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David And Cathy Guetta Become Renault Twizy Ambassadors

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One more car launch at the [Geneva Motor Show](#). This time, it's not a [concept](#), although it might look like one – the car comes from [Renault](#) and its name is Twizy. It can accommodate two people, one sitting in front of the other, and according to it's specs, it's more of an electric powered bicycle, than a car. Nevertheless, it green, and it's small – ideal for driving around cramped up cities, while preserving the environment.



Renault commissioned current world's best DJ [David Guetta](#) and his wife Cathy – a socialite, club owner, and famous Ibiza parties organizer to become ambassadors for Twizy throughout 2012, taking part in a "exceptional communication campaign" called "Plug Into Positive Energy" launching in spring 2012.

The one year partnership includes David Guetta's premiere release of Alphabeat, a song from his album Nothing But the Beat, followed by a video called "Alphabeat – Plug into the positive energy" (debuting on March 27). A freshly developed [website](#) featuring a special 3D sound – offering visitors an unique virtual experience, has been launched as a part of the campaign.

David Guetta commented on the car and the campaign:

"Twizy represents innovation and technology and it's fantastic to be play a part in a future-looking project".

*"We are delighted to be a part of the electric revolution, especially with a car as cool, cute, fresh and easy to use as Twizy... It would be really amazing if electric cars were everywhere tomorrow!" **Cathy added.***

Take a look at a promotional video featuring David and his wife:



If I put my opinion about [Guetta](#) and his music aside, as well as the awkward situation where his completely unknown wife is dragged into the whole story, I can say that Renault has made a smart decision when picking the ambassador(s). Guetta is mainstream house music listeners favorite, and with majority of them being between 14 and 25 years old, they are precisely the audience Renault is targeting on with Twizy. Even the 14 year olds will be able to drive one in some countries, as electric vehicles do not require a driving license to be driven. Let's wait and see what the rest of the campaign is bringing.