

## Renault announces week-long Monsoon Camp for customers across India

- 'Renault Monsoon Camp' to be held from June 19<sup>th</sup> - June 25<sup>th</sup> at all Renault India dealerships
- Together with a comprehensive car check-up and maintenance, several customer engagement activities are being planned to make it an exciting experience, along with special offers on parts and accessories

**New Delhi, June 15, 2017:** Continuing its commitment to enhance customer satisfaction along with providing an enriched brand ownership experience, Renault India, one of the fastest growing automotive brand in India, announced the commencement of a nationwide after-sales service initiative, '**Renault Monsoon Camp**'. The camp will be conducted at all Renault dealership facilities across India from June 19 till June 25, 2017.

The objective of organising the Monsoon Camp is to ensure optimal performance of the vehicles which is imperative during the monsoon season. The camp will offer Renault owners a complementary car check-up as per the guidelines stipulated by Renault India, enabling a detailed examination of all key functions of the car. Vehicles will be checked by trained and well-qualified service technicians for safe and problem-free driving during monsoon season. Such periodic checks ensure necessary actions for enhanced performance of the car and provide customers a rewarding ownership experience.



During the week-long initiative, customers visiting the dealerships can also avail of attractive offers including 15% discount on selected parts & accessories and other value added services along with a host of concessions on labour charges. In addition, customers will also get an exclusive plan for insurance renewal, special offers on select tyre brands and complimentary car top wash. Renault India will also be offering 10% discount on 'Renault Secure', which covers Road Side Assistance and extended warranty. In addition to the comprehensive car check-up facilities and special offers, several fun-filled activities will be organised for the customers with assured gifts, making it an exciting and memorable experience for them.

Renault is pursuing an aggressive growth strategy in India and entering new businesses in the automotive space, to best serve the discerning Indian customers. While expanding the product portfolio will be pivotal as part of its long-term commitment to India, Renault aims to increase its network reach to 320 outlets pan-India by the end of 2017 to make its products and services more accessible to the customers across the country. These efforts are further accentuated by a clear strategy to enhance the customer brand experience, with unique and pioneering customer oriented activities and several innovative marketing initiatives, especially in Tier 1 & 2 markets to ensure that customers have an unparalleled experience with the Renault brand.

# Press Release



Driven by a culture of passion and innovation, Renault India recently launched Renault 'Passion on Wheels', a fully functional mobile showroom initiative to reach to the customers in smaller markets and give them an experience of the Renault brand. Last year, Renault also launched 'Workshop on Wheels', an innovative door step vehicle service facility to cater to servicing needs in remote areas.

## **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 32 awards, which include 10 '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](mailto:jatin.aggarwal@renault.com)

@RenaultIndiaPR @RenaultIndia