

Roadies goes from X2 to X4 to celebrate shift from 2 to 4 wheels as Renault drives in as title partner for 'Renault MTV Roadies X4'



NEWS NEWS

New Delhi, 21st October, 2015: India's longest running reality show on the biggest youth entertainment platform ever and the most social show in the world, Roadies will now be titled Renault MTV Roadies X4 as India's fastest selling SUV, Renault Duster has zoomed in to become the title partner for the iconic show. After twelve fantastic seasons filled with adventure and drama, MTV, the ultimate word on the youth, is back again with an all new adrenalin fueled season of its cult youth reality show. The most popular youth reality show in the country is taking a massive format leap in the new season this year. For the first time ever in the history of Roadies, gangs and gang leaders will be seen blazing trails in ultra-cool Renault Duster SUVs. To celebrate this shift from 2 to 4 wheels MTV decided to go from Roadies X2 last year to Roadies X4 this year.