



PRESS RELEASE

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The 8th edition of Renault's international, primary school 'Safety For All' campaign which has made *1.2 million children worldwide aware of the issue of road safety*

Every year since its launch in 2000, the international 'Safety For All' campaign has offered primary school teachers the opportunity to make their students aware of road safety thanks to a free teaching kit and a drawing competition.

This year's campaign reached out to another 1.2 million children worldwide aged between 7 and 11 years through the teaching kit. Eight countries competed in the drawing competition, with nearly 6,000 entries on the theme of 'Road safety is our business!'

In keeping with the competition's tradition, the winning classes from the eight countries were invited to Disneyland Paris. On 14 June, 200 children participated in this International Gathering, a joyful, friendly event which concluded the latest 'Safety For All' competition.



Corporate Communications

1967, rue du Vieux Pont de Sèvres – 92109 Boulogne Billancourt Cedex

Tel.: + 33 (0)1 76 84 63 36 – Fax: + 33 (0)1 76 84 52 89

Sites : www.renault.com & www.media.renault.com

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Designed for primary school students and teachers, this aspect of Renault's international 'Safety For All' campaign consists of a free 'Kids on the Road' teaching kit and an international 'Safety For All' drawing competition.

This year, the programme reached out to 1.2 million children worldwide between the ages of 7 and 11, and made them aware of the importance of road safety.

The 'Safety for All' drawing competition was rolled out in eight countries: Bulgaria, France, Mexico, Poland, Portugal, Russia, Switzerland and Turkey. In total, nearly 6,000 drawings were entered for judging.

After winning national finals in their respective countries, 200 children from the eight countries gathered in Paris between 13 and 15 June to express their vision of road safety, through songs, dances and dramatic routines that had been specially created for the occasion.

'Safety for All': the worldwide number 1 road safety awareness programme for young people.

Renault set itself the challenge of raising awareness of road safety among young people in 2000. The 'Safety For All' programme employs an informative, fun approach, and is deployed in several stages according to the age of the children: in primary schools, the 'Kids on the Road' teaching kit and 'Safety For All' drawing competition; in junior high schools, the 'Express Yourself!' poster competition; and national programmes for young drivers.

'Safety For All' is the most significant road safety awareness campaign ever undertaken by an automotive manufacturer anywhere in the world. Since its launch in 2000, the programme has been rolled out in 23 countries. More than 10 million young people – be they children, teenagers or young drivers – have been made aware of the importance of road safety.

Photos of the International Gathering are available on www.media.renault.com.

Press contact : Aurelie Le Clerre +33 1 76 84 63 36

Websites: www.renault.com - www.media.renault.com - www.securite-pour-tous.com