



PRESS RELEASE

March 6, 2012

CATHY & DAVID GUETTA, RENAULT TWIZY AMBASSADORS

Renault is celebrating the official launch of Renault Twizy at the Geneva Motor Show with the presence of one of France's most in-demand music artists, David Guetta, the winner of two Grammy Awards and voted the world's best DJ. Accompanied by his wife Cathy Guetta, the woman behind the famous Ibiza parties, David Guetta is kicking off the Renault Twizy world promotion partnership signed with Renault with some serious music.

Geneva, March 6, 2012 – Cathy and David Guetta are as of today Renault Twizy ambassadors. They will play the leading role in an exceptional communication campaign for Twizy called “Plug into the positive energy” set for launch in spring 2012.

The one-year, worldwide partnership sets a global communication campaign in motion.

As part of the partnership, David Guetta will launch an edit of the song Alphabeat from his latest album Nothing But the Beat.

Renault is adding an all-new digital experience for electronic music lovers: a 3D sound developed specially for the campaign, available as of today on the www.twizy.renault.com website and all Renault sites worldwide.

The next step in the campaign will be a David Guetta video entitled “Alphabeat - Plug into the positive energy” directed by So Me, who has already created videos for Justice and Kanye West. The film will include a version developed exclusively in interactive format via Facebook Connect. The Alphabeat video will make its world debut at a private soirée at L'Atelier Renault on the Champs-Élysées in Paris on March 27.

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Lastly, a global Renault Twizy ad campaign will be launched in the spring.

"Twizy represents innovation and technology and it's fantastic to be play a part in a future-looking project," says David Guetta.

"We are delighted to be a part of the electric revolution, especially with a car as cool, cute, fresh and easy to use as Twizy," says Cathy Guetta. "It would be really amazing if electric cars were everywhere tomorrow!"

"The partnership with David and Cathy Guetta was a natural choice," says Stephen Norman, Senior Vice President, Global Marketing & Communication at Renault. *"For Renault Twizy, a full-electric urban tandem featuring one-of-a-kind styling and targeting the rising generation, we wanted a strong and indisputable icon whose positive energy, French roots and international success embody this shift into a new world."*

With nearly 30 million Facebook friends, worldwide sales of several million albums, nearly one billion videos watched on YouTube and 3.7 million Twitter followers, David Guetta is also the most downloaded artist on musical platforms in Europe. The French artist topped the 2011 Top 100 DJs rankings published by *DJ Mag* and received two Grammy Awards. Cathy Guetta, an artistic director, organizes world-famous evenings that have already attracted several million clubbers around the globe.

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