

PRESS RELEASE

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RENAULT CAPTUR E-TECH: EVEN IF IT'S A HYBRID, IT'S GOOD NOT TO USE YOUR CAR ALL THE TIME.



Renault is launching the new campaign for Renault Captur E-Tech hybrid. An advertising film that marks a major and unprecedented turning point in the automotive industry. In tune with the times and anticipating the new automotive advertising regulations, for the first time the brand is recommending to its clients a wise usage of their car.

Arnaud Belloni, Renault's Global Chief Marketing Officer, "**Renault is constantly looking for ways to evolve and innovate. With our E-Tech hybrid technology, we are able to offer more sustainable vehicles, offering cleaner driving pleasure. For Renault Captur E-Tech hybrid new advertising film I wanted a bold approach, in line with times. For the first time, we are proactively suggesting to our customers not to use their car all the time, an unprecedented choice in the automotive industry.**"

AN UNCONVENTIONAL ADVERTISING CAMPAIGN

Renault is once again positioning itself on the side of societal progress with this new story. The entire film is based on the concept that it's good not to use your car all the time. Throughout the whole film, protagonists renounce using their Renault Captur E-Tech hybrid, and take the choice of cycling or walking.



The film presents three different households, taking into account multiple societal situations. It first opens with a man waking up late for work, rushing to get dressed, and decides to leave for work cycling on his bike, leaving the Renault Captur E-Tech hybrid parked in the garage. It continues with a couple of friends getting ready for a night out. They exit their building under the rain, and rush to their Renault Captur, but only to grab an umbrella behind the passenger seat. Finally a family, whose children are ready to go to school by car when the parents take the decision to leave the car parked and go on foot.

The cover of Shania Twain's song "You're still the one" by Okay Kaya, orchestrated by Start-Rec, poetically accompanies the film to emphasize that Renault Captur E-Tech hybrid remains present when we need it, but it's still good not to use it all the time.

A WORLD-WIDE CAMPAIGN

The global campaign for the Renault Captur E-Tech hybrid is phased in as of 27th of February 2022, and progressively localized in 24 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.

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