

## RENAULT RETAIL GROUP SUPPORTS AIDE ET ACTION

**Between October 11 and November 30, 2012, for any test drive of a New Renault Clio, Renault Retail Group (RRG) will donate the cost of a textbook to Aide et Action, in order to raise customer awareness of exclusion in education. At the end of the operation, RRG will top-up the funds collected with an additional donation.**

**Overall, this initiative should raise €9,000 to finance the educational programs of Aide et Action.**

Renault Retail Group, the Renault subsidiary responsible for vehicle distribution, has long been a partner of Aide et Action, in order to take part to joint initiatives on a human scale designed to create meaning, value and quality in education for all. On the occasion of the commercial launch of New Clio, RRG reaffirms this commitment by organizing a solidarity-based operation on the benefit of Aide et Action.

For each New Clio customer test drive, within the 51 sites in France, RRG will donate the cost of a textbook to Aide et Action. The operation starts during the open days organized between October 11 and 15 and runs until November 30. RRG will top up the funds collected by an additional donation to reach the total sum of €9,000. This operation is financed by the RRG social and humanitarian aid fund, set up in 2003 to allocate individual or collective financial aid to employees and to associations with social, charitable or humanitarian objectives.

### About Aide et Action

Founded in 1981, Aide et Action is an international development organization specializing in education. It is present in 24 countries across Africa, Asia, Latin America – Caribbean and Europe. Through more than 100 programmes, Aide et Action is working to improve the quality of education and to make it more accessible to more than three million children and adults. Aide et Action is a state-approved organization endorsed by the French inspection body "Comité de la Charte pour un don en confiance". It has the support of almost 63,000 sponsors and donors. Approved by the French Ministry of Education, Aide et Action France promotes a world in which the dignity of each individual is respected through education, the key to human development. The association has no political or religious affiliation. Its commitment and actions are founded first and foremost on the values of freedom, respect, solidarity, equity and integrity.

<http://www.aide-et-action.org>

Press contact: Anne Cassiot / [anne.cassiot@aide-et-action.org](mailto:anne.cassiot@aide-et-action.org) / + 33 1 55 25 70 13

### About Renault Retail Group

Renault Retail Group is a Business Unit specializing in vehicle distribution. A subsidiary of the Renault group, its role is to directly distribute products and services on a profitable basis. In this way, working primarily in strategic urban areas, it oversees commercial presence, quality standards and brand image-building. It assists Renault group regions in distribution. Renault Retail Group distributes the three Group brands: Renault, Nissan and Dacia. It is present in thirteen European countries: Germany, Austria, Belgium, Spain, France, Italy, Ireland, Luxembourg, Poland, Portugal, Czech Republic, UK, Switzerland.

[www.renaultretailgroup.com](http://www.renaultretailgroup.com)

**Pour Plus D'informations:**

**Sophie CHANTEGAY**

Attachée de presse

01 76 84 13 90

[sophie.chantegay@renault.com](mailto:sophie.chantegay@renault.com)

**GROUPE RENAULT**

**PRESS OFFICE**

Tel.: +33 (0)1 76 84 63 36

[renault.media@renault.com](mailto:renault.media@renault.com)

Sites web: [www.media.renault.com](http://www.media.renault.com) - [www.group.renault.com](http://www.group.renault.com)

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