

## RENAULT'S GANG OF DUSTERS EMBARK ON THE GREAT WESTERN ADVENTURE

- Duster aficionados set off on the Mumbai leg of the famed 'Gang of Dusters' drive, traversing through the picturesque Western Ghat from Mumbai to Kolad
- Received an outstanding response from customers with over *40 Duster families* signing up to experience the adventure

**Mumbai, July 21, 2015:** Renault India, one of the country's fastest growing automobile manufacturers, flagged-off the fourth edition of its highly successful '**Gang of Dusters**' initiative from Mumbai, which took place on 18<sup>th</sup> & 19<sup>th</sup> July, 2015. The Great Western Adventure drive saw over 40 passionate Duster owners' negotiating 500 plus km of adventurous, exciting and fun-to-drive terrain.



On day one, the Duster aficionados drove to Aamby Valley where they participated in off-road driving and also other adventure activities. On day two, the Gang of Dusters drove to Kolad for a day of rafting. Together with the varied road conditions that the route offered, Renault added off-roading, rafting and other thrill elements to make the drive challenging and exciting.

The drive enabled participants to explore new facets of the Duster and push it to its limits, and thus provided a unique and thrilling experience to the more experienced drivers and novices as well.

Breaking away from the mundane routine, the drive aimed to provide a memorable experience to Duster owners and their families in the beautiful and scenic locales of Western India. It also provided the perfect setting for the participants to spend quality time with their families, in what is becoming a rarity in this increasingly fast-paced life. Together with this, the Western Adventure also gave the participants an opportunity to meet and share their *Duster experiences* with each other.

### **About Gang of Dusters**

The Gang of Dusters is a special initiative by Renault to bring together Duster owners with a passion for adrenaline-pumping adventure! Traversing across some of the most breath-taking landscapes in India in the country's most desirable SUV, Duster, the Gang of Dusters offers a great opportunity for like-minded driving enthusiasts to share an experience like no other.

The Gang of Dusters is extremely popular with customers, with more than 38,000 customers in the gang. The customers registered in Gang of Dusters are offered some unique offerings beside the adventure trips:

- Special offers on paid services, accessory fitment, value added services, wheel alignment, insurance renewal etc.
- Complementary services including car wash, general checkups, AC performance, engine coating

The Gang of Dusters initiative will continue with regular and similarly exciting expedition drives organized across India in the coming months.

### **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.



## *PRESS RELEASE*

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