

**PRESS RELEASE**

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## **RENAULT, DESIGN DRIVES THE CHANGE**

**Since 2010, Laurens van den Acker's design strategy has reflected six major stages of our lives: love, exploration, family, work, leisure and finally the wisdom that comes with these experiences. Symbolised by a six-petaled flower, the strategy drives the enterprise towards new commercial endeavours, together with a complete update of the range.**

Carlos Ghosn: *"Our products' design showcases Renault's progression. Our cars are modern, fun and attractive. They are fundamental to the brand's considerable commercial success, along with the evolution of its image."*

**Discover more about Renault's design strategy with the video attached and the following link:**  
<https://group.renault.com/en/passion-2/design/giving-each-of-our-brands-a-strong-personality/>

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