



**CATHERINE LOUBIER APPOINTED  
RENAULT-NISSAN ALLIANCE COMMUNICATION GLOBAL DIRECTOR  
*Effective October 4, 2016***

PARIS/YOKOHAMA (October 4, 2016) - The Renault-Nissan Alliance today announced the appointment of Catherine Loubier as Alliance Communication Global Director effective October 4, 2016. She will be based at Renault's headquarters in Boulogne, France and oversee a global team based at Renault and at Nissan's headquarters in Yokohama, Japan.

As the Alliance continues to take leadership on the world scene in the auto industry, her vast communications and strategic consulting expertise will be key. In her new role, Loubier will be responsible for Alliance communications globally, which aims to increase internal and external visibility and understanding of the Renault Nissan Alliance. Responsible for the Alliance communication strategy, she will oversee the CEO and the Alliance executives' communications. She will be responsible of the corporate narrative, media relations, events and sponsorships, reputation management and best practices. She will also be responsible to manage and create synergies between the three communications functions (Renault, Nissan and the Alliance) in order to improve efficiency.

**Catherine Loubier**

Born in Montreal, Canada, Catherine Loubier started her career in 1996 in the private sector where she held different positions advising entrepreneurs and decision-makers in the financial, entertainment and energy sectors on communications and issues management. She joined the Canadian government in 2006 as Media Advance to the Prime Minister. She later acted as Director of Communications for the Minister of Transport, Infrastructure and Communities of Canada (2006-2010), for the Minister of Foreign Affairs (2008-2010), and Press Secretary and Spokeswomen to the Prime Minister of Canada (2015). As Senior Advisor for Quebec to the Prime Minister of

Canada from 2013 to 2015, she dealt with highly strategic decisions and negotiated key agreements for relations between Quebec and the federal government. She more recently was Vice president, Strategic Counsel and Public Affairs in a leading Canadian public relations firm. She holds a BA and a Master in Political Science.

## **ABOUT THE RENAULT-NISSAN ALLIANCE**

The Renault-Nissan Alliance is a strategic partnership between Paris-based Renault and Yokohama, Japan-based Nissan, which together sell one in 10 cars worldwide. The companies, which have been strategic partners since 1999, sold 8.5 million cars in nearly 200 countries in 2015. The Alliance also operates strategic collaborations with other automakers, including Germany's Daimler, China's Dongfeng, and Japan's Mitsubishi Motors. The Alliance has a majority stake in the joint venture that owns Russia's top automaker, AVTOVAZ.

[blog.alliance-renault-nissan.com](http://blog.alliance-renault-nissan.com)

[www.media.renault.com](http://www.media.renault.com)

[www.nissan-newsroom.com](http://www.nissan-newsroom.com)

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