

GROUPE RENAULT ANNOUNCES NEW, AFFORDABLE ELECTRIC VEHICLES AND SHARES VISION FOR NEW MOBILITY EXPERIENCE

- **New EV Model: global, affordable, electric, Renault K-ZE supports the Groupe Renault's international expansion and will come first in China.**
- **Electrification: Hybrid and Plug-in Hybrid versions of Clio, Megane and Captur coming in Europe.**
- **New Mobility: Group unveils Augmented Editorial Experience to link premium content with new mobility.**

Paris, France, 1 October, 2018 - Groupe Renault Chairman and CEO Carlos Ghosn today announced two steps forward in the company's continued electrification of its Renault range, as outlined in the strategic plan Drive the Future: a new, affordable urban electric vehicle in 2019, coming first to China, and new hybrid and plug-in hybrid options on three of its popular vehicles in 2020. He also shared Renault's vision for next-generation, on-board experiences with an exciting peek at the Augmented Editorial Experience that will be shown on Oct 2 at the Paris Motor Show.

New Products, new markets

A pioneer and leader in 100% electric mobility, Groupe Renault unveiled showcar **Renault K-ZE**, a new global A-segment, SUV-inspired electric vehicle, capable of 250km NEDC – the best autonomy in its segment. It features a seductive, sporty design with assertive lines and a muscular, compact footprint. Beyond its attractive design, Renault K-ZE is also easy to charge thanks to a double charging system compatible with domestic plugs and public infrastructures. Renault K-ZE comes with a host of equipment maximizing the experience of driving an electric vehicle such as rear parking sensors, rear view camera and a central screen with connected navigation and services.

China is the largest and fastest-growing market for electric vehicles and Renault K-ZE will therefore come first in China. It will be manufactured locally by e-GT New Energy Automotive Co, the Joint Venture with Dongfeng Motor Group and Nissan created to develop and produce competitive electric vehicles for the Chinese market.

“Groupe Renault was a pioneer and is the European leader in electric vehicles. We are introducing Renault K-ZE, an affordable, urban, SUV-inspired electric model combining the best of Groupe Renault: our leadership in EV, our expertise in affordable vehicles and in forging strong partnerships”, said **Carlos Ghosn, Chairman and CEO of Groupe Renault.**

Renault also confirmed its plans to further electrify its range in its 2020 product refresh cycle, offering hybrid on Clio and plug-in hybrid on Megane and Captur, giving consumers the possibility to go electric in the models they know and love. e-Tech, an innovative, 100% Renault in-house technology, enables Renault to offer hybrid versions on B and C segment models.

Premium content and reinvented onboard experiences

Also at tonight’s press conference, Mr. Ghosn discussed how on-board experiences evolve with the advent of new mobility. As mobility continues open up new possibilities for connected and autonomous cars, users will seek for more sophisticated on-board experiences to maximize travel time – personally and professionally. Demonstrating the next step in Renault’s investment stake in French media group Challenges, Mr. Ghosn revealed a new vision for the future of mobile content – an Augmented Editorial Experience (AEX). This immersive experience combining content, connectivity services, media and mobility, **will turn travel time into a learning experience** beyond driving and beyond the car itself.

*“With the advent of connected, autonomous vehicles, customers will expect more of their traveling time. Experimenting with Groupe Challenges, we imagine what tomorrow’s **connected, personalized mobility experience could be**”,* **Carlos Ghosn** said. *“Access to premium content delivered through unique on-board experiences for drivers and passengers will become key differentiators”.*

An immersive Augmented Editorial Experience will appear on the Renault stand at the Paris Motor Show. Inside a full-size capsule, through 4 scenarios in a 222-degree projection, visitors will experience how their daily time spent in a car might be different, through the benefit of **enhanced on-board experiences and premium, adaptive, personalized content** developed by Groupe Challenges.

The AEX capsule sits alongside a new Renault luxury concept car, which is an electric, autonomous, connected robo-vehicle, making it easy for people to imagine what the experience might be like in the autonomous drive car of the future.

Visit Renault at the motor show stand in Hall 1

Press conference on the Renault stand at 9.30 am on October 2

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