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RNLT[®]: RENAULT'S NEW DISTRIBUTION FORMAT, COMPACT & IMMERSIVE

- Renault enhances its distribution network with a new point-of-sale concept called 'rnlt[®]'.
- Located in hyper downtown, rnlt[®] has been designed to offer visitors a brand-new dive into the Renault brand combining innovation, design, and welcoming place.
- A rnlt[®] site opens in the heart of Paris, at 104 boulevard Haussmann. About twenty other sites will also be opened in Seoul, Brussels, Milan, Rome, Rotterdam, Madrid, London, Berlin, Medellín....





A new Renault point-of-sale concept

Renault enhances its distribution network with a new concept point-of-sale format called 'rnl©'. a name that reflects this new type of distribution: modern, compact, a true condensed of the brand. These new stores will provide visitors a comprehensive experience of the Renault brand and its products.

A brand-new immersive experience

As a showcase for the brand, rnl© concept stores will be placed in hyper downtown and large shopping centres. Their prime location as close as possible to urban consumers, guarantees optimal accessibility and maximum visibility, allowing these potential customers to discover the latest Renault models and innovations.

In this compact space, with its smaller dimensions than classic Renault showrooms, every detail has been meticulously thought out to offer a total immersion into the Renault universe. It is a place where technology meets passion, where visitors can see new products and immerse themselves in the brand's captivating universe, in a welcoming place that combines innovation and design.

Visitors will get to explore two or three of the brand's flagship vehicles put on display.

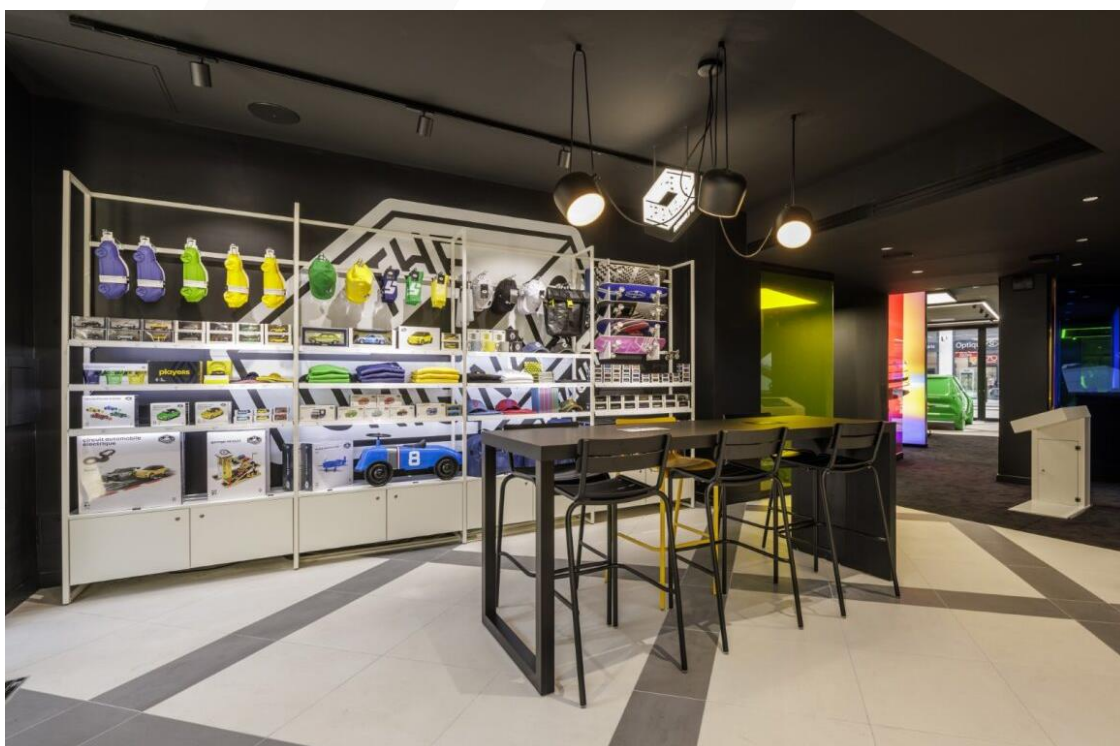


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renault.media@renault.com
media.renault.com



Each store will also feature a selection of The Originals Renault merchandise such as model cars, clothing, and accessories. Ideal for a gift, to add a flash of Renault to your outfit, or simply take home your own piece of the brand or your favourite car.



The rnl sites will work in synergy with existing traditional-scale showrooms located on the outskirts, in order to allow these city centre customers to benefit from the full range of complementary sales and after-sales services: test drives, vehicle delivery and handover, maintenance/repair, jockeying, etc.

Renault's strategy is centred on enhancing the customer experience. Pioneering a cutting-edge approach for its showrooms with rnl, a place that foster interaction and engagement. These spaces are designed to not only welcome visitors but also to inspire them. Whether it's a curious newcomer to the brand, a prospective car buyer, or a dedicated Renault enthusiast seeking something special, these stores offer an immersive experience for everyone. Through rnl, Renault remains at the forefront of innovation as it reshapes the car purchasing journey.

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renault.media@renault.com
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Opening of rnlt. Paris Haussmann

A rnlt. site operated by Retail Renault Group (RRG) opens in Paris, at 104 Boulevard Haussmann. The 180 m² showroom offers car enthusiasts a unique experience, with access to the brand's merchandise and a look at Renault's latest electric vehicles, Scenic E-Tech electric and R5 E-Tech electric, ideal for getting around town. Two Renault experts with vast knowledge of the brand's products and technology are on site to help customers navigate the extensive range of models, technology, engine types, and customization options. They will also be able to rely on the digital showroom installed on the site to help them find the vehicle that best suits their specific needs. The store is open Monday to Saturday, from 10am to 7pm.



In partnership with private investors, around twenty other rnlt. sites are set to be created in Paris, Neuilly-sur-Seine, Brussels, Milan, Rome, Rotterdam, Madrid, London, Berlin, Medellín, Seoul, etc.

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.

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