

## Renault KWID crosses the 1,30,000 sales milestone

**New Delhi, February 22, 2017:** Renault India, one of the fastest growing automotive brands in India, forayed into the compact hatchback segment, with the Attractive, Innovative and Affordable Renault KWID. KWID has been true game-changer and volume driver for Renault India, with more than **1,30,000** cars sold so far.

The growing acceptance of KWID by first time buyers is reflective of KWID being a truly aspirational product, offering an outstanding value proposition. Together with first time buyers, KWID has been instrumental in Renault witnessing new and diverse consumer trends across urban and rural India. Renault launched the KWID with a 0.8L engine and in a short span of time introduced the 1.0L MT and Easy R- AMT variants to cater to various customers.

In a short span of time, Renault has grown its presence exponentially in India, becoming one of the youngest and fastest growing automotive brands and the number one European brand. Renault grew its market share to 4.5 percent at the end of 2016, achieving a robust three-digit growth over 2015.

Over the last few years, Renault has focused on establishing a strong base in India. Together with a strong product offensive strategy led by KWID, Renault has been continuously undertaking strategic measures across all key business dimensions, ranging from product, network expansion, pioneering customer oriented activities and several innovative marketing initiatives to ensure unmatched customer satisfaction.

Renault stands true to its commitment to keep building on the success of KWID with breakthrough product innovations. After the 1.0L MT and AMT launches last year, Renault has a lot of plans for KWID to keep pace with evolving customer preferences and has a strong product lifecycle strategy for KWID. KWID was one of the best-selling cars in 2016 and will continue to be a key volume driver for Renault to achieve its aggressive growth plans in India.

### **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 270 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, 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 31 awards, including 10 'Car of the Year' Awards.

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