

RENAULT CALLS ON KEYMOOV TO OPERATE THE TWIZY WAY CAR-SHARING SERVICE IN SAINT-QUENTIN EN YVELINES, FRANCE

- **Renault and KEYMOOV sign the contract for the transfer of the Twizy Way car-sharing service in Saint Quentin en Yvelines, France.**
- **On the back of a one-year trial run and thanks to the experience gained along the way, Renault has developed more specific products for operators interested in car-sharing schemes.**
- **KEYMOOV lays the foundations of its multi-modal applications and, with Twizy Way in Saint Quentin en Yvelines, becomes the third car-sharing operation in France, behind Autolib in Paris and Autobleue in Nice.**

After a one-year trial run of the Twizy Way by Renault car-sharing service in the Saint-Quentin-en-Yvelines conurbation, Renault is transferring the operation to KEYMOOV, an SME based in nearby Montigny-le-Bretonneux.

Thierry Viadieu, Director of Renault's Cross-Functional Mobility Services and Equipment Program, explains: *"The trial in Saint-Quentin-en-Yvelines allowed us to understand how the customers used the cars, to discover how a car-sharing service is managed and to adjust our offer accordingly. In consequence, we have defined and developed a range of products that meet our customers' needs for mobility."*

On the strength of the one-year test and the experience it gained along the way, Renault has developed its "car-sharing pre-equipment" for Twizy and ZOE intended for operators. The pre-equipment allows for the easy integration of the car-sharing operator's information system in the vehicle, by providing direct access to the data required to manage the service. Consequently, these Renault Z.E. range models can be introduced seamlessly into car-sharing fleets operated by private companies and local authorities.

The move consolidates Renault's leadership in the electric vehicle market in Europe, where it now has a near 50% share of the market without counting Twizy, and its position as a worldwide leader in the field together with the Alliance. Renault has strengthened its leadership position in Europe with the launch of its latest electric model, Renault ZOE, in 11 countries. Sales of Renault's EVs, excluding Twizy, have grown by almost 25%.

KEYMOOV and ADM have combined their web services and engineering skills and know-how to take over the management of Twizy Way, while capitalizing on their position as SMEs in the Saint-Quentin-en-Yvelines trading zone.

New B2B offers are now available for the numerous companies in the Saint-Quentin-en-Yvelines trading zone, the aim being to set a new standard in sustainable mobility in the area by offering shared and multi-modal mobility services, ranging from electric cars and bicycles to local bus services included in the same subscription.

About Renault

The Renault group, present in 118 countries, designs, develops, manufactures and sells passenger cars and light commercial vehicles under the Renault, Dacia and Renault Samsung Motors brands. To meet the new challenges facing the automotive industry, both environmental and economic, Renault is implementing a two-pronged strategy: improvements to existing technologies with new generations of carbon-efficient engines, and the breakthrough “Zero Emission” program. Renault launched its “Zero Emission” range in 2011, with Fluence Z.E. and Kangoo Z.E., which were followed in 2012 by Twizy, an original urban quadricycle, and ZOE, the first 100% electric vehicle, launched in March. The range makes innovation accessible to the greatest number. With its partner Nissan, Renault is aiming to become the world’s leading supplier of zero-emission vehicles.

Find out more at <http://www.twizyway.com>.

About KEYMOOV

KEYMOOV was created by the merger between Dotmobil and ADM Concept. The web services provider and the automotive engineering company teamed up in order to develop and deliver the sustainable mobility services that are becoming increasingly important in urban development projects. KEYMOOV is involved in smart grid projects, perfectly illustrated by the Lyon Confluence initiative, for which the company recently delivered 30 vehicles.

“I believe that the energy consumed by buildings and mobility should be part of the same equation. Schemes to share electric vehicles should be a part of real estate developments, just like elevators, swimming pools or tennis courts,” says **Olivier Rossinelli**, KEYMOOV’s President and CEO.

KEYMOOV

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