

PRESS RELEASE - May 9th 2017

For Immediate Release

### **Tractor trip to Cannes! Valtra and superhero film Rendel start collaboration**

*Tractor manufacturer Valtra and Finnish superhero film Rendel have joined their forces. Rendel and his tractor has started its journey from Finland towards Cannes film festival. The tractor will arrive in Southern France on May 17th. First screening of the film for international buyers will be held on the same day as part of the Maché du Film event.*

Rendel tractor left the Valtra factory from Suolahti, Finland on May 8th towards Helsinki. A ferry will take Rendel to Travemünde in Northern Germany. On the way through Germany and France Rendel will visit Hannover, Frankfurt, Mainz, Nancy and Lyon to name a few. Photos and videos of the tour will be published to the web site [rendelmovie.com/valtra](http://rendelmovie.com/valtra) and on social media with the hashtag #rendelvaltra. A photo competition for those who spot Rendel and the tractor is also on.

The Rendel tractor is Valtra's N174 Unlimited which has won the titles 'Tractor of the year' and 'Machine of the year'. This unique black Rendel tractor will travel close to 3 000 kilometers (2 000 miles) from Finland to Southern France. The average speed of the tractor is 40 kilometers per hour (25 mph).

Timo Puustinen, producer of Rendel is excited about the collaboration with Valtra. This one-of-a-kind journey through Europe is a proof of Finnish quality work and perseverance.

*“Three years ago the cast of The Expendables 3 drove tanks in Cannes. This year we will show the world how Rendel and Valtra arrive in the same street all the way from Finland with a unique tractor! This is pure Finnish courage and positive craziness”,* tells mister Puustinen.

The Rendel and the tractor will stay in French Riviera for about a week in various events and places. Through film's website it is possible to follow the journey and experience the glamour of the film festival. On social media the event can be found under #rendelvaltra. The event will last until May 21st.

Rendel is a Finnish superhero film directed by Jesse Haaja. The masked vigilante fights the criminal organization VALA in future Finland. Finnish premiere of Rendel is in September 2017. The film has grown into a social media phenomenon with tens of thousands of followers. The first teaser trailer has already over ten million views.

Rendel is played by Kris Gummerus. Other cast includes Rami Rusinen, Renne Korppila, Matti Onnismaa, Johnny Vivash, Bianca Bradey, Sheila Shah, Alina Tomnikov, Aake Kalliala, and Reino Nordin. The film is written by Pekka Lehtosaari, Miika J. Norvanto, and Timo Puustinen, and is produced by Black Lion Pictures, Frozen Flame Pictures, Bad Beaver Productions, and Haaja & Arwo Design.

Photos of the tractor, poster and still photos: <http://www.blacklionpictures.fi/press/rendel/>

Video: [https://youtu.be/Vh98BOPf\\_Sk](https://youtu.be/Vh98BOPf_Sk)

Tractor journey online: [www.rendelmovie.com/valtra](http://www.rendelmovie.com/valtra)

Tractor journey on social media: #rendelvaltra

Facebook: [www.facebook.com/rendelmovie](http://www.facebook.com/rendelmovie)

Instagram: [www.instagram.com/rendelmovie](http://www.instagram.com/rendelmovie)

Teaser trailer: <https://www.youtube.com/watch?v=YV65gkpRRTU>

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