



DRIVE THE CHANGE

STORY

December 16, 2013
2013年12月16日

Renault, France and China.

雷诺，法国与中国

The Renault automobile group recently signed a partnership with Dongfeng to build a plant in Wuhan in central China. The new manufacturing facility is yet another milestone in the Renault group's international expansion. It also has a particular resonance, **echoing the numerous points in common and links shared by France, China and Renault**. These links are multifaceted, applying to history, culture and sport, and are taking on further meaning on the eve of the 50th anniversary of France's recognition of the People's Republic of China.

雷诺汽车集团日前与东风签署了合作协议，计划在中部城市武汉建立合资工厂。该工厂的设立是雷诺的全球发展蓝图中的又一个里程碑，也是对法国、中国和雷诺之间众多的共同点及千丝万缕的联系的特别回应。中法建交 50 周年即将到来之际，这些共同点和涉及历史、文化、体育等众多方面的联系都被赋予了特殊的涵义。



"Renault Véhicules" "雷诺汽车"

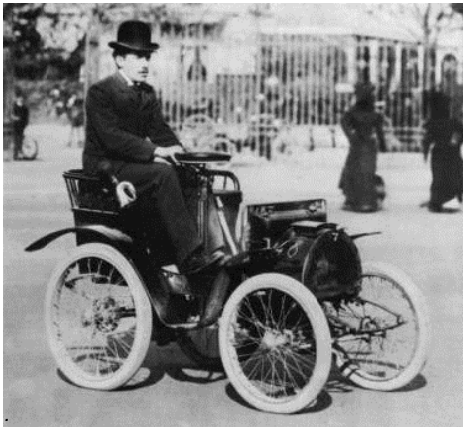
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A nod to history

历史回顾

Renault, France and China share the same pride about their rich histories. The history of Renault began in 1898 in a tiny tool cabin at the bottom of a garden near Paris, where Louis Renault designed the “voiturette” and founded the “Renault Frères” company. Renault vehicles quickly scored success in motor racing and orders started to flood in. **In 1925, Deng Xiaoping, future secretary general of the Chinese Communist Party, worked as a production operator in Renault’s adjustment workshop in Boulogne-Billancourt near Paris.**

雷诺、法国和中国都对自己丰富的历史感到自豪。雷诺的历史始于 1898 年巴黎近郊某花园深处一个狭小简陋的工具储藏间。路易·雷诺在那里构思“微型汽车”并成立了“雷诺兄弟”公司。雷诺汽车很快在各个汽车竞赛中声名鹊起，订单如潮水般涌来。**1925 年，未来的中国共产党总书记邓小平成为位于巴黎近郊布洛涅-比扬古的雷诺装配车间的一名工人。**



Louis Renault sur sa voiturette
路易·雷诺在微型汽车上
Crédit photo : Renault Communication/Droits réservés
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Des véhicules Renault en Chine en 1930
年雷诺汽车在中国
Crédit photo : Renault Communications/Droits réservés
图片来源：雷诺传媒版权所有

In the 1930s, Renault **chassis were exported to and assembled in China** (10 hp O.S chassis). Throughout the 20th century, Renault launched a number of concepts and innovations that would mark automotive history and pursued a strategy of profitable growth and international development. The Renault group became a large international group, and today ranks **number-four worldwide** with its ally Nissan and partners (AVTOVAZ and Daimler), selling over eight million vehicles in 2012. In parallel, the Chinese automotive market expanded from 600,000 units in 1999 to become the biggest in the world in 2012, with 18.5 million units. **Renault is duty bound to be present in the market and to resume its story with this great country;**

30 年代，雷诺的汽车底盘出口到中国进行车身装配（O.S.型 10 匹马力底盘）。整个 20 世纪，雷诺推出的众多概念和创新都被载入汽车史。进取的盈利策略将雷诺造就成为一个大型国际集团，得益于雷诺日产联盟以及各合作伙伴（奥托瓦兹和戴姆勒），雷诺在全球汽车行业排名中稳居第 4，2012 年总共销售出 8 百万辆汽车。与此同时，中国汽车市场于 1999 年实现 60 万辆的业绩，至 2012 年，这一数字攀升为 1 千 850 万辆，使中国一跃为无可回避的世界第一大汽车市场。雷诺自然应当出席，续写与这一伟大国家的历史。

The “French touch”

“法国范儿”

Renault has been importing vehicles in China since 1999 and set up a subsidiary in the country in 2010. Several thousand people in China have opted for French-style “cars for living”, particularly the **Koleos crossover**, which combines comfort, quality and elegance, as well as a range of sedans, from Fluence to Talisman.

自 1999 年起，雷诺开始在中国市场销售进口汽车，并于 2010 年创立了分公司。成千上万的中国消费者在买车时选择了法式生活，其中集舒适、品质和雅观于一身的**跨界车型科雷傲**得到了特别青睐，从风朗到塔里斯曼的整个轿车系列也表现优异。



Renault Koleos à Pékin
雷诺科雷傲在北京
Crédit photo : Olivier Martin-Gambier
图片来源: Olivier Martin-Gambier



Renault Koleos à Pékin
雷诺科雷傲在北京
Crédit photo : Olivier Martin-Gambier
图片来源: Oliver Martin-Gambier

Focused on Koleos, Renault’s best seller in China, links began to form between China and France.

围绕雷诺在中国销售最佳的科雷傲，中国与法国交织出千丝万缕的联系。

In August 2013, at the Chengdu International Motor Show, Renault and international basketball star Tony Parker sealed a worldwide partnership. **The French player is now a Renault Koleos ambassador.**

Koleos could not possibly have a finer ambassador than Tony Parker, known by one in two Chinese people and involved in “Tony Parker Camps”, basketball holiday camps based around the world, notably in China. Tony Parker embodies the values of success, fighting spirit and elegance shared by France, China and Renault.

2013年8月，雷诺与国际篮球巨星托尼·帕克在成都车展上正式宣布全球代言合作。**这位法国篮球手从此成为雷诺科雷傲形象大使。**托尼·帕克是雷诺的不二人选，不但拥有被半数中国人熟识的知名度，他还积极参与在中国组织的假期篮球训练营——“托尼·帕克训练营”。法国、中国和雷诺共同拥有的成功、积极以及优雅的特质，在托尼·帕克身上得到了完美诠释。



*La star française du basket Tony Parker, ambassadeur de Renault Koleos. 雷诺科雷傲形象大使：法国篮球巨星托尼·帕克
Crédits photos : Yannick Brossard 图片来源：Yannick Brossard*

Renault Koleos also revealed all the charms of Paris to Jolin Tsai, the queen of Chinese pop, for her concert in the French capital in 2013.

2013年蔡依林巴黎演唱会期间，**雷诺科雷傲带领这位中国流行音乐天后领略了时尚之都的迷人魅力。**

The Chinese actors **Gong Li and Zhang Ziyi shine at the Cannes Film Festival, chauffeured by a fleet of Renault vehicles.** Renault is a long-standing partner of the event. 作为戛纳电影节的老牌合作伙伴，中国影星巩俐和章子怡在电影节的每一次闪耀出场都由雷诺车队护送。



*Gong Li au Festival de Cannes – France.
巩俐在法国戛纳电影节
Crédit photo : Stéphane Kossmann
图片来源: Stéphane Kossmann*



*Zhang Ziyi au Festival de Cannes – France.
章子怡在法国戛纳电影节
Crédit photo : Stéphane Kossmann
图片来源: Stéphane Kossmann*

A shared passion for motor sport

对赛车的共同热忱

China also shares France's and Renault's passion for motor sport, and in particular for Formula 1. Since 2004, the prestigious and unpredictable Shanghai Grand Prix has hosted the greatest drivers, the biggest teams and the highest performance engines. **Fernando Alonso won at the wheel of a Renault in 2005 and Sebastian Vettel in 2009 with Red Bull-Renault.** With 12 Formula 1 World Champion titles, Renault has made this discipline the most demanding motor sport in the world – and a vehicle for the brand's innovation, image and recognition.

中国与法国、雷诺一样，都对一项运动情有独钟，那就是一级方程式赛车。从 2004 年起，世界最优秀的赛车手、最庞大的车队和性能最强大的引擎纷纷亮相享誉盛名又充满悬念的上海一级方程式大奖赛。**费尔南多·阿隆索（Fernando Alonso）于 2005 年驾驶雷诺赛车获得冠军，而塞巴斯蒂安·维特尔（Sébastien Vettel）则在 2009 年为红牛-雷诺车队摘得桂冠。**在过去 36 年间斩获的 12 个一级方程式大奖赛世界冠军，使雷诺品牌在这一最为严苛的汽车运动领域中，成为创新、形象和名誉的最佳体现。



Sebastien Vettel, victorieux au GP de Shanghai en 2009
 塞巴斯蒂安·维特尔在2009年上海大奖赛
 Crédit photo : DPPI Media
 图片来源: DPPI 传媒



Renault et la Formule 1 en Chine
 雷诺和一级方程式赛车在中国
 Crédit photo : DPPI Media
 图片来源: DPPI 传媒

It was at the **Shanghai Grand Prix in April 2013 that Kimi Raikkonen tried out Renault Fluence and Renault Alpine A110-50**, a show car created for the 50th anniversary of the Alpine A110 Berlinette, an athletic spearhead of the Renault brand and a serial title winner.

2013年4月,同样在上海大奖赛期间,基米·莱科宁(Kimi Raikkonen)试驾雷诺风朗和雷诺 Alpine A110-50,后者是为纪念雷诺 Alpine A110 Berlinette 发布50周年而推出的概念跑车,也是功绩卓著的雷诺品牌锦上添花之作。



Renault Alpine A110-50
 雷诺 Alpine A110-50
 Crédit photo : Renault Design.
 图片来源: 雷诺设计



Kimi Raikkonen sur Renault Alpine A110-50
 基米·莱科宁在雷诺 Alpine A110-50 上
 Crédit photo : DPPI Media.
 图片来源: DPPI 传媒

A shared attachment to art

对艺术的共同热爱

France and China also share strong cultural links. Renault is preparing **two shows on Robert Doisneau for 2014, to be held in Beijing and Wuhan**. Doisneau was one of the 20th century's greatest humanist photographers, and worked for Renault from 1934 to 1956. At Wuhan, the exhibition will also feature outstanding reportage work from the major photographers Marc Riboud, Frank Horvat and Robert Frank.

法国与中国之间始终存在着活跃的文化交流。1934 到 1956 年期间，20 世纪最著名的人文主义摄影师之一罗伯特·杜瓦诺（Robert Doisneau）曾为雷诺工作。为了进一步促进中法文化对话，雷诺正在筹备 **2014 年将在北京和武汉举办的罗伯特·杜瓦诺作品展**。其中，在武汉的展览还将囊括摄影大师马克·吕布（Marc Riboud）、弗兰克·霍瓦特（Frank Horvat）和罗伯特·弗兰克（Robert Frank）为雷诺拍摄的特别作品。

In 2015, Renault will present its company art collection in Beijing. The Brand very much wanted to share this outstanding collection with the Chinese public. In the 1960s, Renault backed contemporary arts in their creative process, providing artists of the likes of Arman, Dubuffet, Soto, Takis, Tinguely and Vasarely with the technical resources, industrial equipment and work spaces to produce all-new oeuvres. Those works now make up the "Collection d'Art Renault" and are exhibited regularly around the world.

2015 年，雷诺还将在北京展出其当代艺术藏品，与中国公众分享这些伟大的艺术作品。事实上，雷诺自 60 年代起便开始支持当代艺术家的创作，曾为阿尔曼（Arman）、杜布菲（Dubuffet）、索托（Soto）、塔吉斯（Takis）、汤格利（Tinguely）、瓦沙雷利（Vasarely）等众多艺术家提供技术手段、工业原料或者创作地点，支持他们制作新作品。这些作品如今组成了雷诺的艺术收藏，并在世界各地展出。

All these links uniting China, France and Renault are to be further reinforced with the signature of a joint venture with Dongfeng. Renault will be able to rely on a robust new production base in Wuhan, a city with a particular attachment to France. Since the 1980s, Wuhan and France have organized university exchanges, with Wuhan University being one of the country's most reputed schools. Wuhan is also the Chinese city attracting the most investment from France. In April 2012, in a universal tradition in the aviation sector, Wuhan airport welcomed beneath an arch of water the first Air France flight to land in the city, inaugurating a new service between Wuhan and Europe

Renault, a large global automobile group, attached to its French roots, is keen to strengthen and continue to give meaning to this link between France and China.

所有这些将中国、法国和雷诺联系到一起的线索，将随着雷诺与东风合资项目的签署而进一步加强。武汉作为一个与法国有着深厚关联的城市，将成为雷诺一个新的稳固的工业基地。从 80 年代起，武汉与法国的大学之间就有着频繁的交流，如今的武汉大学法语系已经成为中国大学中最著名的法语系之一。武汉也是接受了最多法国投资的城市。2012 年 4 月，武汉机场迎来了第一架法航航班：这架航班自此打开了武汉与欧洲之间的第一条直航通道。

雷诺，植根于法国的世界级汽车制造集团，将继续为促进法国与中国的交流贡献力量。



*Koleos à Pékin.
科雷傲在北京
Crédit photo : Olivier Martin-Gambier.
图片来源: Olivier Martin-Gambier*