

Communiqué De Presse

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Renault takes you on a journey through the time...

- **To celebrate its 120th birthday, Renault uses some of its iconic vehicles to surprise Marcel Cab users.**

Boulogne-Billancourt, June, 4th, 2018: On the occasion of its 120th anniversary, Renault joined forces with Marcel Cab to give their customers a unique experience: a chance to discover or rediscover the Renault models that have marked the history of the brand since 1898.

Using hidden cameras, we surprised Marcel Cab clients all over Paris. For one whole day, a lucky few (chosen at random) had the opportunity to travel in style in one of seven iconic Renault vehicles made available for this operation including: the historic 'Taxi de la Marne'; the 'autonomous car Symbioz'; the '4CV'; the original 'Project 900'; the 'Renault 12' and first-generations 'Espace' and 'Twizy'.

The film of this unique project is intended to plunge internet viewers into the history of Renault, a brand that has always met the expectations of mobility for all, all the time - whatever the time. The film is available on Renault's social networks.

About Marcel Cab: Marcel Cab is a platform accessible 24/7, on which its customers can book, right away or in advance, a taxi in Ile-de-France. On August 1st, 2017, RCI Bank and Services (a French bank specializing in financing and automotive services, wholly owned by Renault) acquired Class & Co, Marcel Cab's parent company. This acquisition reaffirms RCI Bank and Services' commitment to designing simple, attractive and personalized solutions to facilitate the mobility of its private and professional customers.

About Renault : Renault, the leading French brand worldwide, is present in 134 countries with nearly 12,000 points of sale. Renault has been making its customers' lives easier for 120 years. As leader of the European electric vehicle market and committed to motorsport, the brand is driven by passion on a daily basis, with its sensual and warm design. #Renault #Renault120Years

Pour Plus D'informations:

Vincent FRAPPREAU

Attaché de presse (Gamme Renault, Patrimoine)

+33 (0)1 76 89 87 78

vincent.frappreau@renault.com

**GROUPE RENAULT
PRESS OFFICE**

Tel.: +33 (0)1 76 84 63 36

renault.media@renault.com