







voitures de future fonction

Background

No car, no job. No job, no loan. No loan, no car.

A vicious circle for society's most fragile, a creator of social exclusion. 40% of French people live in areas with no public transportation, places where a car is the only solution. 54% of French job-seekers have already turned down a position because they have no mobility solution.

But often buying a car is not an option. In France, a new job starts with a three months trial period where you can be fired any time, so you are not eligible for a car loan.

Idea

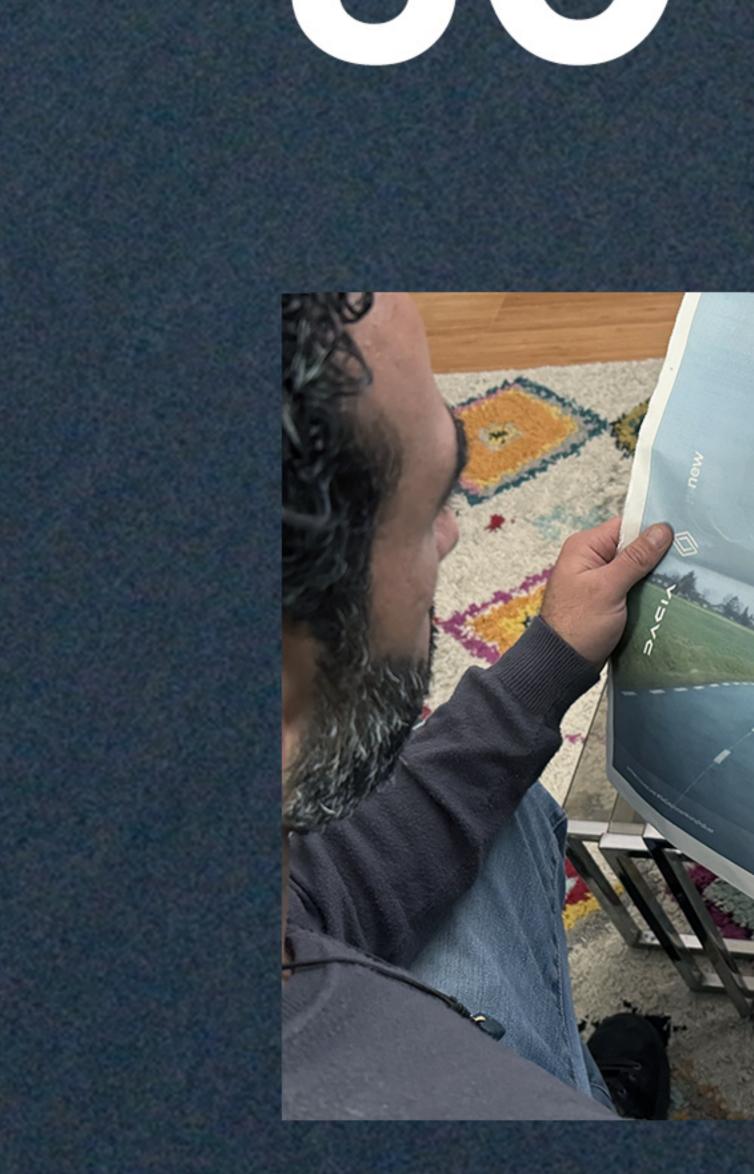
Cars to work

Renault Group provides cars for free to people during their job trial periods, that they only start to pay at affordable conditions once their job is secured. Cars made accessible to those who need them the most, when they need it the most.

Cars to Work is available through 50 dealerships in mobility deserts and on FranceTravail.fr, the French public employment service.



8.8 millon French people reached









"to benefit from this offer is a huge relief, itwidens my opportunities"

















