

L'Atelier Renault

53 Champs-Élysées - Paris



An iconic place
since 1910



WHAT'S L'Atelier Renault

It's the international showcase of the Renault brand. This unique place offers previews of new products, unusual events and original experiences for all age groups. For more than 100 years, L'Atelier Renault has embraced the spirit of the brand by offering a place dedicated to innovation, technology and design.

WHAT DO WE OFFER?

Live a unique experience, in an outstanding place, accessible free of charge on the most beautiful avenue of the world.



A BIT OF HISTORY:

Renault is the first car manufacturer to set up its showcase on the Champs-Élysées

1910

Louis Renault himself decided to purchase the 53, Champs-Élysées and turn it into an exhibition and sales location nearby the Grand Palais where the Motor Show was then held. Customers were invited to finalize their purchase at the Atelier Renault around the vehicle.

1962

The premises are completely modified and Renault set up its "Pub Renault". An innovative concept where cars are displayed upstairs and catering is offered on the ground floor. From then, the place becomes an institution for both local residents and tourists. The Pub Renault becomes the perfect (social / friendly) convivial space where snacks and ice creams are proposed in niches inspired by the inside of vintage cars.

2000

Renault displays a third life experience to the place. It becomes "L'Atelier Renault", and echoes the brand's new signature "Créateur d'automobiles". The inside architecture is rethought in the style of a loft, and a gastronomic restaurant is added.

2021

More than 110 years after its set up, the Renault brand is still located on the Champs-Élysées. The initial ambition to enable accessible innovation to all in a warm place remains untouched and is reflected in the place's program.

THE CONTENTS :

- ➔ Unusual exhibitions: concept cars, historic vehicles, sports vehicles, previews and new products enhanced.
- ➔ Animations and original experiences. A constant changing program with events accessible to everyone (Live DJ sets, games, etc.).
- ➔ A shop with new products: gift ideas to offer to yourself or to others. Shop at the 53, Champs-Élysées or directly from your sofa thanks to the e-shop: shop.atelier.renault.com



A place of exception

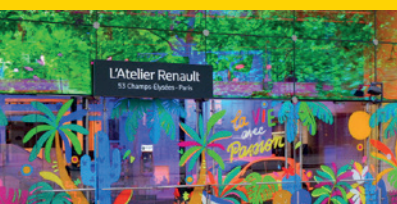
From **Pub Renault** to **L'Atelier Renault**:
An iconic place with free access
since 1910

More than 1000m² dedicated to
INNOVATION, TECHNOLOGY and **DESIGN**

Playful exhibitions, testing
and sale of vehicles...

100,000 visitors per month
900,000 passer-by's per month

Access informations:
M° Franklin D. Roosevelt or George V



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