

PRESS RELEASE – 11 OCTOBRE 2022

# Renault Group and its brands at the 2022 Paris Motor Show, the Renaultion in motion

- The Renault, Dacia, Alpine and Mobilize brands will be at the 2022 Paris Motor Show with several world firsts, their latest breakthroughs, and their range of products and services, arising from the Renaultion.
- Four show-stopper stands, spanning more than 3,000 sqm in Hall 6, and attractions all week, from 17 to 23 October.
- The Group and its brands are reaffirming their commitment to motor shows at the 2022 Paris Motor Show.

**Boulogne-Billancourt, 11 October 2022** – The Paris Motor Show's tagline this year is *Revolution is on*, and Renault, Dacia, Alpine and Mobilize will be there (from 17 to 23 October at Porte de Versailles Hall 6) to show the **Renaultion** in motion. They will each present at least one exclusive **world first** (a concept car or show car), the new vehicles in their line-up, and the breakthroughs and partnerships encapsulating their new strategy.

Hyvia, Renault Group's joint venture with Plug around hydrogen mobility, will also showcase **its hydrogen vehicles**, including the production **Master Van H2-TECH**, and examples of its unique H2 ecosystem in Hall 3.

To bring Renault Group's and its brands' highlights to everyone, 16 shows will be shot at the stands **in partnership with B Smart**, a business news channel. These shows are B Smart mainstays and will include a special created for the Motor Show: a *Grand Journal* starring well-known TV host Michel Denisot. The shows will be broadcast by B Smart (on TV and online) all week, from 8.00 pm to 9.45 pm.

An audio-augmentation editorial experience will provide audio access to all the press releases and press kits published during the Motor Show. Lastly, the week's highlights, including Renault's press conference on 17 October at 8.45 am (Paris time) will be broadcast live and available for replay on the Group's and brands' **event websites**:

<https://events.renaultgroup.com/en/>

<https://events.renault.com/en/>

<https://events.dacia.com/en/>

<https://events.alpinecars.com/en/>

<https://events.mobilize.com/en/>

## FOUR SHOW-STOPPER STANDS

### ➤ **Renault: an adaptive *Studiault* for an icon's rebirth**

At the 2022 Paris Motor Show, Renault will be using the same **Renault Studiault** stand concept as in 2021 at IAA Munich. This bright and colourful stand has a stage for DJs and musicians to perform live, and can house a variety of attractions including talk shows, video content on mobile screens, old cars and technology demonstrators.

This stand will host a press conference at 8.45 am (Paris time) on 17 October during which Luca de Meo, CEO of Renault and Renault Group, Fabrice Cambolive, COO of Renault, and Gilles Vidal, VP of Renault Brand Design, will unveil a reinterpretation of the iconic **Renault 4** for the first time worldwide. The All-new **Kangoo E-TECH Electric** for families and the **Renault 5 Turbo 3E** and **Hippie Caviar Motel** show cars will also be on show for the public for the first time, alongside the models designed to reconquer the C segment: Megane E-TECH Electric, All-new Austral E-TECH Full Hybrid, Arkana E-TECH Full Hybrid and the **Scenic Vision** concept car. An immersive demonstrator will provide a virtual experience of the driver assistance systems in All-new Austral E-TECH Full Hybrid. Visitors will also catch a glimpse of the digital companion that will improve their experience in an electric vehicle in future Renault model generations.

### ➤ **Dacia: a stand mirroring the brand's values**

Dacia's new visual identity – symbolised by the **Dacia Link** emblem across the range, a collector's version **Duster Mat Edition** and the **Manifesto** concept car on show for the first time worldwide – will be in the spotlight at the Paris Motor Show, on an entirely new stand embodying the brand's territory and the values it stands for.

The atmosphere will be open-air like, green and terracotta will dominate and there will be plenty of **outdoor** flavour activities including a climbing wall for an unprecedented view of the line-up, an immersive sound experience among the rocks, a rope bridge providing a one-of-a-kind bird's-eye view, a hammock and telescope, and tree-like totems broadcasting video content. This stand is **essential but cool**, and the choice of natural and recycled materials, among others, is **eco-smart**.

### ➤ **Alpine: the motor sports spirit**

Alpine will shine a spotlight on its DNA at the Motor Show with a stand featuring motor sports today and tomorrow: today's motor sports with the Formula 1 **A522** and the all-new **A110 R** on show for the first time in Europe; tomorrow's motor sports with the **Alpenglow** concept car, which will be unveiled at a digital preview on 13 October at 9.00 am and be presented at the show for the first time worldwide, encapsulating Alpine's vision on its strategy for its cutting-edge products and motor sports. Its stand will reflect a new stage in the brand's transformation.

### ➤ **Mobilize: way beyond automotive**

With enlightening workshops, entertaining digital experiences and informative meetings, Mobilize will provide a unique viewpoint on sustainable mobility. Everything at this brand's stand will be about usage and sharing. The new urban mobility solutions (**Mobilize Duo**) will be on display side by side with shared mobility solutions (**Zity by Mobilize**, **Mobilize Share**) and **Mobilize Limo** for ride-hailing services. Very soon, the **Mobilize Fast Charge** network will treat users to an unrivalled ultrafast charging experience. And, tomorrow, **Solo Concept** and **Ileo Concept** will become essential in the energy and mobility landscapes in cities.

## ATTRACTIONS AND ACTIVATION EVENTS DAILY

### ➤ Renault

#### Monday 17 October

- Press day
- Press conference (8.45-9.15 am)
- DJ set: Eekoz live (8.30-9.30 pm)

#### Tuesday 18 October

- Renault partners Amazon Music and Radio Player will be at the Renault Studiault by YouTube to speak about exclusive content for Renault customers (12.00-1.00 pm)
- DJ set: Anoraak live (7.00-9.00 pm)

#### Wednesday 19 October

- Interview with Raphaël Ibanez on the French national rugby side by *L'Equipe*, a sports news channel, creation of a podcast available on the *L'Equipe* app for Renault on OpenR Link (3.00-5.00 pm)
- DJ set: Kartell live (7.00-8.00 pm)

#### Thursday 20 October

- DJ set: Feder live (7.00-8.00 pm)

#### Friday 21 October

- DJ set: Kazy Lambist live (7.00-8.00 pm)

#### Saturday 22 October

- DJ set: Nathalie Duchene live (6.00-7.30 pm)

Renault news at the 2022 Paris Motor Show will be broadcast live every day on the brand's social network pages, along with exclusive content from Grégory Galiffi on Megane E-TECH Electric and All-new Austral E-TECH Full Hybrid.

### ➤ Dacia

#### Monday 17 October

- Press day
- Exploring the Dacia stand (Instagram + Twitter)

#### Tuesday 18 October

- Climbing wall attraction with instructors (11.00-11.30 am and 2.30-3.00 pm)
- Live chat with Romain Gauvin, Chief Designer, Advanced Design, of Dacia, about the Manifesto concept (2.00-2.15 pm)

#### Wednesday 19 October

- Master class by Jamy on hybrid powertrains (3.00 pm)

**Thursday 20 October**

- Round table: athletes Blandine L'Hirondel and Sylvain Court speak about their passion for ultra-trail running and the legendary race that Dacia has partnered, the UTMB (5.00 pm)

**Friday 21 October**

- Round table: Dacia hosts European surfing champion Johanne Defay to speak about eco-responsible surfing, with Yuyo, which creates board from plastic waste (2.00 pm)

**Saturday 22 October**

- Climbing wall attraction with instructors (11.30 am).
- Live chat with Romain Gauvin, Chief Designer, Advanced Design, of Dacia, about the Manifesto concept (11.00-11.15 am and 3.00-3.15 pm)

**Sunday 23 October**

- Live chat with Romain Gauvin, Chief Designer, Advanced Design, of Dacia, about the Manifesto concept (11.00-11.15 am and 1.30-1.45 pm)

A paper chase will be held every day, at the stand and online, to try to win an adventure weekend for a family with a Dacia range vehicle.

The attractions at the Dacia stand, a closer look at one of the models in the range and a day-end debriefing will be broadcast on the brand's social network pages.

**➤ Alpine****Monday 17 October**

- Press day
- Visit by Esteban Ocon, BWT Alpine F1 Team driver
- E-sport – Live attraction (theme: Formula 1) broadcast on the AlpineTwitch channel: a hot lap with Alpine e-sport ambassador Thomb and influencer Depielo, along with Esteban Ocon

**Tuesday 18 October**

- E-sport – Simulators available to the public (sign up at the stand) – Theme: GT4
- E-sport – Live attraction: hot lap with Alpine e-sport ambassador Thomb and Alpine Racing driver Pierre Sancinéna (1.00-2.00 pm)

**Wednesday 19 October**

- E-sport – Simulators available to the public (sign up at the stand) – Thème WEC
- E-sport – Live attraction broadcast on the AlpineTwitch channel: hot lap with Alpine e-sport ambassador Thomb and LMVS driver Tom Lartilleux, along with FIA WEC drivers Nicolas Lapierre and Matthieu Vaxivière (4.00-5.00 pm)

**Thursday 20 October**

- E-sport – Simulators available to the public (sign up at the stand). The A110 Sastruga art car will be included in the Assetto Corsa game this day

- E-sport – Live attraction (theme: collaboration): hot lap and interview with the Alpine e-sport team and Obvious artist collective (5.00-7.00 pm)

**Friday 21 October**

- E-sport – Simulators available to the public (sign up at the stand)
- E-sport – End of the Virtual Art Car contest: the winning livery will be integrated into the Assetto Corsa game

**Saturday 22 October**

- E-sport – Simulators available to the public (sign up at the stand) – Theme: Formula 1
- E-sport – Live attraction broadcast on the AlpineTwitch channel: hot lap with influencers AnaOnAir and Idreau (10.30-11.30 am)
- DJ set – Vinz Olsen and break dancers (2.00-7.00 pm)

**Sunday 23 October**

- E-sport – Simulators available to the public (sign up at the stand) – Theme: Formula 1, Circuit of the Americas

**➤ Mobilize****Monday 17 October**

- Press day; press briefing at 11.30 am: Presentation of Mobilize Powerbox, powered by Software République

**Tuesday 18 October**

- Mobilize Talk – Going beyond automotive (12.15-12.30 pm and 3.00-3.15 pm)
- Mobilize Talk – Long distances in electric vehicles will be easy with Mobilize Fast Charge, the European ultrafast charging network (1.00-1.15 pm and 6.00-6.15 pm)
- Mobilize Play – What about you? What are you willing to share? Entertaining workshop for families and friends on the functionality economy and collaborative economy. For ages 7 to 107! (2.00-2.30 pm)

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- Mobilize Talk – Mobility from every angle, with Mobilize Share (4.00-4.15 pm)
- Mobilize Play – What about you? What are you willing to share? Entertaining workshop for families and friends on the functionality economy and collaborative economy. For ages 7 to 107! (4.30-5.00 pm)
- Mobilize Talk – Mobility from every angle, with Mobilize Share (4.00-4.15 pm)
- Mobilize Talk & Play – A deep dive into digital at Mobilize: customise your Duo; try to win your NFT (5.30-6.15 pm)

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- Mobilize Talk & Play – Meet Ludo, Mobilize’s digital companion, for an augmented reality experience (4.00-4.15 pm).

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- Mobilize Talk – Long distances in electric vehicles will be easy with Mobilize Fast Charge, the European ultrafast charging network (1.00-1.15 pm and 6.00-6.15 pm)
- Mobilize Play – What about you? What are you willing to share? Entertaining workshop for families and friends on the functionality economy and collaborative economy. For ages 7 to 107! (2.00-2.30 pm)
- Mobilize Talk – Ileo Concept: a new angle on urban development to power cities – A meeting with internationally renowned French designer Patrick Jouin (3.30-3.45 pm)
- Mobilize Talk – Mobilize and perfume: meeting with Antoine Lie, a charismatic celebrity in today’s perfume world (4.30-4.45 pm)
- Mobilize Talk – Mobility meets fashion: meeting with the Petit Pli and Studio Guberan designers (5.00-5.15 pm)
- Mobilize Talk & Play – A deep dive into digital at Mobilize: customise your Duo; try to win your NFT (6.30-7.15 pm)

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- Mobilize Talk & Play – Meet Ludo, Mobilize’s digital companion, for an automated reality experience (4.45-5.00 pm).
- Mobilize Play – What about you? What are you willing to share? Entertaining workshop for families and friends on the functionality economy and collaborative economy. For ages 7 to 107! (11.00-11.30 am and 2.00-2.30 pm)
- Mobilize Talk – Going beyond automotive with Mobilize, Renault Group’s brand for new mobilities (12.15-12.30 pm and 3.00-3.15 pm)
- Mobilize Talk – Long distances in electric vehicles will be easy with Mobilize Fast Charge, the European ultrafast charging network (1.00-1.15 pm and 4.00-4.15 pm)

**About Renault Group**

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 4 complementary brands – Renault, Dacia, Alpine and Mobilize – offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold 2.7 million vehicles in 2021. It employs nearly 111,000 people who embody its Purpose every day, so that mobility brings people closer. Ready to pursue challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centred on the development of new technologies and services, and a new range of even more competitive, balanced and electrified vehicles. In line with environmental challenges, the Group’s ambition is to achieve carbon neutrality in Europe by 2040. <https://www.renaultgroup.com/en/>