

Renault strengthens its position in Tamil Nadu with the launch of new Dealership in Coimbatore

- Also launches **RENAULT selection**, a valuable and reliable platform for customers interested in buying, selling and exchanging certified pre-owned cars of all brands
- To expand presence to **270** sales and service outlets by end of this year

Coimbatore, 14th October 2016: Renault India, one of the fastest growing automotive companies in India, inaugurated its new state-of-the-art dealership facility, **Renault Avinashi Road** in Coimbatore today. The company also launched its pre-owned car business - **RENAULT selection, Coimbatore**. Renault India has made these announcements with its partner **Anamallais Motors Pvt. Ltd.**

The new dealership facility **Renault Avinashi Road** will offer Renault's best-in-class products and services to the discerning customers in Coimbatore and adjoining areas. The new dealership has been designed according to the modern **RENAULTSTORE** concept to better serve the customers with varied preferences and choices. **RENAULT selection** is the pre-owned car brand of Renault India which provides a transparent and reliable platform for customers interested in buying, selling and exchanging certified pre-owned cars of all brands with optimum deals on finance, insurance, warranty and Road Side Assistance (RSA). Through this, Renault will also cater to customers wanting to sell multi-brand used cars in exchange for a brand new Renault car.

Speaking on the inauguration of new dealership in Coimbatore, **Mr. Rafael Treguer, Vice-President, Sales & 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 Coimbatore today showcases our commitment towards this objective. 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 enhanced and unparalleled ownership experience with the Renault brand."

Renault Avinashi Road, located at 1187, Avinashi Road, Coimbatore is spread over an area of 7,989 sq. out of which the showroom space is 5,836 sq. ft. which can easily accommodate 5 display cars. The workshop, located at 439, Kamaraj Road, Ramalakshmi Mills Compound, Peelamedu, Coimbatore spans over an area of 47,439 sq. ft. comprising of 7 Mechanical & 9 Body shop bays. With this new dealership, Renault's total presence in Tamil Nadu is 25 sales and 18 after sales outlets.

RENAULT selection, located at No. 439, Kamaraj Road, Coimbatore, Hope College, is spread over an area of 650 square feet, which facilitates sale, purchase and exchange of both Renault and non-Renault branded vehicles. On display will be a wide choice of certified pre-owned cars, both Renault's range and multi-brand cars. Each certified car is put through 199 quality checks, which

Press Release



authenticates the vehicle condition along with accompanying documents, to offer customers complete peace of mind. All the certified vehicles get covered with warranty of upto 1 Year or 20,000 KM with cashless warranty claims available at over 1,000 authorised workshops in India. The warranty comes with 24X7 Road Side Assistance (RSA) for the same period. It will also serve existing Renault customers wanting to buy a new Renault car, to exchange/upgrade his vehicle under one-roof.

“Having set in motion a progressive strategy in India, Renault is entering new businesses in the automotive space, to best serve the Indian customers. The pre-owned car market in India has steadily gained momentum over the past decade, spurred by new model launches, quicker upgradation cycles by customers and rising income levels. Through RENAULT selection, we will address the needs of the customers looking for a trustworthy platform to sell cars, exchange or buy a new Renault vehicle with complete peace of mind,” Mr. Rafael Treguer added.

Currently, RENAULT selection facilities are present in 11 major markets – Ahmedabad, Bangalore, Jaipur, Nagpur, Chandigarh, Tirunelveli, Surat, Vijayawada, Kanpur, Thanjavur, Faridabad and the upcoming facility in Coimbatore will be 12th in India.

Over the last one year, Renault has grown from strength to strength and has taken rapid strides in the Indian automotive industry. Renault continues to aggressively ramp up its service network offering the best products and experience to its customers and build on its product offensive strategy to drive volumes in India. Continuing its flourishing journey, Renault plans to introduce several new innovations in products and value-added services for the diversified Indian customers that make our customers’ lives easier.

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 more than 250 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 25 awards, which include 9 Car of the Year Awards.

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