



PRESS RELEASE

September 26, 2008

RENAULT ORGANIZES THE FIRST ECO-DRIVING DAY FOR THE GENERAL PUBLIC, IN THE PRESENCE OF ELLEN MACARTHUR

- Renault is organizing the first eco-driving awareness event for the general public on October 4 from 10 am to 6 pm in the Bercy Village quarter of Paris.
- Visitors get to find out about eco-driving, take lessons with instructors, and practice on a driving simulator. An eco-driving competition featuring 20 families will also be held in the streets of Paris. Yachtswoman Ellen MacArthur will present the prizes to the competition winners.

Renault committed to eco-driving

Since its excellent performance on fuel consumption at the Bibendum Challenge in November 2007 with the Logan Renault eco², Renault has been seeking to promote eco-driving principles with the general public. By following a few simple rules to the way they drive, **drivers can reduce their fuel consumption by an average 20%**.

At the Eco-challenge held in Turkey in early September, Renault Symbol - manufactured in Bursa - achieved fuel consumption of 3.15 l/100 km through the use eco-driving techniques, nearly 30% lower than the homologated combined cycle figure.

Reducing the fuel consumption and, hence, CO₂ emissions of their vehicle is a key concern for all drivers. Seeking to develop ecological and economical solutions, reflected in the Renault eco² environmental signature, Renault is organizing a day dedicated to eco-driving techniques for the general public on **October 4 from 10 am to 6 pm in the Bercy Village quarter of Paris, on rue des Pirogues**. This event marks the launch of Renault's Europe-wide program to raise awareness on responsible driving.

An educational and fun program in the streets of Paris

The event will feature an educational play area for children, while instructors from France's national institute for road safety and research, INSERR, will give free lessons in Renault eco² cars. Visitors also get to test their skills on a Renault-developed eco-driving simulator and, thanks to interactive terminals, will be able to find out more about eco-driving techniques via the Renault eco² website and post their comments. Renault experts will be on hand to answer the public's questions. The high point of the day will be an eco-driving competition for families, organized in the streets of Paris, the winners of which will receive their prize from yachtswoman and Renault partner, Ellen MacArthur.

Ellen MacArthur backs Renault eco²

Ellen MacArthur, a leading light of the sailing world and an active campaigner for sustainable development, is convinced by Renault's global approach to ecology that consists in reducing the environmental impact of the vehicle at every stage of its life cycle.

She signed a two-year **partnership** agreement with Renault in April 2008, furthering the collaborative effort begun in 2002 with Renault UK.

To find out more:

www.renault-eco2.com

Press contacts:

Gita Roux
Renault
Corporate Press Attaché
gita.roux@renault.com
Tel: +33 1 76 84 50 59
Mobile: +33 6 15 03 68 88

Julie Dumez
Renault
Environmental Press Attaché
julie.dumez@renault.com
Tel: +33 1 76 97 62
Mobile: +33 6 80 21 53 06

Emmanuelle Rouffi
Agence Me&Us
Head of PR
emmanuelle.rouffi@meusmail.com
Tel: +33 1 77 75 77 00
Mobile: +33 1 6 20 77 57 20

Océane Negret
Agence Me&Us
Press Attaché
oceane.negret@meusmail.com
Tel: +33 1 77 75 77 00