

Renault India inaugurates its new 3S dealership in Malappuram

To expand presence to 270 sales and service facilities by end of this year

Malappuram, 18th June 2016: Renault India, one of the fastest growing automotive companies in India, inaugurated its new state-of-the-art dealership, **RENAULT MALAPPURAM (TVS & Sons)** in Malappuram today. The 3S dealership facility that integrates sales, service and spares will offer Renault's best-in-class products to the discerning customers in Malappuram and adjoining areas.

The new dealership will bring Renault's total presence to 10 sales and 9 after sales outlets in Kerala. With this, the pan-India network strength of Renault touches 210 sales outlets and 180 after sales outlets.

Speaking on the inauguration of the new dealership, **Mr. Rafael Treguer, Vice President, Sales and Marketing, Renault India** said, "Renault is one of the fastest growing automobile manufacturers in India. In a short span of time, we have exponentially grown our presence in terms of sales and network expansion. Our progressive product strategy is bolstered by an aggressive network expansion plan and we aim to increase the dealerships to 270 by end of 2016. The launch of our new generation dealership in Malappuram today showcases our commitment towards this objective and we look forward to strengthening our presence in this important market. We are confident that our growing network will cater to the increasing demand for Renault cars in India and will enable customers to enjoy an enriched brand ownership experience".

RENAULT MALAPPURAM is located at NH- 213, Makkaraparamba, Angadipuram, Perinthalmanna Road, Malappuram. The dealership is spread over an area of 20,925 sq. ft. with 2,119 sq. ft. of showroom space which can accommodate 3 display cars. The workshop facility sprawling across an area of 7,589 sq.ft. has 4 Mechanical bays & 4 Bodyshop bays. It will provide a wide range of accessories and top-of-the-line service experience to the customers in the region.

The new 3S dealership inaugurated today has been designed according to the **RENAULTSTORE** concept. **RENAULTSTORE** is a new generation of dealerships which have been conceptualized to best address the evolving needs of customers by highlighting the value of the brand, products, services and accessories in a modern and more effective manner.

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 strategic focus on enhancing the customer brand experience, Renault India has successfully organized more than 500 free service camps nationwide from January to April 2016, reassuring its brand value and commitment of offering customers a superlative service experience. Through these camps, Renault reached out to more than 30,000 customers.

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

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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:

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