

PRESS RELEASE

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THE RENAULT GROUP INTRODUCES ITS NEW CORPORATE WEBSITE: GROUP.RENAULT.COM

In addition to mirroring the group's growing internationalisation and multi-brand strategy, the Renault group's new website is much more user-friendly and ensures simpler access to more extensive, personalised content. The new graphic charter and a responsive user interface design make it easier to read and consequently more closely adapted to the needs of the 20,000 people who visit it every day.

Enhanced newsfeed

The Renault group's new website – group.renault.com – provides extensive corporate information about the group and its brands, namely Renault, Dacia and Renault Samsung Motors (RSM). Visitors can also catch up on the latest news concerning the Renault-Nissan Alliance and the group's partnerships with Daimler and Avtovaz. Content is updated in real time thanks to the incorporation of content from the social networking websites on which the group is active, such as Facebook, Twitter, YouTube, Instagram and Pinterest.

Easy-to-locate, personalised content

Since group.renault.com is used by visitors with highly different profiles and requirements, it has been tailored to provide them with immediate access to the information they seek. Users can now navigate as a function of their individual profiles, be they analysts, investors, shareholders, journalists or job applicants.

At the same time, the website can be accessed via a variety of devices (computer, tablet, smartphone) with functionalities adapted to each solution and no loss of content.

Seamless complementarity between the Renault group's corporate and commercial websites

Based on the WordPress 3.8 Content Management System (CMS), the new website fits seamlessly with the Renault group's entire digital ecosystem. For example, requests for information about products or services are immediately directed to the appropriate renault.country, dacia.country or RSM websites.

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