



## PRESS RELEASE

# The New Renault Duster All Wheel Drive set to scorch Indian roads

- Priced at Rs 11.89 lakhs (Delhi ex-showroom)
- Packed with class leading features led by the i Drive technology that enables unmatched performance and fuel efficiency
- Built to make the challenges of everyday driving an enjoyable experience

**New Delhi, September 24, 2014:** Renault India launched the exciting Duster All Wheel Drive (AWD) today, delivering on its promise of revolutionizing the automobile industry. Offered at an outstanding value proposition, the new Renault Duster AWD is priced at Rs 11,89,499 lakhs for the RxL variant, and Rs 12,99,499 for the RxZ variant (Delhi ex-showroom).

The new Renault Duster AWD delivers the comfort and sophistication of a sedan along with the robust ruggedness, performance and agility of an SUV. Upping the ante in the fast growing SUV segment, the Renault Duster AWD flaunts the i Drive Technology, which delivers technology at the driver's fingertips. This makes the new offering intuitive, interactive, and much more responsive, enabling an unmatched driving experience.

A series of progressive features including the ECO Mode, which enables less fuel consumption by up to 10% and best in class safety features like the ABS with EBD and brake assist make the new Renault Duster AWD an all-round superior product delivering great driving pleasure, along with unmatched attributes that ensure economical and safe driving.

"Renault is committed to the Indian market and our focus is to offer products that exceed the expectations of customers and set the benchmark for perfection," said **Mr. Sumit Sawhney, Country CEO and Managing Director, Renault Operations in India.** "In line with this, the new Renault Duster AWD is built to negotiate the most challenging roads and will enable drivers to enjoy the thrill of everyday driving. The Renault Duster 2WD was a runaway success in India, and we are confident that the new Renault Duster AWD will resonate with auto enthusiasts across the country."



## PRESS RELEASE

“We are building a strong runway to expand our presence in India, concentrating on both product expansion and enhancing the customer experience. We are working towards launching a couple of new vehicles in the near-future, as well as expanding our dealer network,” concluded Mr. Sawhney.

The Renault Duster 2WD proved to be a great option for customers looking at an alternative to the sedan and higher priced SUVs and attracted a new set of aspiring SUV customers. The Renault Duster AWD will build on this legacy, reflecting Renault’s brand promise to ‘Drive the Change’.

**Rafael Treguer, Vice President, Sales and Marketing, Renault India** shared, “The new Renault Duster AWD will enable drivers to enjoy every challenge on the road with the best driving experience. We are offering our customers the best from the Renault stable, in terms of superior performance, contemporary design, innovative technology, excellent ride and handling, uncompromised safety and leading fuel efficiency, and are confident of redefining the segment like we did with the Renault Duster 2WD.”

The new Renault AWD is available in a palette of 6 exciting colours which include amazon green, pearl galaxy black, pearl supreme white, metallic woodland brown, metallic graphite grey and metallic moonlight silver, and will be available in dealerships across the country.

### **AWD with i DRIVE technology**

The All Wheel Drive will enable the SUV to intuitively access the road and constantly engage all wheels. It will come in shift-by-fly options of 2WD, AUTO & 4WD. A 6 speed transmission will make possible the most optimized driving performance and best in class Fuel efficiency.



The car is fitted with the all wheel independent multilink suspension for better ride and comfort, regardless of the terrain. Electronic Torque Control (ETC) will ensure intelligent torque distribution to all wheels for high speed high torque balance.

Other features include Electronic Stability programme (ESP), Anti-Skid resistance (ASR) and the Hill Start Assist, which helps to start the car easily on a slope and other challenging conditions, significantly reducing the risk of a stalled engine.



It also has a special ECO Mode, which helps balance power with fuel economy for better performance, enabling less fuel consumption by up to 10%. Other driver assist



## PRESS RELEASE

features include optimal gear ratio, cruise control, reverse parking sensors, intelligent electronic stability programme, short turning radius and an approach and departure angle sensor.

### Engine & Transmission



The Renault Duster AWD will be powered by the reliable and fuel efficient 1.5 dCi THP diesel engine (common rail direct injection) delivering a powerful performance with **110PS@4000RPM** of maximum power and peak torque of **245NM@1750RPM**. The engine is mated to a 6 speed manual transmission. This is matched by its excellent fuel efficiency of 19.72 kmpl\*, which is most effective in the eco mode.

### High on Safety and Contemporary Design cues



The new Renault Duster AWD also comes with state-of-the-art safety features starting with the monocoque body, ABS with EBD and brake assist, dual front airbags, rear defogger and a rear wiper and washer.

The Renault Duster AWD has several progressive features which contribute to the comfort of the car. Contemporary interior styling includes a sporty instrument cluster and upholstery, a new improved dashboard, multi-information display panel, rear seat centre armrest, 8-way adjustable driver seat, ample trunk storage space, futuristic navigation consoles - medianav, steering-mounted audio and phone controls and a sporty 3-spoke steering wheel amongst others. On the exterior, anthracite alloy wheels, smoked headlamps, electrically adjustable outside mirrors and front fog lamps complete the futuristic design cues.



A soft touch dashboard accentuates the superior quality and adds a regal touch to the car. The new uber-stylish IP cluster with white illumination and chrome rings add to the sporty DNA of the vehicle. The Feather light Steering wheel makes for easy driving and is well supported by the cruise control feature which helps reducing driving fatigue. The Renault



## PRESS RELEASE

Duster AWD also boasts of new seat fabric upholstery which lends a stylish and sophisticated feel, while maintaining the vehicles sportiness.

### **Renault Complete Care**

To further lay emphasis on customer satisfaction the company is offering its customer the “Renault COMPLETE CARE” service package which is a globally benchmarked offering and provides customers with a host of best-in-class facilities which includes a 2+2 years/80,000Km warranty, labour free service at 2,000, 10,000 and 20,000Km with 24/7 Roadside Assistance through a dedicated call center. The cars would be serviced by COTECH technicians who have been specially trained at the Renault facility in France.

Editor’s Notes:

\* Fuel efficiency of 19.72 kmpl as per ARAI figures

\*\* All prices are Delhi ex-showroom

### **ABOUT RENAULT**

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S., France and currently offers five models in the Indian market – the premium sedan Fluence, the luxury SUV Koleos, the premium compact car, Pulse, the SUV, Duster and the premium sedan, Scala. Renault India also exports the Duster to right-hand drive markets, with India set to become a production hub for right-hand drive cars.

Renault cars are manufactured in the manufacturing facility located in Oragadam, Chennai, with a capacity of 480,000 units per annum. Currently, Renault India also has a widespread presence of 141 dealer outlets across the country with benchmark sales and service quality.

Renault’s robust product line up and services have also seen strong recognition among customers and industry experts alike, winning a record-breaking 38 titles, including 29 accolades for the Duster as well as awards for the Pulse and Scala, making Renault the most awarded automotive brand in a single year in the country.

### **For Further information please contact:**

Jatin Aggarwal

Head - Public Affairs and Communication

Renault India Pvt. Ltd.

Mobile: +91 9884985807

[jatin.aggarwal@renault.com](mailto:jatin.aggarwal@renault.com)