

RENAULT KICK STARTS DUSTER AWD EXPERIENCE DRIVE IN RAIPUR

- AWD Duster Experience Drive created to share the experience of off-roading and thrills of driving the Duster AWD on specially designed off-road track
- A unique customer experience that would enthrall people of all age groups
- Together with the experience of testing the Duster AWD's off-roading capabilities, customers will be enthralled with several exiting activities including Renault car checkup camp, discount on accessories, blood donation and health check-up camp

Raipur, 6 August 2015: Renault India, one of the fastest growing automotive companies in India, will kick start AWD Duster Experience Drive at its Raipur Dealership. The two day Duster AWD drive experience will be organized from 9 am to 6 pm on August 8 – 9, 2015 at the Renault Raipur dealership, Ring Road, Raipur. The AWD Duster experience drive will cater to around 1,000 Renault customers in the city and give them a perspective of off-road driving and the capabilities of Duster, India's best compact SUV.

The experience drive will be an experience in itself that is being held in Raipur city, where Renault India will be creating a specially made off-road track and will have Renault's expert drivers who will be helping interested people to surmount the obstacle course. The drive will 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 novice drivers and potential buyers. This is a unique initiative that is open to the entire population of Raipur, who have are medically fit and have a valid driving license.

Renault Duster is a compact SUV and the segment first, it has also been the bestseller in this category. It has carved a niche for itself in this highly volatile competitive market. Duster continues to be a favourite with customers and Duster AWD won several accolades including being adjudged the SUV of the year. Renault Duster has established a leadership in its category with a sales volume of more than 1,30,000 units and enjoys high level of customer trust and loyalty. In less than two years Renault has registered over 40,000 customers in the 'Gang of Duster' which alone is a proof of the level of customer satisfaction.

Through this initiative, Renault will bring this illustrious experience to the people of Raipur through the Duster AWD experience drive. Renault India has taken special efforts to make it an exciting experience by adding a festive flavour with several entertainment options for the attendees. The two day long experience drive will also offer the participants an opportunity to earn a certificate on off-road drive experience.



PRESS RELEASE

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.

For Further information please contact:

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