

Lyon / June 2013

TRUCKS IN THE CENTRE OF TOWN

On 6 and 7 July, Renault Trucks will be celebrating the launch of its new range of vehicles in the very centre of Lyon, the manufacturer's historic birthplace since 1894. On this occasion, the inhabitants of Lyon are invited to witness a unique event and be entertained around the new trucks which will be presented in a spectacular fashion. They will also be taking part in the setting of a new world record and be able to marvel again at the emblematic Berliet vehicles.

On 11 June 2013, Renault Trucks unveiled its entirely new range of vehicles. On 6 and 7 July, the manufacturer will be celebrating this event with the general public, in Lyon, the manufacturer's historic birthplace for more than a century.

The people of Lyon will be able to discover the new vehicles presented in a stunning manner as the main focus of an outstanding attraction in the Place Bellecour. It will be an opportunity to set a new world record, certified by the *Guinness Book of Records* and will also feature a display of vintage trucks, as well as several amusement and attractions for young and old alike around the theme of trucks..

A century of history

Spanning the years from Berliet to Renault Trucks, 10 vehicles will be on display in the rue de la République, a main shopping street in Lyon's 2nd district. This historical journey through the brand's heritage will begin with the only example of the M, Berliet's emblematic vehicle dating from 1910 and classified as a historic monument. It will be marked by models which have contributed to the development of trucks and road transport, accompanied by evocative images from Renault Trucks' industrial and commercial history, from Berliet right up to the present day.

The world' s greatest anamorphosis

The vehicles in the new Renault Trucks range will be presented in an outstanding way: they will physically feature in four huge anamorphoses representing surrealistic worlds, created by artist François Abelanet. These deformed images, which can be seen in their proper proportions when observed from a certain angle, will stretch along the Place Bellecour covering an area of more than 6,000 m². The largest of these printed images will cover 4,071 m², entitling it to enter the *Guinness Book of Records*.

"There will be different paintings emerging on the Place Bellecour, without anyone understanding the trick behind them. Because in fact, there is no trick; an anamorphosis is produced by extremely precise calculations. And also a touch of imagination," explains François Abelanet. Spectators who want to, can live the experience from inside and walk right into the work to be photographed as part of it.

Renault Trucks Village

Throughout the weekend, the manufacturer will be offering visitors the opportunity of visiting the Renault Trucks Village, where there will be attractions for younger children (drawing workshop, remote-controlled model trucks, etc.), and also for adults with a photo studio and driving simulators. Finally, the general public will be able to get their first view of eight vehicles from the new Renault Trucks range, climb on board and enjoy a totally unique experience.

"TRUCK DE OUF!"

Saturday 6 and Sunday 7 July, from 10 AM to 8 PM

Bellecour district, Lyon 2^e

Free entry event

Further information is available from:

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

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