

Renault India to consolidate and strengthen its presence in Kerala

*- Crosses 5000 KWID sales milestone in Kerala; launches new service initiative
'Workshop on Wheels'*

Kochi, 17th June 2016: Renault India, one of the fastest growing automotive companies in India, today achieved a new sales milestone with the delivery of 5000th KWID in Kerala. KWID is a true game-changer for Renault in India that has revolutionized the compact hatchback segment with more than 1,25,000 bookings and 50,000 deliveries so far.

With the success of KWID, Renault has witnessed exceptional growth in India and the increase in volumes have further expanded the customer base leading to a better penetration of Renault brand across the rural and upcountry markets. In order to cater to its rural customers, Renault has launched a comprehensive door step service facility 'Workshop on Wheels' (WOW) to facilitate the servicing of Renault vehicles, even in the remotest areas across the nation. Renault's 'Workshop on Wheels' is fully equipped and can perform 80% of workshop operations including all maintenance services and minor repairs. The service facilities range from all periodic maintenance services with dry wash, door adjustments replacements of brake pad, battery, minor electrical repairs, bulb, wiper blade, side/ rear view mirror, tyre rotation etc.

Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations said, "Renault is one of the fastest growing automobile manufacturers in India and the 5000 sales milestone of KWID in Kerala only validates our strong presence. We are grateful to our customers for the confidence and trust bestowed in the Renault brand and we will continue to maintain this positive momentum as we strategically work towards increasing our customer base in Kerala. In a short span of time, we have exponentially grown our presence in terms of sales and network expansion and in order to further amplify the service experience, we have introduced a comprehensive door step service facility – 'Workshop on Wheels'. This facility will not only cater to the increasing demand for our cars in India but will also enable customers to enjoy an enhanced and unparalleled ownership experience with the Renault brand. We are targeting 30 'Workshop on Wheels' covering each state of India by end of this year."

The growing success of the Renault brand is also evident by the 200 KWID deliveries made by the dealer partner TVS today. Continuing its commitment to enhance customer satisfaction with an enriched brand ownership experience, Renault India has also organized a Mega Service Camp from June 17th to 24th, 2016 across all Renault dealerships in Kerala. Trained and well-qualified service technicians are dedicated to provide the care and expert attention that is needed for the cars. The service camp will offer Renault owners a car check-up as per the guidelines stipulated by Renault India enabling a detailed examination of all key functions of the car. In addition to the car check-up facilities, several fun activities will be organized for customers, making it an exciting experience.

Together with its product portfolio expansion strategy to drive volumes in India, Renault is substantially increasing its sales and network reach in India. As part of its network expansion drive, the brand will increase its dealership network from 210 facilities to 270 facilities by the end of this year. This expansion plan has been developed to make Renault cars accessible to more people across the country, and will play a key role in growing Renault's aggressive business strategy in India.

Press Release



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 210 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 Renault KWID has already bagged 25 awards, which includes 9 Car of the Year Awards.

For Further information, please contact:

Jatin Aggarwal

Head - Public Affairs and Communication

Renault India Pvt. Ltd.

Mobile: +91 9899629246

jatin.aggarwal@renault.com