



PRESS RELEASE

May 7, 2008

Results of the 2008

“Express Yourself!” competition

Flower Road. Too many flowers can be a bad thing

The 4.2 class of Saint Aubin en Bray’s College Les Fontainettes in northern France has won the 2008 “Express Yourself!” competition following an exciting final including seven middle school classes from all over France. In all, more than 34,000 students learnt about road safety in France this year.

CONCOURS RENAULT “TES IDÉES À L’AFFICHE !” - ÉDITION 2008



AFFICHE FINALISTE RÉALISÉE PAR LA CLASSE DE 4^{ème} 2 DU COLLÈGE LES FONTAINETTES À ST AUBIN EN BRAY (80)



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Exciting final

At Atelier Renault on the Champs-Élysées on May 7, 2008, the seven finalist classes in the “Express Yourself!” competition presented their projects with brio to a jury of communication professionals from the fields of road safety and advertising.

After deliberation, the jury awarded this year's prize to the 4.2 class of Saint Aubin en Bray's College Les Fontainettes.

Renault will be showing the poster widely in the media as part of an advertising campaign in a variety of publications.

The top three finalist posters will also be printed as post cards and distributed during the road safety week in France in October 2008.

Middle school students have their say with Renault's “Express Yourself!”

Middle school students competing in Renault's “Express Yourself!” competition design poster campaigns on road safety using a teacher's kit and a range of multimedia resources. French students in this year's competition – the fifth – were particularly creative and showed a great deal of interest in road safety.

The seven finalist classes selected at the regional finals reworked their projects at Publicis advertising agencies in their regions. They took their reworked creations to the national final in Paris, where they spent two days exchanging views on road safety and learning more about Renault.

“Safety for All”: the world's leading road safety awareness program for young people

The “Safety for All” program is the biggest road safety awareness campaign for young people in the world. Since launch in 2000, it has been rolled out in **23 countries** and involved more than **10 million children**, teenagers and young drivers.

The program is subdivided into different parts for different ages. The “Kids on the Road” teacher's kit and the “Safety for All” international drawing contest are aimed at elementary schools, the “Express Yourself!” poster competition targets teenagers, and national awareness-raising operations are directed at young drivers.

Based on a creative, educational and interactive concept, the program addresses a crucial issue: teaching children and young people basic road safety rules and, in the long term, encouraging more responsible behavior.

To find out more about the “Safety for All” program in France and the “Express Yourself!” competition, go to www.securite-pour-tous.fr (featuring free downloadable teacher's kits and a new online learning module for 7-11 year olds).

For more information on the “Safety for All” program worldwide, go to www.securite-pour-tous.com

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