

RENAULT FESTIVAL

PRESENTATION FILE

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01 GENERAL CONCEPT

The **Renault Festival** is the chance for all Renault enthusiasts, no matter what the object of their passion (modern cars, old cars, utility vehicles, sports cars, tractors, competition fans and more), to meet in a mythical place to share the Brand universe: its history, its latest news, its functions, its products...

Fun, friendly and generous, this interactive gathering will be jointly organised and led by Renault and the Clubs to produce a memorable, one-off event.

- **The date:** 22 and 23 September 2012
- **The place:** Autodrome Linas-Montlhéry (France) at the heart of Europe
- **For whom?**
For all Renault lovers and enthusiasts
More than 2000 expected cars from every era
More than 6,000 people from all backgrounds
- **For more information and to register, contact:** www.festivalrenault.com



02 PROGRAMME

■ Renault Village

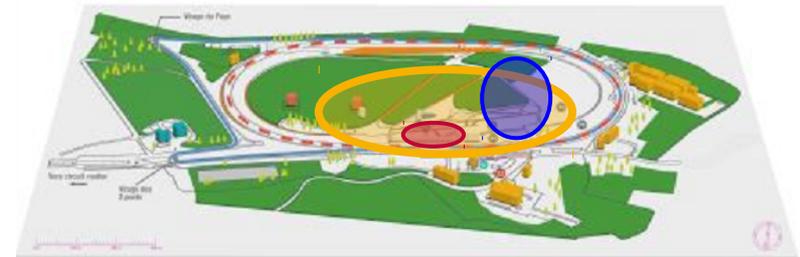
- Range area: passenger vehicles, utility vehicles, electric vehicles, upgraded vehicles and Renault Sport vehicles
- Design area: concept cars, presence of designers
- Renault Collection Vehicles
- Formula 1 exhibition
- Art Exhibition: with a selection of Doisneau and Erro pieces
- Food court: fast food, snack bar, bakery...
- Seated eating areas
- Film library: advertising review
- Playground for the children
- Etc.

■ Village Clubs

- Club Renault and Alpine models stands
- Activities proposed by the clubs
- Anniversary vehicle area

■ Vehicle platforms

- Participant vehicle exhibitions
 - Collections 1 / pre-1945 platform
 - Collections 2 / post-1945 platform
 - Contemporary platform



02 PROGRAMME

▪ Dynamic events

- "Hot laps" in Renault Sports vehicles
- Laps of the speed circuit
- Discovering Twizy
- Demonstrations: Collection vehicles, Renault concept-cars, electric vehicles...

▪ Plus

- Personalities and outstanding drivers in attendance
- Competition to win a unique drive experience with an outstanding driver behind the wheel of a mythical vehicle (A442, M65, Maxi 5 Turbo, Megane N4, ...)
- Podium events and radio

- **Contest to win a Twizy throughout the Festival**



BONUS:

AN EXCEPTIONAL EVENT DURING THE WEEKEND!



03 THE CLUBS

▪ Have a stand in the Village Clubs:

➔ Principle:

A Club wishing to obtain a space in the Village Clubs area must register:

- 15 participants for a 3m x 3m (9 m²) space
- 30 participants for a 5m x 5m (25 m²) space, with an optional vehicle exhibition
- 60 participants for a 10mx 5m (50 m²) space, with an obligatory vehicle exhibition

➔ Practical details:

1. The Club contacts Renault Classic (contact.club@renault.com)
2. Its future presence at the Festival is indicated on the site www.festivalrenault.com
3. Renault Classic will assign a **code** for registrations on the site
4. The Club informs its members of its future presence at the Festival and informs them of the **club code** to register online
5. It can also extend communication of its attendance to the Renault Festival beyond members only, and offer interested parties the chance to obtain the Club price by supplying them with the **club code**
6. The members or sympathisers of the Club register individually on the site by entering the **club code**. They then benefit from the Club price.
7. The club is informed of registrations as they come in under its **club code**. When the quota is reached, its space is approved.

By obtaining a space, you receive:

- For 9 m² ➔ a free participant pack
- For 25 m² ➔ a participant pack and 2 free lunches
- For 50 m² ➔ a participant pack and 4 free lunches

Info:

- In the interests of consistency, the structures and signage of supplied by the organiser alone shall be accepted.
- Space = tent closed on three sides with parquet and carpeted floor.

NB: If it so wishes, a club can purchase a space directly, by contacting Renault Classic directly.

Price: 9 m² = €1,000; 25 m² = €1,200; 50 m² = €2,400

03 THE CLUBS

Propose an activity:

→ Principle:

- The Renault Festival aims to showcase the entire Brand and Club universe.
- Beyond a physical presence and communication with the general public at this event, we hope that the Clubs invest and promote themselves through the events that they propose and organise (e.g. themed exhibits – American cars, the history of Formula Renault – , catering area, games for children and adults alike, weekend performances – car reassembly etc.).

→ Practical details:

1. The Club contacts Renault to propose an activity
2. Renault Classic approves the event and allocates a space for the activity
3. The activity is announced in the news section of the Festival Renault website, mentioning the supporting Club
4. Renault Classic puts in place assistance and/or equivalent depending on the activity (e.g. quality free lunches or the loan of vehicles from the Collection to supplement an exhibition). Access for the Club volunteers in charge of the event is free
5. The Club ensures the smooth running/success of the activity throughout the Festival

→ Diary:

1. Contact Renault Classic to propose an activity → **before 15 March 2012**
2. Approval of events and set-up → **before 31 March 2012**
3. Regular updates on the proposed activities in the Newsletter Renault Classic → **up to the opening day of the event**

→ Contact:

By email contact.club@renault.com, put " Festival Renault Club Activities" in the subject line

04 PRICING

Participant:

Person wishing to benefit from all activities and services including vehicles access on one of the three vehicle platforms and two sessions laps of the speed circuit

Individual price (non-club)*

→ 60 Euros or 50 Euros for registrations before 15 June 2012

Club price*

→ 40 Euros for registrations before 15 June 2012 (club price not available after 15/06/12)

Optional services

→ Lunch / hot, indoors, seated: 25 Euros per person

→ Camping car/caravan area – access from 1 to 3 nights – per space: 15 Euros

Visitor:

Person wishing to attend the event without benefiting from vehicle access on one of the three vehicle platforms and two sessions laps of the speed circuit

Price*

→ 15 Euros or 12 Euros for registrations before 15 June 2012

**Free for children under 14 years of age*

The price includes

- Access for one vehicle for the entire two days
- Vehicle exhibition in the "vehicle platform" areas
- Access for the driver and a passenger for the entire two days
- One session lap of the speed circuit per day
- Two gift bags
- Competition entry to win Twizy on both days

The price includes

- Pedestrian access for the entire two days (free parking outside the event)
- A gift bag
- Competition entry to win Twizy on both days

05 COMMUNICATION

▪Poster Festival Renault

Free of use on any media

No modification must be brought to this poster (bottom, shape, contents)

▪Teaser video Renault festival

Movie of launch of the Festival (approximately 4 minutes),

first broadcasting on the web → January 20th, 2012

Use to be validated with Renault Classic (fabrice.roche@renault.com)

▪Web site Festival Renault www.festivalrenault.com

Site of information and registrations for the Festival Renault

On-line publishing → January 20th, 2012

Opening of the registrations → February 1st, 2012

▪Press release Festival Renault

Announcement of the event and its contents

Distribution in the opening of the registrations → February 1st, 2012

▪Postcard Renault festival

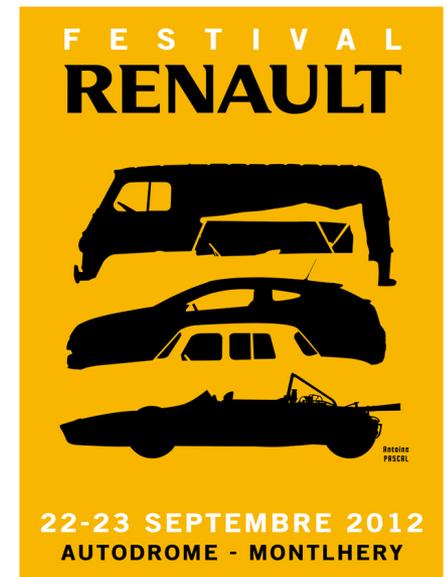
Declination of the poster with on the back the address of the web site

Free of use

Contact to reproduce it → Vestalia-graphic@veolia.com

▪Relay of the information via Clubs

As from the reception of the present document and until the Festival



06 CONTACTS

- You represent a Club
- You are an enthusiast
- You are a journalist

→ contact.club@renault.com
→ renault.classic@renault.com
→ renault.classic@renault.com

- You wish:
To partner the event
To propose an activity
To have a stand at the event

→ renault.classic@renault.com

- To receive the Newsletter Renault Classic → contact.club@renault.com

- For more information and to register → www.festivalrenault.com