

## **RENAULT INDIA LAUNCHES ALL NEW DUSTER** **INTRODUCTORY STARTING PRICE OF RS. 8.46 LAKH\***

- New Duster Range comes with New 'CMO10' & 'T4 E&E' architecture, and will have over 32 completely new styling and technical changes
- New Duster also comes with India's first 6 speed Easy-R Automated Manual Transmission (AMT) technology, offering the best combination of performance, convenience, and fuel efficiency
- Launched in a striking 'Cayenne Orange' colour with options of both diesel and petrol powertrains

**New Delhi, March 2, 2016:** Renault India, one of the country's fastest growing automobile manufacturers, launched the all new Duster range today. The New Duster range which was recently unveiled at the Auto Expo 2016 includes India's first **6 speed Easy – R AMT** and also boasts of more than 32 new changes along with superior engineering, styling, safety and comfort features.

These new enhancements perfectly complement the New Duster, while it retains its iconic crossover style body shape that enabled Duster to create an entirely new segment in India's automotive industry.

Commenting on the launch of the new Duster, **Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations** said, "Duster is a perfect example of Renault's core specialty of concept innovation, where we redefine an existing segment, offering something new to the customer. Success in the automotive space is led by clutter-breaking products that rewrite automotive trends and make customers' lives better. Over the years, Duster has firmly etched Renault on India's automotive map and has achieved a cult status. With the new 6 speed Easy-R Automated Manual Transmission and several technical and design enhancements offered at a compelling price, we are confident that the New Duster will lead our expansion plans in India and strengthen our position in the compact SUV segment."

The New Duster features New 'CMO10' & 'T4 E&E' architecture enabling enhanced safety and superior ride and handling.

The New Duster with manual transmission is available in five trim levels – Standard, RXE, RXL, RXS, and RXZ, with both diesel and petrol powertrains on offer. While the introductory petrol base variant is priced at Rs. 8,46,999 (ex-Delhi), the top of the line AWD (4x4) variant is offered at an introductory price of Rs. 13,56,999 (ex-Delhi). Along with this, the all new Duster will also come with India's first **6 speed Easy – R AMT** in a diesel powertrain at an introductory price of Rs. 11,66,999 (ex-Delhi).

Bookings for the New Duster will open across dealerships starting March 3, 2016. Bookings can be made either at the dealerships or through the Renault DUSTER App, which is downloadable from the Google Playstore.

### **The New Duster offers unmatched Performance, Driveability and Efficiency**

Offering the comfort of a sedan and the performance of an SUV, the New Duster diesel offerings are powered by an extremely efficient **K9K 1.5 litre dCi engine** (common rail direct injection), delivering a combination of high performance and an excellent fuel efficiency. With

superior comfort, high driving position and 210mm of ground clearance, the new Duster is capable of handling the toughest of Indian roads.

In the **AWD diesel variant**, the reliable and fuel efficient the K9K 1.5 litre dCi engine will deliver **maximum power of 110PS@4000rpm and peak torque of 245Nm@1750rpm**. The engine is mated to a 6 speed manual transmission delivering an excellent fuel efficiency of **19.72 kmpl (ARAI)**.

**The new Duster with 6 speed Easy – R AMT** is a driver's delight enabling easy driving in busy city traffic conditions. It is available on K9K 1.5 litre dCi engine with **maximum power of 110 PS@4000rpm and peak torque of 245Nm@1750rpm**. The new **Easy – R AMT** provides similar fuel economy of **19.6 kmpl (ARAI)**.

## The New Duster: At a glance

**Exterior Looks:** Upping the ante in the fast growing SUV segment, the new Duster flaunts completely refreshed front and rear looks, Electrically Adjustable & Foldable ORVM's with turn indicators, Waterfall LED Tail Lamps, Hawk Eye Cluster Headlamps, Firefly Fog Lamps, 16" Gun Metal Finish Alloy wheels and Kayak Roof Rails. New Duster will also be available in a sporty and modern new colour – Cayenne Orange.

**Plush Interiors:** The new Duster's boasts of a Crimson-Black Interior Theme with sporty Double Spacer Fabric for AWD, and a Cedarwood-Black Interiors theme with Premium Embossed Fabric for other variants. This comes along with Dual Tone Soft Touch dashboard.

**State of the Art Technology and Safety Features:** The new Duster is equipped with New Rear View Camera with guidelines, New Automatic Air Conditioning, New Auto-up/down window with anti-pinch, New Media Nav, and New Centre Fascia. In terms of essentials of safety, the New Duster will have a host of active and passive safety features including ABS, EBD with Brake Assist, Dual Airbags, ESP & Hill start assist.

Renault created an all new segment in the Indian automotive industry with Duster, which has continued to dominate the Indian roads selling over 1.4 Lakh units in India since its launch in the July 2012. It is also one of the best-selling SUV's world-wide being marketed in over 100 countries and manufactured in 5 countries.

## NEW DUSTER PRICING (ex-Delhi)

	<b>Petrol 4X2 MT</b>	<b>Diesel 85 PS 4x2 MT</b>	<b>Diesel 110 PS 4x2 MT</b>	<b>Diesel 110 PS 4x2 AMT</b>	<b>Diesel 110 PS 4x4 MT</b>
Standard	-	9,26,999	-	-	-
RXE	8,46,999	9,46,999	-	-	-
RXL	9,26,999	10,26,999	11,06,999	11,66,999	-
RXS	-	10,76,999	-	-	-
RXZ	-	11,46,999	12,26,999	12,86,999	13,56,999

\*ex-Delhi

## **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 21 awards, which include 9 Car of the Year Awards.

### **For Further information, please contact:**

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