



PRESS RELEASE

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RENAULT HAS RAISED 12 MILLION YOUNG PEOPLE'S ROAD SAFETY AWARENESS THROUGH THE "SAFETY FOR ALL" PROGRAM

Since it was launched in 2000, the Safety for All program has taught 12 million children, teenagers and young drivers in 36 countries about road safety.

Renault is the only car manufacturer to run an international program on this scale, which is recognized by governments and road safety experts.

In France, more than 80,000 children and teenagers participated in the program in 2010.

A PROGRAM TAILORED TO EACH AGE GROUP

Based on a fun and educational approach, the Safety for All program consists of two separate programs specially developed for different age groups.

"Kids On the Road", for use in elementary schools, consists of an educational kit for teachers that contains sheets for the teacher and exercise books for the pupils, and gets them involved in a drawing competition themed on "Let's go to school safely!". This year's winning drawing, by Grade 3 class at Perlic Nord elementary school in Lons, in south-western France, was selected from 427 drawings submitted. The children from the class joined the winning classes from other participating countries for a weekend at Disneyland.

"Express Yourself!" is a poster competition for secondary school students about risky behavior on the road. In 2010, 411 posters were entered. The winning team was a Grade 8 class from Jacques Prévert Junior High in Saint Symphorien d'Ozon, near Lyon. The poster is being featured in a media campaign that will run until September and will appear in the magazines *Femme Actuelle*, *Paris Match*, *L'Equipe Magazine* and others, plus on posters near beaches, campsites and major roads.

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The panel that judges both competitions each year consists of road safety professionals, including members of the Information and Public Relations Department of the French Armed Forces (SIRPA Gendarmerie) and the Inter-Ministerial Delegation for Road Safety, as well as experts from the automotive press, communications and advertising.

STUDENTS AND TEACHERS ALL AGREE ABOUT THE BENEFITS OF THE PROGRAM

For the children, the continuous exposure to road safety messages throughout their school years helps raise awareness, especially since the program runs every year. As for the teachers, they appreciate the way the whole class gets involved in a group project based on a topic that is really part of their daily lives.

Nathalie Aguilar, a teacher of the winning Grade 3 class at Perlic Nord school in Lons says:

“They were really motivated by an issue that concerns them every day. They tell me they’ve learned things and remember them. ‘Don’t muck around when you cross the road’, ‘Wear a helmet when you ride a bike or rollerskate’ are two of the important messages that have sunk in.”

Attachment: the winning poster from the 2010 competition

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