

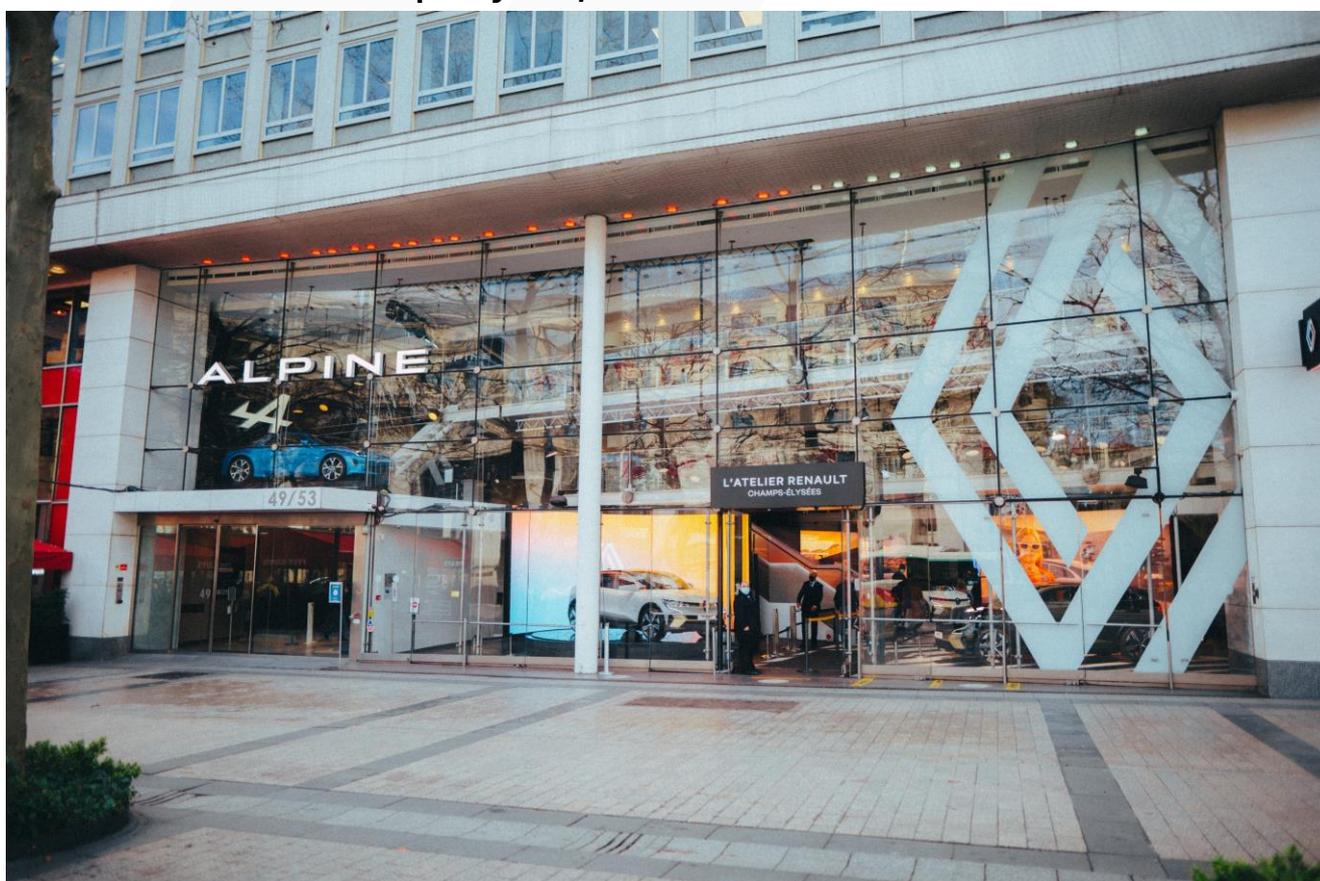
PRESS RELEASE

07/10/2022



THE ATELIER RENAULT ON THE CHAMPS-ÉLYSÉES IS GIVEN A MAKEOVER

- The Brand's current showroom will close its doors to the public on November 7th, 2022.
- 112 years after setting up its very first showroom on the legendary Champs-Élysées in Paris, Renault is showing it is there to stay as it kicks off a vast renovation project of the Atelier Renault.
- Internationally renowned French architect, Franklin Azzi, is heading up the project.
- A pop-up venue will be opened especially for the duration of the refurbishment at 33 avenue des Champs-Élysées, Paris.



Having a location on the internationally renowned Champs-Élysées has always been a source of pride for the brand. Showcase of the brand's know-how in terms of design and automotive technology, the unique venue is an open invitation for a special rendezvous with the public.



BUILDING ON THE PAST TO REINVENT ITSELF

The famous Renault store, now located at 53 avenue des Champs-Élysées, has always sought to renew itself and as it has gracefully moved from one decade to the next since Louis Renault first opened its doors at number 51 in 1910. Following a first refurbishment in 1930, and the opening of Pub Renault in 1962 which then became L'Atelier Renault in 2000, the site will, once again, undergo an overhaul to give visitors and customers alike a brand-new look, more in tune with its time.

With the lease renewed for a further nine years, Renault wishes to shore up its position in the heart of one of the world's most beautiful avenues, showing its desire to play an active role in the site's transformation. The ambition behind the new project is clear. The site is set to become a meeting place as well as a sales point that:

- provides a new customer experience,
- stands as a symbol of French industrial expertise and excellence,
- feeds into the broader project to 'bring back the magic' on the Champs-Élysées,
- act as the epicentre of Retail Renault Group Paris intramuros¹.

AN EXCEPTIONAL ARCHITECTURAL PROJECT

After running a tender process for the refurbishment of the 2,350m² space, Renault selected the internationally renowned French architect, Franklin Azzi.

Far from anything standard, Franklin Azzi works with a minimal architecture style, which is resolutely functional and deeply environmentally friendly; a style guided by "common sense".

Construction will take two years to breathe life into the brand's new flagship in the heart of the French capital. Upon reopening in 2024², visitors and customers will be able to explore Renault's new venue, a newly formed laboratory for people to test the full range of the brand's mobility solutions. While the new name is still a closely guarded secret, the venue's architecture and concept will embody the brand's renewal. The project and the new name of the Atelier Renault will be unveiled in the near future.

OPENING OF A POP-UP VENUE DURING THE WORK

As of 7th November 2022, visitors and clients will still be able to see the brand's latest models in a temporary place opened especially for the duration of the refurbishment at 33 avenue des

¹ RRG, a subsidiary wholly owned by Renault Group, is present in 12 European countries. RRG's mission is to distribute all Alliance products and services (Renault, Dacia, Alpine and Nissan) to professional and private customers in certain countries.

² Subject to obtaining administrative authorizations



Champs-Élysées, Paris. This venue will also house The Originals Renault Store as well as the Retail Renault Group's new and used vehicle sales area.

Visitors have just one month to visit the Atelier Renault one last time and see the space as it has existed for 22 years before it closes for renovation.

ABOUT FRANKLIN AZZI

Through his firm created in 2006, Franklin Azzi has been developing a cross-cutting approach to architecture that draws on multiple disciplines and converging views. Inconstant dialogue between the worlds of architecture, interior architecture, design, and contemporary art with the support of the dedicated endowment fund, he has developed an art to design and construction that applies to all shapes and sizes of spaces in a sustainable and contemporary user-centric approach.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renalution' 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.