

# PRESS RELEASE

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## UNSTOPPABLE: THE CAMPAIGN FOR THE NEW RENAULT CAPTUR E-TECH HYBRID



An iconic model on the SUV market, Renault Captur has become a must-have on the automotive market. This year, Renault is introducing its E-Tech Hybrid technology on this emblematic vehicle. Renault unveils a campaign that is a true hymn for life by restating, a historical link with cycling enthusiasts.

The film presents a former sportsman, who takes up the challenge with his friends and his daughter to relive the feeling of a race in memories of his youth. The emotions remain, but the physical capacities sometimes run out of steam. To support him, his daughter and friends accompany him with the new Captur E-Tech Hybrid throughout this challenge. When the father gets tired, his daughter asks him to stop. Though, as a great sportsman, he is determined to finish his race as he did in the past, and refuses taking a break. In order to spare him his relatives pretend that it is necessary to refill the Captur gasoline tank. This is not the case, as the new Captur E-tech hybrid engine allows for savings of up to 40%.

*"The new Captur E-Tech Hybrid is a fantastic innovation that deserved an ode to life, to those dreams that last and never stop. It's a very modern campaign that is inspired by our values and sensitively re-enacts our link with cycling from 1978 to 1985."* explains **Arnaud Belloni, Global Chief Marketing Officer of the Renault brand.**

This film directed by Katia Lewkowicz is highlighted by a reorchestration of the title Eye Of The Tiger.

### RENAULT PRESS

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This emotional road movie will be broadcasted in all European countries on TV, radio, press, billboards and digital for a start in France on May 10th.

## 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.