

SHORT NEWS

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RENAULT'S GROUP TWITTER ACCOUNT BECOMES @GROUPE_RENAULT

The corporate Renault Twitter account's name changes from May 7, 2015. @Renault_Live become @Groupe_Renault to follow the evolution of the Group new identity introduced during the annual mixed general meeting last April 30.

To distinguish more clearly Renault Group from its brands on the social networks, Renault corporate Twitter account (ex @Renault_Live) change its denomination to become @Groupe_Renault. This change also integrate a new visual via a brand new Group logo : "Groupe Renault". The aim is the differentiate the Renault brands twitter accounts (@Renault_FR, @DaciaUK...) from Renault Group twitter account that covers corporate topics. The Facebook Renault account will not change. It will still animate the brand actualty around the world.

This change spreads about the evolution of the new goup identity introduced during the annual mixed general meeting last April 30 to complement to the new world of the Renault brand, and is distinguished by the name GROUPE RENAULT and the use of three symbols for the brands of which it is composed:

The corporate Twitter account (@Groupe_Renault) launched on September 2008 is followed by more than 78 300 followers.

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