

PRESS RELEASE



15 November 2022

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

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.