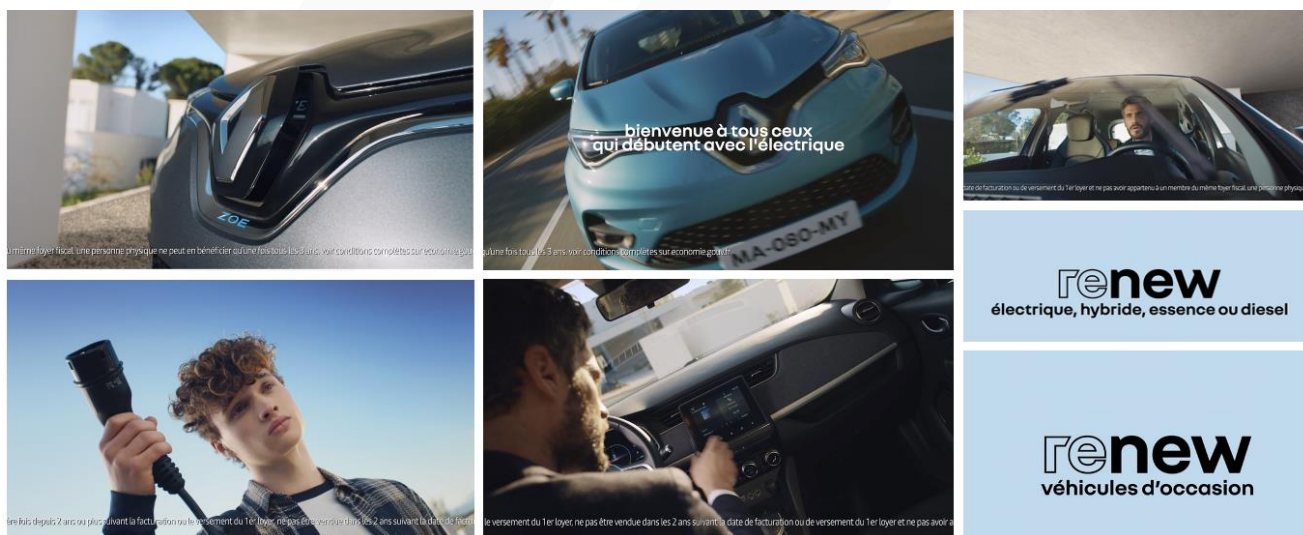




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## RENEW: THE SECOND-HAND WAY TO ENTER THE WORLD OF ELECTRIC VEHICLES



### WELCOME TO EVERYONE JUST STARTING OUT WITH AN ELECTRIC VEHICLE

Over the past two years, Renault Occasions has gradually given way to a brand with a much stronger identity: **renew**. In 2023, **renew** will become Renault Group's global brand for second-hand vehicles.

**Renew** includes refurbished and certified electric, hybrid, diesel, and petrol vehicles from a range of brands.

The burgeoning market for new electric vehicles is experiencing strong growth in particular in France thanks to government aid, concerted efforts from manufacturers, and evolving consumer habits. Coupled with a drop in purchasing power, this trend is now palpable on the second-hand market.

There are still few second-hand electric vehicles on offer. Nevertheless, **renew** has decided to leverage the strength of its own networks and EV expertise through its latest film 'Welcome, new driver!', as it vies to become leader for second-hand electric vehicles.

The film portrays a selection of stories showing people driving their very first electric vehicles and who are still getting familiar with how to drive them.



The film ends with the following message:

Welcome to everyone just starting out with an electric vehicle! Renew: refurbished and certified electric, hybrid, diesel, and petrol vehicles.

Publicis worked with Lou Escobar to make the film. With 'New Sensation' by INXS as the soundtrack, it aptly expresses how the various drivers portrayed in the film feel as they finally get to discover what it is like to sit behind the wheel of an electric vehicle.

#### **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.

#### **ABOUT PUBLICIS CONSEIL**

Publicis Conseil, is an international creative agency based in Paris and led by Agathe Bousquet, Alexandra Evan, and Marco Venturelli. The agency advises its French clients across their various international markets, they include AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, ENGIE, Fnac Darty, Groupe Seb, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, and SNCF.

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