



20/01/2023

## TO MARK THE TWINGO'S 30<sup>TH</sup> BIRTHDAY, RENAULT IS LAUNCHING "REINVENT TWINGO" – AN INTERACTIVE CAMPAIGN TO CREATE A NEW SHOW CAR

- Renault is launching "Reinvent Twingo", inviting the public to use artificial intelligence to imagine their own version of the Twingo
- In a digital-to-real transformation, Renault will then bring to life a show car that is directly based on their creations



### EVERYONE CAN CREATE THEIR OWN TWINGO...

The Twingo is agile, compact and accessible, perfectly embodying Renault's concept of *voitures à vivre* or cars for living. Entertaining, fun, colourful, practical and versatile, everyone has their own vision of the Twingo – as expressed by the famous slogan, "*à vous d'inventer la vie qui va avec*" (create the life that goes with it).

Renault is now inviting the community to reinvent the Twingo through artificial intelligence. In a digital-to-real transformation, Renault will then bring to life a show car that is directly based on the creations that are submitted by the public.

**"Once solely available for the elites in tech, artificial intelligence is now open to everyone in just three clicks. This newly accessible technology enables everyone to unlock the power of their imagination. We wanted to pay homage to the iconic Twingo by giving everyone the opportunity to take part in the creative process. We are going to present the first show car produced using artificial and human intelligence, directly generated from the designs that we will receive,"** said Arnaud Belloni, Global Chief Marketing Officer.



## **FREE TOOLS AVAILABLE ONLINE**

In flight, under water, in space, made of chocolate... The possibilities are endless! From 1 February to 31 March 2023, the general public will be able to create, imagine and reinvent the Twingo as they please using generative AI tools such as Midjourney, Stable Diffusion and Dall-E. By simply entering a few keywords, users can harness these highly effective and easily accessible image generators to create incredible visuals.

They can then submit their designs by posting their creations on their preferred social media platform with this hashtag:

**#ReinventTwingo**

## **RENAULT LAUNCHES "REINVENT TWINGO"**

Digital technology is a real asset for the automotive industry, and Renault is pioneering in this new field in a number of ways; for example, by incorporating AI into visual checks as part of the production line, enabling greater reactivity and enhanced quality at plants, as well as predictive maintenance and the optimisation and control of energy consumption.

With this new operation, the company confirms its position as the first automotive manufacturer to combine artificial and human intelligence in the design of a show car – yet another Renaulution.

## **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.

## **RENAULT PRESS**

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