

RENAULT ANNOUNCES THE LAUNCH OF 'RENAULT CAPTUR' IN INDIA THIS YEAR; RACES PAST 300 DEALERSHIP OUTLETS

New Delhi, August 28, 2017: Renault, one of the fastest growing automotive brands in India, made two important announcements today, reflecting Renault's ambitions to continue to grow its presence in India. Firstly, as part of its strong product offensive strategy and commitment to breakthrough product innovations, Renault will expand its product range with the launch of its new game changer, **Renault CAPTUR, a PREMIUM SUV with strong CROSSOVER DNA.**

Furthermore, Renault crossed the milestone of **300 dealership outlets** in India, which makes it one of the fastest network ramp-ups in the automotive industry, matched with pioneering initiatives to augment the customer experience.

Commenting on these two developments, **Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations, said,** "India is an important market for Renault's global growth plans and we have a thorough business strategy to grow our presence across the country. This is reflected by our strong product strategy, our rapid network expansion and fervent efforts to ensure customer delight. We have expanded our product portfolio to best suit the Indian customer and focusing on new and emerging segments to drive volumes. The SUV segment, which is amongst the fastest growing segments in the Indian automobile industry, has witnessed increasing customer attention to styling and design elements which are playing an important role in the purchase decision."

"We are delighted to announce that we will launch our premium feature loaded Renault CAPTUR in India this year, which has delivered global success and is widely acclaimed for its stunning expressive design. CAPTUR has sold over a million cars worldwide and will enhance our product portfolio as we aim to grow our presence in the SUV segment in India. Like all our offerings in India, there will high levels of innovation and customisation in the Renault Captur that will be launched in India, to best suite the Indian customers."

Renault CAPTUR has a sensual crossover French design which is a unique vehicle class, clearly reflecting Renault's new global design DNA. Renault CAPTUR has been crafted to appeal to a broad spectrum of premium tastes and desires. It brings forth the best from the world of Renault in terms of style and designing, in line with Renault's recent product introductions. Renault has an aggressive plan to successfully launch CAPTUR in India, with several innovative initiatives planned over the next few months.

On the network expansion front, Renault has taken systematic steps to ensure that the Renault brand becomes more accessible across the country. Given the diversity of the Indian landscape and customer demographics, Renault's efforts towards expanding its network are invested tactically to cater to customers in metro cities as well as across tier II-IV cities. With this, Renault has a clear vision of taking the brand to newer markets, aspiring to be amongst the top 5 automotive brands in the country by 2020.

The current network of 300 dealership outlets across the country has been designed according to the **RENAULTSTORE** concept. **RENAULTSTORE** is a new generation of dealerships which has been conceptualized to best address the evolving needs of the customers by highlighting the value of the brand, products, services and accessories in a modern and more effective manner.

Press Release



Renault India has undertaken many first-of-its kind after-sales initiatives to offer a seamless brand ownership experience to its customers. The company has introduced a slew of initiatives including Renault SECURE, Renault ASSIST, Renault ASSURE, Workshop on Wheels (WoW), customer apps and regular customer service camps. Renault India has also recently launched 'Passion on Wheels', a fully functional mobile showroom to reach out to the customers in smaller markets and give them an experience of the Renault brand.

“Having completed a little over five years of operations in India, we are already the number one European brand in the country. We have a long-term commitment to this dynamic automobile market. We will continue to aggressively ramp up our service network as well as build on our product offensive strategy to drive volumes in India. While doing this, we will continue to introduce several unique and pioneering value-added services that make our customers’ lives easier, reflective of our brand ideology, Passion for Life”, **Mr. Sawhney** added.

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 300 sales and 230 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, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 31 awards, including 10 ‘Car of the Year’ Awards.

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