

RENAULT

WHO ARE WE TALKING TO

- 1) Firefighter across France, and first responders more broadly
- 2) Procurement specialists for corporate fleet vehicles with vehicle safety as a priority consideration

WHY – As the markets leading manufacturer, Renault Group want to reduce negative consequences of roadside accidents, drive safety innovation throughout the category as well as continue to strengthen and build on our longterm partnership with France's Firefighting community

SINGLE MINDED PROPOSITION – Show how in moments when every second counts, a car crash safety expert is a car safety design expert

