

[PRESS RELEASE]



20/01/2023

RENAULT UNVEILS ITS NEW ADVERTISING FILM: RENAULT ARKANA E-TECH FULL HYBRID "HYBRID BY NATURE"



The new "hybrid by nature" advertising campaign produced for the Renault Arkana E-Tech full hybrid aligns with the strategy to revitalise and upgrade the Renault brand. It was created to draw attention to the car's design and the Renault E-Tech full hybrid technology to position the model at the forefront of the C-segment.

It is more of a video than a film, breaking the mould in the car industry to really focus on the model. The fast yet seamless camera shots inject a high level of energy into the video and accentuate the sleek design of the car, from the light signature to the diamond badge on the front grille.



After upgrading the brand, we are now endeavouring to enhance the aesthetic staging of our models, which is why we filmed the Renault Arkana E-Tech full hybrid as an objet d'art.





Arnaud Belloni, Global Chief Marketing Officer for the Renault brand

The effect of using double exposure helps to make the energy of each of the characters visible and tangible, with a red glow surrounding and powering them.

This is how we reflect the duality that inhabits the characters, their wild and adventurous inner self is unleashed behind the wheel of the Renault Arkana E-Tech full hybrid. Whether their energy is calm or dynamic, it is the force that drives them. The Renault Arkana and its E-Tech full hybrid engine adapts to suit whatever energy drives you and offers a sustainable driving alternative.

As night falls on the city centre or a road running through the forest, the Renault Arkana E-Tech full hybrid cannot be pigeon-holed as a city car or a cross-country vehicle, it is in its element on any road.

The storytelling is enhanced with the music by Stereo MC, allowing the director Pablo Olivero to inject more energy to the video than in a conventional advert and illustrate the different energies we wanted to highlight.

Lien film YouTube : <https://youtu.be/CSZ1W7G5uIU>

The campaign will be launched in Europe and around the world on 23 January 2023.

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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