

WORLD REVEAL OF RENAULT KWID 1.0 LITRE S_{Ce} AND RENAULT KWID EASY – R AT AUTO EXPO 2016

- Renault also showcases its concepts Renault KWID Climber and Renault KWID Racer in India
- Renault to build on success of KWID with more breakthrough product innovations

New Delhi, February 3, 2016: Renault India, one of the fastest growing automotive companies in India, created history with its global car for conquest, Renault KWID. This Attractive, Innovative and Affordable car, is a true game-changer and volume driver for Renault India, amassing over 100,000 customer orders since its launch about 4 months ago.

Renault demonstrated its ambition to keep building on the success of the Renault KWID, by showcasing the Renault KWID 1.0 Litre S_{Ce} and Renault KWID Easy-R at the Auto Expo in India.

Sumit Sawhney, Country CEO and Managing Director, Renault India Operations, said, “Renault KWID is a great success and has revolutionised the compact hatchback segment, living true to our promise of creating a new era in automotive history. It has generated unprecedented success in its category and has won the hearts of customers’ and automotive experts alike. At Renault, we are committed to continuous innovation and we are happy to showcase the Renault KWID 1.0 litre S_{Ce} and Renault KWID EASY – R, our automated version. We will launch both these versions sometime in the future.”

Renault also proved its progressive design innovation by showcasing two concept cars, Renault KWID Climber and Renault KWID Racer. The concept cars have been largely designed and developed by Renault’s design studios in Mumbai and Chennai and underscore Renault’s commitment to the Indian market.

Laurens Van Den Acker, Senior Vice President, Corporate Design, who was present at the unveil, shared, “At first glance, Renault KWID blends an emotional design with the need for reassurance expressed by customers. Its SUV lines mirror its tough, robust character and underpin its distinctive, modern look. Both of the show cars are based on the Renault KWID platform. The front end is distinctive and immediately recognisable as a Renault. The wheel arches are generous and the unique body colours bear design touches common to both vehicles.”

“At Renault, our core specialty is concept innovation, with the endeavour of redefining a segment and offering something new to the customer. I believe that to be successful in the automotive space, you need clutter-breaking products, which make the customers’ lives better. Both the Renault KWID Racer and Climber have been developed keeping in mind specific customer needs and cater to very diverse audiences. They reflect our intent to keep pace with global innovations and at the same time make products to suit the local needs,” added Mr. Sawhney about Renault’s 2 concept cars.

RENAULT KWID 1.0 LITRE SCe AND RENAULT KWID EASY – R

RENAULT KWID 1.0 SCe: All new state-of-the-art 1.0 litre DOHC Smart Control efficiency Engine

Renault presented its brand new 1.0 litre engine with an optimized design for better performance that it plans to launch. The 4 valves per cylinder of the Double Over Head Camshaft layout ensures low pressure drop and super-efficient valve lift for a higher air filling; thus allowing the engine to make usable power at low end, mid-range and high-end rev bands.

This high technology engine offers excellent drivability, be it slick city streets or out in the open highway. Built solid and crafted carefully, this all new 1.0 litre SCe engine takes the ever capable and feature rich Renault KWID to all new heights.

RENAULT KWID EASY-R: INNOVATIVE EASY- R GEAR BOX WITH AUTOMATED GEAR SHIFT

Based on the original philosophy of the Renault KWID – Attractive, Affordable and Innovative, Renault introduces the Renault KWID with the Easy-R Gear Box - an all-new 5-speed Automated Manual Transmission (AMT) a technology derived from Renault's rich and successful expertise in Formula 1.

Easy-R Gear Box: A clutch free driving experience that combines the fuel economy and performance of a manual transmission with the convenience of automated gear shifting. The Innovative Shift Control Dial with three modes **Reverse – Neutral - Drive** has been smartly designed for ease of use. An advanced control unit automatically optimizes gear shifting in accordance with driving conditions for smooth and regular acceleration to offer a comfortable and stress-free driving experience. The Crawl function helps move forward and backward slowly without any throttle input.

Renault KWID's SUV-inspired design offering a high driving position for greater visibility, state-of- the-art Media Nav multimedia & navigation system and the all new Easy-R Gear Box come together to offer an unmatched easy and stress-free experience making it perfect to zip around urban jungles.

RENAULT KWID CLIMBER AND RENAULT KWID RACER

RENAULT KWID CLIMBER

Renault KWID Climber stands tall as an off-roader. With its high ground clearance, wide track, short overhangs and the specially designed pattern of its tyres, this car is built for adventure off the beaten track. It has all the qualities of an off-roader, including a compact footprint, high ground clearance, big bumpers, side protective mouldings, and generous, diamond-effect wheels. Its deep Flame Orange finish underscores the sculpted lines of the body.

The wheel arch extensions are highlighted in electric blue. This draws attention to the robust features which have become the Renault KWID's hallmark.

The special protective housings of the car's lights heighten its all-terrain feel. A born off-roader, the Climber draws on the DNA of the Renault KWID to develop its SUV capability to the extreme. The result is a very distinctive personality which suits all types of adventure.

The interior features superior materials, like Nappa leather for the steering wheel and upholstery. The snap hooks, shoulder belts and seat belt straps echo the world of rock-climbing and are another outdoor cue. They also bring a high-tech feel to the cabin.

RENAULT KWID RACER

Renault KWID Racer belongs to an entirely different category of car and conjures up the world of racing, with 18-inch alloy wheels, low-profile tyres, honed aerodynamics, bucket seats and a roll cage.

It boasts of a sporty metallic blue finish. Its wide air intakes are suggestive of performance, while the spoilers and diffuser guarantee outstanding handling. The C-shaped LED lighting signature and the high-tech treatment of the lights signal that the Renault KWID Racer is clearly in tune with Renault's new design strategy.

The inside of the car features materials like Alcantara, aluminium and carbon. The Titane Black trim is emphasised by touches of anodised red that is suggestive of the world of motor racing.

The totem console in the centre of the dashboard displays the telemetry data so the driver can track his or her performance in real time.

Tightly strapped into a four-point harness in the bucket seat, the driver benefits from a digital rev counter and a leather-trimmed steering wheel which boasts an alloy frame specially designed for racing.

Both the show cars are two distinct cars, which complement each other perfectly.

ABOUT RENAULT

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S. France and currently offers seven models in the Indian market – the premium sedan Fluence, the luxury SUV Koleos, the premium compact car Pulse, the segment-breaker SUV Duster, the premium sedan Scala, the revolutionary MPV Lodgy and the recently-launched global compact hatchback, Renault KWID.

Renault India 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 205 sales and service facilities across the country with benchmark sales and service quality.

Renault India's product line up and services have also seen strong recognition among customers and industry experts alike, winning more than 60 titles, including 31 accolades for Duster as well as awards for Pulse and Scala, making Renault India one of the most awarded automotive brands in a single year in India. The recently launched Renault KWID has already bagged 17 awards, which include 8 Car of the Year Awards.

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