

SHORT NEWS

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RENAULT WINS COMMUNICATIONS' PRIZE WITH ITS CAMPAIGN BASED ON WOMEN

On March 6, Renault won communications' award at the Elles de l'Auto day. Renault won the prize for its New Mégane Hatch ad campaign with the slogan: "Millions of women drive cars but how many design them? It's time to change. New Mégane Hatch", devised by Nadine Leclair, Vice President, Vehicle Engineering. With this ad, the carmaker affirms on the one hand Renault's objective to hire women in high-responsibility technical job positions and on the other hand Renault's commitment to diversity.

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