

Press Release

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Groupe Renault launches, in partnership with JAM, « Watt » its *chatbot* dedicated to the future of the mobility

Boulogne-Billancourt, June 10, 2020 – Immerse yourself in an online conversation about the future of mobility, interact directly, have fun while learning: that's what the Renault Group's WATT *chatbot* offers.

With WATT, Groupe Renault is experimenting with a new way to tell its story, to spark conversation, enhance relationships and listen to the online target market. That market has its eye on the future and an interest in new forms of mobility that are connected, shared, autonomous and above all sustainable. This innovative direct communication device will be accessible on Facebook Messenger.

Conversational Experience in the Age of Artificial Intelligence

With this innovation, the Renault group is becoming a medium in its own right, experimenting with an innovative way to tell its story, spark conversation, enrich relationships and reach out to a connected target audience. WATT will also make it possible to address and attract new and younger targets. A forward-looking target that is naturally interested in new forms of mobility: connected, shared, autonomous and above all sustainable. A cosmopolitan and multicultural target since WATT will converse in English with users from all over the world.

WATT is a *chatbot* conceived up by Groupe Renault in partnership with JAM. It's *chat* as in online chat and *bot* as in robot. This *chatbot*, also known as a conversational agent, will be installed on Groupe Renault's Facebook Messenger page and free for anyone to use, be

they customers, car fans or just anyone curious to know more about future mobility. All they need to do is sign up.

Groupe Renault thus becomes a bona-fide media outlet by offering an engaging experiment in social interaction based on the power of conversation. WATT will come across as relaxed, educational and fun.

Groupe Renault chose to name this new kind of assistant WATT for two reasons. First, WATT is there to answer questions (*WHAT...?*).

Also, as the pioneer and expert in electric mobility in Europe, Groupe Renault likes words which echo its commitment to electricity and electrification.

Tomorrow's mobility as a common thread

WATT is a *chatbot* expert in questions about the future of mobility.

From smart cities to the electrification of the Renault range, and current innovations in the automotive industry, it will provide a window into the sector's latest trends and news.

To bring the project to life, Groupe Renault chose to work with one of France's most recognized startups for its conversational skills, JAM. The startup has developed its own media *chatbot* within Facebook Messenger, which brings together a community of 600,000 young people aged 15 to 25 and is considered by Facebook as the reference media *chatbot*. Like JAM, Groupe Renault believes in the power of conversation and thanks to WATT the group will be more attentive to its community to better imagine the future with it.

In the next session, scheduled for the beginning of July, you'll be able to take a look at the subject of Light Commercial Vehicles at Groupe Renault.

And you can meet it here: <http://m.me/grouperenault>

About Groupe Renault

Groupe Renault has manufactured cars since 1898. Today it is an international multi-brand group, selling close to 3.8 million vehicles in 134 countries in 2019, with 40 manufacturing sites, 12,800 points of sales and after-sales and employing more than 180,000 people. To address the major technological challenges of the future, while continuing to pursue its profitable growth strategy, Groupe Renault is focusing on international expansion. To this end, it is drawing on the synergies of its five brands (Renault, Dacia, Renault Samsung Motors, Alpine and LADA), electric vehicles, and its unique alliance with Nissan and Mitsubishi Motors. With a 100% Renault owned team committed to the Formula 1 World Championship since 2016, the brand is involved in motorsports, a real vector for innovation and awareness.

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