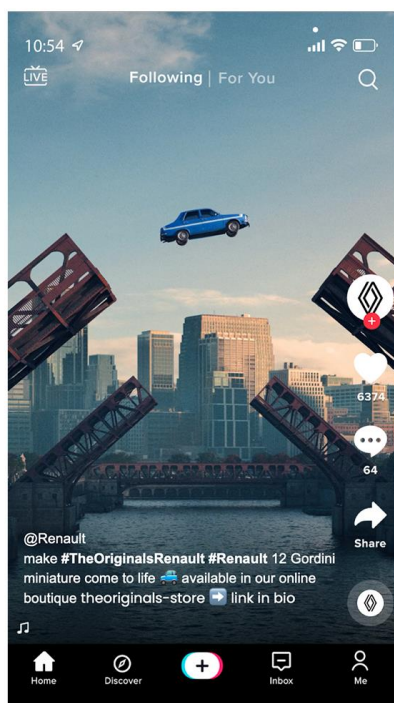




RENAULT BECOMES THE FIRST FRENCH CAR MANUFACTURER ON TIKTOK



Renault is the first French car manufacturer on TikTok, the most dynamic and innovative of all social media platforms, where it aims to present every aspect of its "Nouvelle Vague".

After having succeeded bringing together communities of passionate people on Facebook, Instagram, LinkedIn, Twitter and YouTube, Renault has decided to create a new social media account on TikTok, a platform with billions of users and 167 million videos viewed per minute.

As the first French car manufacturer on the platform, Renault aims to win over a younger clientele and speak to a generation that prefers short, captivating, and entertaining videos.

A SPECIFIC DIGITAL STRATEGY

The launch of [@Renault](https://www.tiktok.com/@Renault) account took place at the same time as ChangeNOW summit, creating an opportunity for the brand to share its first content focusing on its new concept-car Renault Scénic Vision. For the launch, Renault defined a creative style that combines the language of TikTok with premium-level execution and created its very first videos dedicated to the platform.



In the coming weeks, TikTok users will be able to discover a number of videos created following the platform's typically energetic style, presenting all Renault's new products and also special campaigns made in collaboration with content creators. Renault's TikTok page will also give users a behind-the-scenes look at video and photo shootings and major events, accompanied by original and captivating sounds.

This decision proves once more Renault's interest in establishing itself as an innovative, unconventional, and popular brand that always stands ready to step into the new fields forming the culture of both the present and the future.

A MULTIPLATFORM DIGITAL PRESENCE

Already on Facebook, Instagram, LinkedIn, Twitter, YouTube for several years and now TikTok, Renault has, at the same time, decided to expand its digital presence by opening a [Pinterest profile](#) too, the social network with more than 400 million active users per month and leader in the field of social marketing and commerce.

On this network the brand will share the most beautiful photos of its models and activations for private and professional users who use the platform daily to get inspired, keep up to date on international trends and look for new products or ideas.

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.