

## **PRESS RELEASE**

March 23, 2009

ADVERTISIGN CAMPAIGN

NEW RENAULT LAGUNA, ERIC CANTONA
THE MEETING

Eric Cantona and New Renault Laguna are hitting the screens on March 23 in an ad film

broadcast mainly in France and the UK.

To further stimulate public interest in New Renault Laguna, which ranks among the best in its segment

on quality, Renault has teamed up with footballer and actor Eric Cantona to make an original ad film.

The third installment in a web and TV campaign launched on March 16 with a trailer, a 15-second

teaser and web banners, the film is presented as an infomercial, as reinterpreted by Eric Cantona.

Based on the principle of direct marketing, the script enumerates New Laguna's many qualities while

remaining faithful to the inspiration and personality of Eric Cantona.

The qualities of New Laguna are highlighted in clean and uncluttered shots, featuring simply the car

and Eric Cantona, filmed against a white background. Chief among these qualities are Laguna's

modernity, with Bluetooth navigation and an HD audio system with three-dimensional sound, safety,

with eight airbags, and efficiency, with the world-exclusive 4Control four-wheel steering system.

The new ad campaign's innovative content is matched by its originality in terms of form. It costs less

than a classic TV campaign and is broadcast mainly in late-night viewing slots to target the upper

socio-professional audience. It also benefits from major play on the internet, maximizing impact while

reducing media outlay.

The "Renault Laguna, Eric Cantona: The meeting" ad will be broadcast starting on March 23, mainly in

France and the UK.

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