To demonstrate the efficiency of its motorization, Renault and Publicis Conseil have designed an advertising campaign to support the launch of Austral: Engine.



Nowadays car manufacturers talk about comfort, ergonomics, connectivity, boot space... but too rarely of the engine. Yet the engine remains the heart of a car. So, when Renault launches Austral with one of the most efficient hybrid engines in its category - electric driving up to 130kmh (approx. 80mph) and up to 80% electric driving in the city, consumption down to 4.6 L/100 km (approx. 51mpg), it had to be the star of the movie.

Lien YouTube GB :  
[https://youtu.be/ZvL8\\_TJFgH8](https://youtu.be/ZvL8_TJFgH8)

There is an empty urban crossroad at dusk. In its center there is a fabric waving in the wind as it draws the shape of a car. The fabric is blown away by the wind unveiling in a spectacular way Renault Austral beneath it. Powerful and statutory. From then on, piece by piece, we see the car being deconstructed by robots. Carried away by the music, we witness a sumptuous ballet where the car is slowly dismantled to unveil the centerpiece, enthroned in the middle of the image: its engine.

This mysterious and poetic movie, in which the stylized and dreamlike deconstruction leads to the very DNA of Renault Austral, namely its E-Tech hybrid engine, is underpinned by the aptly named "Nothing Else Matters", the most mythical of the ballads by the legendary American band Metallica, a track revisited by Scala & Kolacny Brothers. This minimalist and eminently delicate re-orchestration - a female choir, a piano and a few string arrangements - gives the whole movie an ethereal and timelessly suspended feeling.

## 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.