



PRESS RELEASE

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DRIVE THE CHANGE

The new baseline of the Renault brand and group.

Renault is presenting its new brand baseline, “Drive the Change”, at the 2009 Frankfurt Motor Show.

The baseline is true to the brand’s values and expresses the ambition of Renault, an innovative, human company, to pioneer sustainable mobility for all.

France's number-one car brand, Renault builds on more than 110 years of innovation to bring customers breakthrough top-quality products and services that are ingenious, appealing, affordable and carbon-efficient.

Renault’s new baseline expresses the deep-rooted values of our business culture – enthusiastic, innovative, human – and forges a new path in automotive design and use.

A NEW PATH IN AUTOMOTIVE DESIGN AND USE

According to the International Energy Agency, by 2050 CO₂ emissions will have more than doubled. In 2010, there will be one billion cars on the road worldwide, compared with 100 million in 1956.

Renault is taking on the challenge by improving existing technologies with new generations of carbon-efficient engines and by implementing the breakthrough “Zero Emission” program. As part of this program, four electric concept cars are being presented in Frankfurt, prefiguring Renault’s Zero Emission range, to be launched from 2011. Together with Nissan, Renault is targeting global leadership in mass-market zero-emission vehicles.

The simultaneous reveal at the Frankfurt Motor Show of Renault’s new baseline and the four EV concept cars underlines the consistency and scale of Renault’s commitment to this new path, a real breakthrough for the automotive industry.

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MORE THAN 110 YEARS OF INNOVATION FOR PEOPLE

From its beginnings in 1898 through to the present day, Renault has consistently developed pioneering products and services. The examples speak for themselves:

- In 1898, Louis Renault designed a car featuring two major innovations for the automotive future: universal joint transmission and a revolutionary direct-drive gearbox. As early as 1902, Renault filed a patent for a supercharge system, which would lead decades later to the birth of the turbocharger.
- The launch of the 4CV in 1946 symbolized a twofold reconstruction, that of France and Renault. Renault created another sensation in 1961 with the Renault 4, already a "*voiture à vivre*" (car for life and living), followed in 1972 by the Renault 5, the first city car. With the Espace in 1984, Renault launched the minivan (MPV) concept in Europe, followed 12 years later by the first compact minivan, Scénic. These two models were an entirely new take on the family car. In 1993, Twingo reinvented the automobile with an alternative to traditional small cars. Since 2004, Renault has led the way in a new form of automobile consumption with its "Entry" range (Logan and Sandero).
- At end-2008, Renault was one of the top-three carmakers in terms of low fuel consumption and CO₂ emissions. With the Renault eco² signature, Renault addresses all life-cycle phases, from vehicle production to end-of-life recycling.
- Renault sets the standard on safety, with 12 vehicles having obtained the maximum five-star score in EuroNCAP tests, starting with Laguna II in 2001.
- The latest multi-brand surveys on product and service quality rank Renault and its most recent models (Mégane III, Clio III, Twingo II, Laguna III and Kangoo III) top-three in several European countries.

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