



## PRESS RELEASE

# RENAULT LAUNCHES 2015 PULSE

- Boasts of exciting new features
- Comes with competitive pricing and attractive finance options
- Strengthens offering in the premium hatchback segment with a price range starting at Rs. 5.03 Lakh

**New Delhi, February 26, 2015:** 2015 is an important year for Renault India, one of the fastest growing automobile companies in India, as it has aggressive plans to increase its presence across the country. Renault has already announced that it will launch two new products and together with that, Renault is also enhancing its existing product range to make it more appealing to Indian customers. Testament to this is the 2015 Pulse, which is now available in Renault dealerships across the country.



New features on Pulse include automatic headlamps, steering mounted controls and a height adjustable driver seat for better comfort. The 2015 Pulse comes with sophisticated interiors with an all new dual tone dashboard with a piano black finish on the center fascia.

It comes with class-leading techno features like smart key access with engine start and stop button, auto folding outside rear view mirrors and an integrated 2 DIN music system with Bluetooth and USB. Safety is of high priority for Renault and the Pulse features ABS+EBD, dual airbags and crash sensors, making it one of the safest hatchbacks in the segment. The feature packed 2015 Pulse will start at Rs. 5.03 lakh (ex-showroom Delhi).

**Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations**, shared, "Pulse is an important part of our product portfolio and we have made several product enhancements to make the 2015 Pulse even more attractive and exciting for customers. We have topped this with competitive pricing backed with an attractive finance option which adds to its value proposition, making it one of the strongest offerings in the premium hatchback segment."

The diesel versions of Pulse are equipped with the world renowned 1.5 litre K9K dCi engine which is known for its drivability and its fuel efficiency. The petrol variants have the powerful and efficient 1.2 litre XH5 engine.

Renault has also grown its network presence to more than 157 sales and service outlets across the country, to make Renault cars accessible to more customers in India. Renault will further expand its facilities through the year, which will be one of the fastest ramp ups by an auto manufacturer in India.

Renault is also introducing innovative after sales support to customers, and its latest offering includes integrating extended warranty service contracts with Roadside Assistance, which offers towing facilities in cases of immobilization, accidents or any unforeseen event. This is offered under the brand "Renault Secure" and is competitively priced, to offer customers the best ownership experience.



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

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