

PRESS RELEASE

13/12/2021



THE ORIGINALS RENAULT: AN UNPRECEDENTED VIRTUAL MUSEUM FOR THE BRAND FEATURING ITS ICONIC MODELS, AND A NEW MERCHANDISE E-SHOP

THE RENAULT BRAND CONTINUES TO REINVENT ITSELF. FOR THE FIRST TIME IN ITS HISTORY, IT IS OPENING AN ALL-NEW VIRTUAL MUSEUM ALONG WITH A NEW MERCHANDISE E-SHOP. IT'S AN OPPORTUNITY, AS CHRISTMAS AND THE HOLIDAY SEASON DRAW NEAR, TO RELIVE 123 YEARS OF FRENCH PASSION FOR CARS AND TO TUCK SOME RENAULT MAGIC UNDER THE TREE THIS YEAR.



RENAULT © RAZORFISH

Renault is reconnecting with its past and officially opening its first virtual museum. It's online, completely free and called The Originals. And it includes the new e-shop, The Originals Store, where visitors can order merchandise, some of which is already available at L'Atelier Renault on the Champs-Élysées. Both websites are accessible worldwide and available in six languages (French, English, German, Spanish, Portuguese and Italian). Additional languages will be added in the coming months.

With the launch of this new virtual museum, Renault treats visitors from around the world to smooth and seamless access to the brand's French cultural heritage, sidestepping all space and time limitations, a real premiere. The exploration is unlimited, highly visualized, made up of



archives and simple technical data, a visit adapted to today's world, made as free and playful as it is fun.

The museum features 21 of the brand's legendary models in a new and innovative technological experience thanks to the photogrammetry¹ process. Renault chose this technology to enhance the visitor's immersion experience and to showcase its iconic models in unparalleled detail. To do this, it created a one-of-a-kind studio to scan the cars with the exact right lighting. The vehicles were thoroughly scanned in 3D, and the areas the system was unable to reach were remodelled and assembled during the postproduction process.

The website will include more models starting in late December 2021: 50 new models will be available by end-January 2022, and 80 will be on show by end-December 2022.

"Renault, an iconic brand of pop culture, needed a museum worthy of the name. With this virtual gallery, we allow our visitors to relive our history, which is also theirs. The Renault brand universe also showcases in the range of The Originals products available in our brand-new e-shop." points out Arnaud BELLONI, Renault Global Chief Marketing Officer.

This new e-shop is also an opportunity for the brand to rekindle its resolve to centre its DNA around fostering strong emotional bonds with its clients, while diversifying its choice to reach a broader audience. With 400 by-products already available online – miniatures, clothing, toys, accessories, decoration and more – as well as previously unreleased collections and some established bestsellers, this new e-commerce site is a strategic springboard to energise the brand. There are many more surprises in the pipeline for the coming months, and the collections will be enhanced on a regular basis moving forward.

[Explore](#) the Renault The Originals virtual museum.

[Step into](#) the Renault The Originals Store.

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.

¹ Photogrammetry creates 3D models from a scan and a series of photos. This technology replicates all the subtle details of old vehicles' materials (leather, wood, copper, plastic, fabrics, etc.) and the car's exact silhouette. It also enables industrial processing of the 3D model and the creation of materials. Renault enlisted Razorfish's and Museo3D's expertise on this project.

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