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RENAULT LAUNCHES NEW DUSTER EXPLORE

New Renault Duster Explore embodies the spirit of the Indian explorer

With 25 additional new features, the Limited Edition Duster Explore takes India's best-selling SUV to a whole new level of attractiveness with a 'Nouveau Orange' theme

New Delhi, 1 September 2015: Renault India, one of the fastest growing automotive companies in India, launched the New Renault Duster Explore today. The Limited Edition Duster Explore celebrates the essence of adventure and symbolizes the indomitable spirit of exploring the outdoors.

The Limited Edition Duster Explore is made to defy conventions and conquer difficult terrains and comes in a bold new style and has the same reassuring confidence of Duster. It comes with new, sporty exteriors and new, striking interiors, and will be powered by the refined 1.5 litre dCi engine that overcomes every challenge effortlessly.

The Limited Edition Duster Explore is built for a generation of stylish, unstoppable Indians. It is laden with features and contemporary looks for the discerning Indian adventurer. It is a perfect vehicle for the family get away trip or to commute to the office with panache and flair.

Renault has kept enhancing the Duster range and the Limited Edition Duster Explore follows the Duster AWD and the New Generation Duster, which has enabled 1,30,000 plus Duster customers in India.

Speaking about the new Limited Edition Duster Explore, Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations shared, "With Duster, we created a new segment in the Indian automotive industry. Duster plays a key role in Renault's growth plans in India. As a forward-looking company, we have kept the Duster fresh and contemporary, exceeding customer expectations and building on the legacy of India's favourite SUV. We are confident that the Duster will

Key Features

Exteriors:

- All new dark chrome front grille and a skid plate reveal its SUV roots
- New racing stripes enhance its sporty, robust design
- Bold front armour that houses the sharp, bright lamps sets the tone for an expedition
- Wide, dark anthracite alloy wheels with new 'Nouveau Orange' highlight in the centre exemplify its spirit of adventure

Interiors:

- A snazzy 'Nouveau Orange' theme in the interiors with chrome inside door handles, orange door trim fabric inserts, 'Nouveau Orange' theme seat fabric upholstery, gear shift bellow with orange stitch marks, chrome knob for parking breaks, new orange outlines on the air conditioning vents, leather steering wheel with orange stitch marks, and an orange anodized instrument cluster

Features: Duster Explore features segment leading features like Eco mode, Gearshift indicator and Cruise control with speed limiter, amongst others.

continue to be the benchmark in this category, and the newly launched Limited Edition Duster Explore will further build the Duster brand in India.”

The Limited Edition Duster Explore will be available in 2 variants, the Limited Edition Duster 85 PS RXL Explore and the Limited Edition Duster 110 PS RXL Explore at very attractive introductory pricing of Rs. 9.99 Lakh and Rs. 11.10 Lakh (ex-Delhi), respectively.

The Limited Edition Duster Explore is designed to make an everlasting impression. An imposing dark chrome front grille and a skid plate reveal its SUV roots. The new racing stripes enhance its sporty, robust design. A bold front armour that houses the sharp, bright lamps sets the tone for an expedition. While the smoky double barrel headlamps and a tailgate that has a dark chrome finisher with ‘Duster’ engraved on it, add to the overall style quotient. Matt black stripping on B & D pillars and sporty decals on the hood and sides which ensure it makes a strong impression on the road. And the wide, dark anthracite alloy wheels with new ‘Nouveau Orange’ highlight in the centre exemplify its spirit of adventure. The combination enhances Duster’s on road presence and road dominance.



The Limited Edition Duster Explore is a rare blend of ergonomics and elegance. Even the interiors of the Limited Edition Duster Explore are plush and ooze opulence and represent a bigger and more sophisticated cabin. The interiors of the Duster have dawned a new snazzier look and feel with chrome inside door handles, orange door trim fabric inserts, sporty ‘Nouveau Orange’ theme seat fabric

upholstery, gear shift bellow with orange stitch marks, chrome knob for parking breaks, new orange outlines on the air conditioning vents, leather steering wheel with orange stitch marks, an orange anodized instrument cluster, new floor mats with orange outline and Duster branding. The Limited Edition Duster Explore features segment leading features like Eco mode, Gearshift indicator and Cruise control with speed limiter, amongst others.

The Limited Edition Duster Explore is powered by the renowned 1.5 litre dCi engine and offers a choice of two power outputs, 110 PS and 85 PS. The powerful 110 PS version has a 6 speed manual transmission with gear ratios perfectly matched to the engine’s output. As a result, everyday drives in start-and-stop city conditions remain pleasurable. At the same time, it ensures an ability to cruise at high speeds on the highways. That too, with a fuel efficiency of 19.64 kmpl (ARAI).



The 85 PS version features a 5-speed manual transmission that gives you the best drive in stop-and-go traffic conditions and delivers a best-in-class fuel efficiency of 19.87 kmpl (ARAI).

Renault is looking to significantly increase its presence across India. Together with its product offensive strategy that has been strategically planned to meet this objective, there is also a firm plan to aggressively expand the dealership footprint, by doubling the sales and service outlets by the end of next year.

ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S., France and currently offers six models in the Indian market – the premium sedan Fluence, the luxury SUV Koleos, the premium compact car, Pulse, the SUV, Duster, the sedan, Scala and the newly launched MPV, Lodgy.

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 164 sales and service facilities 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 more than 40 titles, including 31 accolades for Duster as well as awards for Pulse and Scala, making Renault one of the most awarded automotive brands in a single year in the country.

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