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The road to Cars to Work

The road started five years ago

in 2020, Renault was in crisis

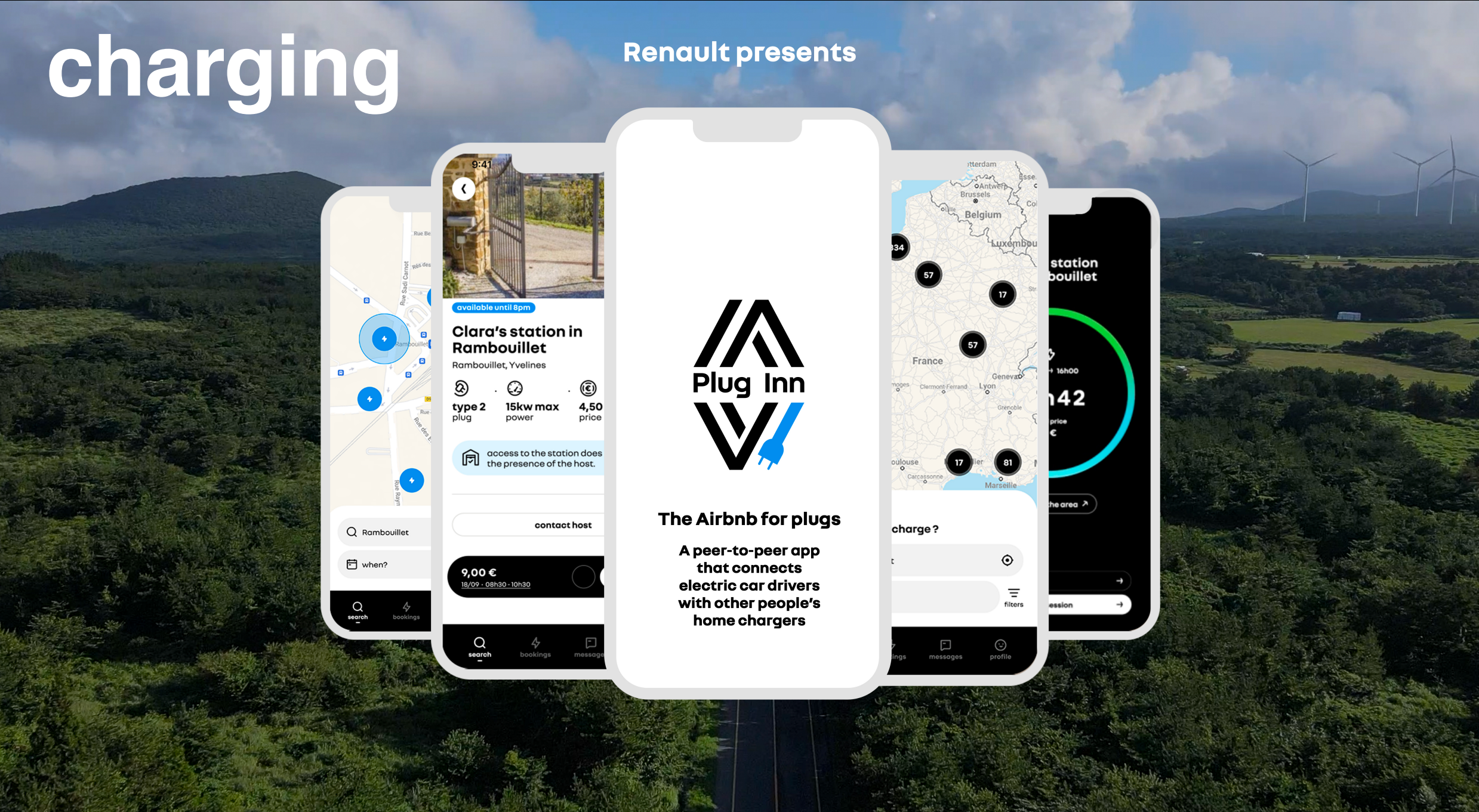


**Cars to Work is the 4th chapter of the
‘electric mobility transition for all’**

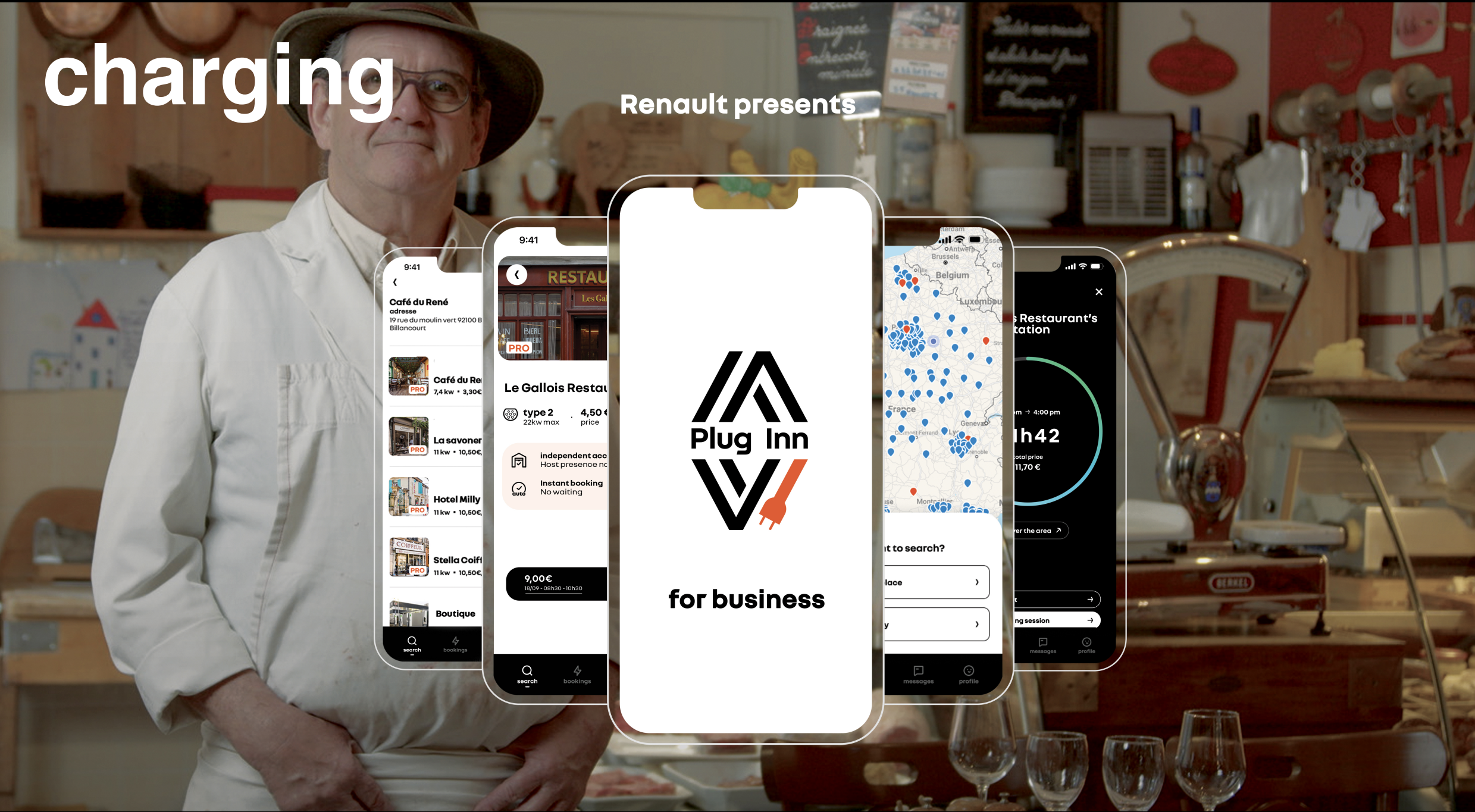
urban bias



charging



charging



affordability



Making electric accessible for all



A man in a striped shirt sits at a small table in a dimly lit kitchen at night. He is looking out a window with sheer curtains. The kitchen features a refrigerator with magnets, a yellow lamp, and a microwave. The scene is quiet and contemplative.

no car

The first inclusive mobility offer that provides

cars for free

to people during
their 3-month trial period.

An aerial photograph of a road with a dashed white line, curving through a green landscape. The text 'cars to work' is overlaid in large, white, sans-serif font. 'cars' is on the top line, 'to' is a small superscript between 'cars' and 'work', and 'work' is on the bottom line.

cars^{to}work

A white car is driving away on a two-lane road. The road is flanked by green fields and trees. In the background, there are some buildings and utility poles. Overlaid on the image is a circular text pattern that reads "no car, no job, no loan" repeated multiple times in a circular arrangement.



It takes everyone to win

marketing - finance - legal - dealerships

Marketing



A close-up photograph of a person's right hand holding a blue ballpoint pen, poised to write on a white sheet of paper. The hand is wearing a dark suit sleeve and a purple shirt cuff. The background is blurred, showing a desk and some papers. The word "Finance" is overlaid in the center of the image.

Finance



Legal



RENAULT



50

**Cars to Work
dealerships**

Impact

A close-up, profile view of a woman with dark hair, wearing a white lab coat over an orange turtleneck sweater. She is looking down at a document or screen, which is partially visible on the right side of the frame. The background is a plain, light-colored wall.

Opens the door to **more drivers**

70% are
women

average
age
41

annual income
(including benefits)
5.500€

Shift from benchmark driver profile:
64% are men, average age 59 , annual income €46,496



Allowing them to **secure jobs**

x2.5
working
permanent jobs

94%
car helped me find
or secure a job

83%
felt a positive impact
on professional life

96%
felt a positive impact
on personal life



But also to drive sustainably

By escaping
the used-car
trap

By lowering
the barrier of
entry to electric

Thank you