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### Renault India enhances the ownership experience with more than 400 free service camps until October

- Close to 20,000 customers have benefited from this unique after-sales initiative
- Together with a comprehensive car check, there are several fun activities arranged for customers which make it an exciting experience

**Chennai, November 11, 2014:** Reflecting its commitment of offering customers an unmatched service experience, Renault India, India's fastest growing car company, has organized more than 400 free service camps this year, reaching out to close to 20,000 customers. Renault India runs the service camps throughout the year, with more than 30 camps completed in October, and they have been extremely successful with customers.



At the service camps, the car is thoroughly checked as per the guidelines stipulated by Renault India which enables a detailed examination of all key functions of the car. Such periodical checks ensure necessary actions for enhanced performance of the car and provide customers an unmatched driving experience. The camps cover all Renault products in India – Renault Pulse, Renault Scala, Renault Duster, Renault Fluence and Renault Koleos.

The camps are also used as a platform to educate customers about their cars, driving rules and basic car maintenance.

One of the concerns that people have while taking cars for servicing is keeping themselves occupied at the dealership. Renault has addressed this as well by arranging several fun activities for customers in most service camps, which make it an exciting experience.

While the technicians are efficiently inspecting and working on the car, customers and their family members





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engage themselves with different activities including dart games, magic shows, entertainment performances, mehendi art, tattoos and face painting, balloon shooting, caricature art, painting competitions as well as basic medical check-ups related to driving like an eye check-up and checking BP. Customers are also treated with tea & snacks, given return gifts, and there is also a daily special lucky draw.



It is no surprise then that the Renault Service Camps have been receiving an extremely positive response from customers and Renault will continue to build on such activities as it expands its footprint in India.

### **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 more than 145 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.

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