

HEADLINE:

Reborn Renault Formula One team promises new look for season-opening Australian Grand Prix

SHOWS: GENEVA, SWITZERLAND, (MARCH 1, 2016) (GIMS - ACCESS ALL):

1. RENAULT FORMULA ONE CAR ROTATING ON WALL DISPLAY

2. RENAULT TEAM BOSS CYRIL ABITEBOUL LOOKING RENAULT FORMULA ONE RACE CAR

3. SOUNDBITE: CYRIL ABITEBOUL, MANAGING DIRECTOR, RENAULT SPORT F1 TEAM, SAYING (English):

"We know the game, we know the players, we know what it will take to be successful, first. Secondly, the most difficult thing in Formula One is to build performance engines, and that's what we continue to do therefore it's not a big difficulty. Then we need to go step-by-step. We need to build Enstone, we need to recruit people, we need to grow, but not too quickly. So what is really important is to have a long term plan and we have ambitions, but we also have the passions to build what it takes to be successful in Formula One."

4. RED BULL FORMULA ONE CAR IN 2016 'TAG HEUER' LIVERY

5. SOUNDBITE: CYRIL ABITEBOUL, MANAGING DIRECTOR, RENAULT SPORT F1 TEAM, SAYING (English):

"It's difficult to get recognition when you are an engine supplier. A lot of people say that when you win it's thanks to the chassis and when you lose it's because of the engine. It's a bit exaggerated but there's a bit of that. Plus, Red Bull is a fantastic brand, a very strong brand, they are used to controlling everything. So that's also one of the things we did by deciding to go back as a team, we wanted to control our brand, our communication, our strategy. We also wanted to control where we want to spend the money. If we are on the back foot on the engine and want to spend more on the engine than we would spend on the chassis. When you are in an association with Red Bull you cannot do that."

6. VARIOUS OF RED BULL FORMULA ONE CAR WITH 'TAG HEUER' ENGINE BRANDING

7. SOUNDBITE: CYRIL ABITEBOUL, MANAGING DIRECTOR, RENAULT SPORT F1 TEAM, SAYING (English):

"Well (Jolyon) Palmer was under contract with the team that we decided to acquire. It was only fair to give the chance to Jolyon and we think he deserves that chance. He's been winning GP2 two years ago so he knows the road to success. Kevin Magnussen was an opportunity that was a bit unexpected but it was a no-brainer when we had to decide on a driver it was a no brainer to go for Kevin Magnussen. Kevin has been very successful. He won the World Series by Renault 3.5 in 2013 so he's a young bloke with some experience but also plenty of potential and plenty of future."

8. VARIOUS OF DISPLAY SHOWING RENAULT FORMULA ONE POWER UNIT

9. SOUNDBITE: CYRIL ABITEBOUL, MANAGING DIRECTOR, RENAULT SPORT F1 TEAM, SAYING (English):

"We want Formula One to be exciting, so first we make a statement that Formula One is

a platform for the brand so we wanted the logos of Renault and our partners to be extremely visible. We wanted also for the car to look premium because Renault is also about premium. It's not just a mainstream car maker that's involved in Formula One. There is also this trend that Renault wants to become more premium and we've seen that with D segment, with Talisman, with Espace and today with the new Scenics. We see that the brand is evolving towards this side of the market and wanted to reflect that in the livery. But wait there is more coming for Melbourne with a totally new look that will be very exciting. We want the car to be the most beautiful car on the track. Maybe not the fastest this year, but the most beautiful car on track."

10. DISPLAY SHOWING RENAULT FORMULA ONE POWER UNIT

11. SOUNDBITE: CYRIL ABITEBOUL, MANAGING DIRECTOR, RENAULT SPORT F1 TEAM, SAYING (English):

"There are plenty of very good stuff in the pipeline that will make us be competitive in the very near future. Maybe not this year, bear with us a little bit. But in 2017 we'll be right there with those goes and there will be exciting stuff happening both on engine and on the chassis this year."

12. VARIOUS OF ABITEBOUL LOOKING AT RENAULT FORMULA ONE CAR ON WALL

STORY: Renault will feature a new look on its return to Formula One as a factory team at the Australian Grand Prix later in March.

At the Geneva Motor Show Renault team boss Cyril Abiteboul said on Tuesday (March 1) the all-black paint job the team has seen during testing will be changed in time for the season opening Grand Prix.

"There is more coming for Melbourne with a totally new look that will be very exciting," said Abiteboul.

"We want the car to be the most beautiful car on the track. Maybe not the fastest this year, but the most beautiful car on track."

Renault is returning to Formula One as a factory team for the first time in six years.

The French car manufacturer also ran a team in Formula One between 1977 and 1985, then between 2002 and 2010.

Its second attempt yielded championships for Spain's Fernando Alonso in 2005 and 2006.

This time around Renault has taken over the Lotus team, which faced going out of business at the end of the 2015 season.

"We know the game, we know the players, we know what it will take to be successful, first," said Abiteboul.

"Secondly, the most difficult thing in Formula One is to build performance engines, and that's what we continue to do therefore it's not a big difficulty."

Renault has supplied engines to the Red Bull Formula One team since 2007, helping winning four consecutive championships for German driver Sebastian Vettel.

That relationship soured in 2015, with Red Bull publicly criticising the engine's performance and Renault's response.

For 2016 Red Bull will use a Renault power unit carrying Tag Heuer branding.

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"A lot of people say that when you win it's thanks to the chassis and when you lose it's because of the engine. It's a bit exaggerated but there's a bit of that."

British driver Jolyon Palmer and Denmark's Kevin Magnussen will drive for Renault on its return to Formula One.

Formula One's season-opening Australian Grand Prix takes place on March 20.