

BRÈVE

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FIFTH ANNIVERSARY FOR SUSTAINABLE MOBILITY SITE

The www.sustainable-mobility.org website, launched by Renault in 2009 under its wide-reaching electric-vehicle initiative, is celebrating its fifth anniversary this year.

"The Sustainable Mobility website has become something of a showcase for new trends and alternatives in individual transport", notes Claire Martin, Vice President of CSR at Renault.

Sustainable Mobility is the first webzine on alternative transport modes to be published by an automaker. It does not revolve specifically around Renault news, and this is very much a deliberate stance: *"The site highlights all forms of environment-friendly transport, regardless of who thought them up. We opted for this approach when we first put the site up five years ago, and I think it goes a long way to explaining the site's reputation today",* comments site editorial manager Andréa Arima.

The site has always welcomed visitors' input. The monthly Forum feature publishes opinion from experts, researchers, bloggers, politicians and students. [This month, it focuses on the site's fifth anniversary](#). As Ms Martin explains, *"right from the outset we sensed a strong community dimension in the topic of sustainable transport, and as time goes by this definitely does seem to hold true"*.

Visitors to the site are invited to join forces in discussing the urban transport and energy models of the future, and to find out about new products and services capable of making transport more sustainable and affordable to all.

The site's French and English versions reach an international audience, and boast a strong social network following (more than 15,000 followers on Twitter and more than 7,600 Facebook fans).

Follow the Sustainable Mobility site:

- **On Twitter**

- Twitter account in English (opened in 2012): [@Sust_Mobility](#)
- Twitter account in French: [@MobilitDurable](#)

- **On Facebook:** <https://www.facebook.com/mobilitdurable>
- **Subscribe to monthly newsletter:** <http://www.sustainable-mobility.org>

Pour Plus D'informations:

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