

BRÈVE

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RENAULT RECEIVES TWO AWARDS IN 2014 “GRAND PRIX DES MARQUES AUTOMOBILES”

Renault has received two awards in the 2014 “Grand Prix des Marques Automobiles” awards organised by French motoring weekly Le Journal de l’Automobile and market research company TNS Sofres:

- **Mobility of the Future and Environment Award**
- **Brand Experience Award (Point of Sale Category)**

The **Mobility of the Future and Environment Award** was presented to Renault within the framework of the Car 360° survey conducted by TNS Sofres in June 2014. More than 2,008 customers were surveyed on their relationship with their car brand. The award underscores Renault’s commitment to the environment and electric mobility in its capacity as the European leader for low CO₂ emissions.

The Brand Experience Award (Point of Sale Category) is based on the results of the Contact Performance Optimization (CPO) survey by TNS Sofres. The survey was carried out in June 2014 among 1,568 French motorists who own vehicles that are less than seven years old. They were surveyed on the effectiveness of the point-of-contact strategy of carmakers in France. Renault is striving for excellence in customer care and this award recognises the Renault Store concept and its popularity among the brand’s customers.

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