

## “MAKE IN INDIA” RENAULT KWID COMPLETES ICONIC 18,996 KM DRIVE FROM DELHI – PARIS

- Showcases the prowess of Indian manufacturing and engineering across 13 countries with a drive spanning over 45 days

**New Delhi, December 21, 2016:** Renault India, one of the fastest growing automotive brands in India, delivered its commitment of revolutionizing the entry car segment in India with Renault KWID. This Attractive, Innovative and Affordable car, is a true game-changer and volume driver for Renault India, selling over 1,10,000 cars since its launch about a year ago. With KWID, Renault achieved localisation levels of 98% at launch, the highest ever done by a global auto manufacturer in India and became synonymous with the “Make in India” mission.

To celebrate the first anniversary of the “Make-in-India” KWID, Renault embarked on a historic drive from Delhi to Paris. During this one-of-its-kind drive, Renault KWID travelled through 13 countries covering 18,996 kms and passing through extreme climatic conditions. The drive started from India Gate at a temperature of 25 degrees and was driven in areas of stark contrast, going upto -25 degrees, through Myanmar, China, Kyrgyzstan, Kazakhstan, Russia, Estonia, Latvia, Lithuania, Poland, Germany, Belgium, until it finally entered France.

Speaking on this iconic drive, **Mr. Sumit Sawhney, Country CEO & Managing Director, Renault India Operations**, said, “Today, Renault KWID is one of the biggest ‘Make in India’ success stories out of India in the small car segment, making Renault one of the fastest growing automotive brands in India. Renault has already started the exports of Renault KWID to SAARC and African countries, taking the excellence of Indian manufacturing and engineering to the world. The Delhi – Paris drive was conceptualized to celebrate the success of this car and to highlight its superiority and reliability, testing it in the most challenging driving conditions. Such drives are usually done with much bigger and more powerful cars, but the KWID has once again proven that it truly a game changer and a car of global repute.”

Through the 45 day drive, KWID negotiated a mix of different challenges in the form of snow-clad roads, sub-zero temperatures, monsoons with heavy rains and floods and places without traversable roads. No matter what the terrain, Kwid powered its way through, managing a top speed of 174kph at the autobahns in Germany.

Rahul Kakkar, a drive enthusiast who led the team of drivers for this mammoth drive, shares, “We were confident of completing the drive, however there was a definite apprehension especially considering we were to cover a massive distance of 19,000kilometers! KWID is an entry level hatchback, and such cars are more suited for city commutes, designed for Indian conditions and not freezing cold weather. However, KWID came out trumps in the most challenging conditions, and there was not even a puncture through the drive. The car reached Paris in pristine condition and looked like a brand new car, fresh from the showroom.”

Staying true to its commitment to keep building on the success of KWID with breakthrough product innovations, Renault India has recently also launched the new KWID AMT and KWID 1.0L S Ce (Smart Control efficiency). Both the vehicles have been launched keeping in mind the diversified

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needs of the Indian customers. While the KWID 1.0 litre offers a more powerful driving option, the KWID AMT offers a convenient and stress-free driving experience.

“Our roadmap for India is very clear and we have a long term commitment to this market. Together with our product portfolio expansion strategy, as is reinforced by strengthening the KWID portfolio, we are also significantly increasing our sales and network reach in India. These efforts are matched by a clear strategy to enhance the customer brand experience, with several unique and pioneering initiatives already underway to ensure that customers’ have an unparalleled experience with the Renault brand,” added **Mr. Sawhney**.

## **ABOUT RENAULT**

Renault India Pvt. Ltd. is a fully owned subsidiary of Renault S.A.S. France. 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 263 sales and service facilities across the country with benchmark sales and service quality.

Renault India’s product line up and services have 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 28 awards, which include 9 Car of the Year Awards.

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