

RENAULT  
TRUCKS  
DELIVER

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CORPORATE  
COMMUNICATIONS  
DEPARTMENT

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Lyon / April 2011

## THE RENAULT MAGNUM IS THE DISCOVERY TRUCK FOR THREE YEARS

**Designed to appeal to children from 7 to 11 years old and backed by the "It isn't magic" TV programme, "The discovery truck" aims to introduce the world of science to the youngest generation. Already a partner in the "Truck of words" operation, Renault Trucks is now engaging in a new educational initiative whereby the manufacturer provides the programme with a Renault Magnum to cross the length and breadth of France for three years, meeting its young audience.**

Renault Trucks is a partner of the "Discovery Truck" operation in association with the France 3 TV programme "It isn't magic". By using a Renault Magnum transformed into a mobile laboratory, the young audience will be able to follow an educational "treasure hunt" trail focused on the five senses. The truck will be pulling a semi-trailer totally dedicated to children and specially fitted out as a science lab. The children, as well as their parents and teachers, will be given the opportunity of learning all about the senses of hearing, seeing, touching, smelling and tasting in an entertaining way via workshops and various types of practical experiments.

The Renault Magnum will be crossing the length and breadth of France for three years, stopping in at least 80 towns every year. When the Discovery Truck is in the vicinity of a Renault Trucks site, it will be presented to the company's staff members who will be able to take a look inside. A dedicated Internet site has been set up at <http://www.camioncestpassorcier.com/> to follow the truck's daily progress, which also allows children to continue learning about the five senses.

With the Discovery Truck, Renault Trucks is once again engaging in an educational and entertaining operation. It should also be noted that since 2008, the manufacturer has been involved in the "Word Truck" operation, which also uses a Magnum travelling throughout all of France to raise awareness of the French language among school and college children.

Further information is available from:

<http://corporate.renault-trucks.com>

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