

Renault India Launches the All-New 'CLIMBER'

With 17 new styling and design cues, led by an all new Electric Blue colour with vibrant orange accents, the Kwid **CLIMBER** enhances its lifestyle quotient

- New KWID **CLIMBER** will be offered with the 1.0L SCe powertrain in both manual and AMT options
- New KWID **CLIMBER** 1.0L SCe variant in manual transmission will be offered at an introductory price of **INR 4,30,376 Lakh** (ex-Delhi), **INR 25,000** more than the KWID RXT (O) 1.0L SCe
- New KWID **CLIMBER** 1.0 L EASY- R, AMT variant will be offered at an introductory price of **INR 4,60,376** (ex-Delhi), **INR 25,000** more than the KWID RXT (O) 1.0L AMT version
- The KWID **CLIMBER** distinctively personifies a new generation urbanite who wants a vehicle to #Live for More with style, attitude and fun

New Delhi, March 09, 2017: Renault India, one of the fastest growing automotive brands in India, created history with its Global car for Conquest, Renault KWID. This Attractive, Innovative and Affordable car, is a true game-changer and volume driver for Renault India, selling more than 1,30,000 so far. Staying true to its commitment to keep building on the success of KWID with breakthrough product innovations, Renault launched the new KWID **CLIMBER** today, at an affordable introductory price of **INR 25,000** more than the KWID 1.0L SCe (Smart Control efficiency) MT and AMT . With the launch of KWID **CLIMBER**, Renault has made a conscious effort to create a vehicle that is a perfect semblance of style and premiumness.



Speaking on the launch of KWID **CLIMBER**, **Sumit Sawhney, Country CEO and Managing Director, Renault India Operations**, said, "Renault KWID is a great success, revolutionising the compact hatchback segment in India. At Renault, we are committed to our core specialty of 'concept innovation', with the endeavour of redefining a segment, offering new and innovative products to customers. The Renault KWID **CLIMBER** has been developed keeping in mind specific customer needs and caters to diverse audiences, becoming the perfect offering for young achievers who are moving up places steadfastly. This new launch reflects our intent to keep pace with global innovations and at the same time make products to suit the local needs."

The KWID **CLIMBER** which made its world premiere as a concept vehicle at the biennial Auto Expo 2016 gathered tremendous attention. Designed and developed by Renault's design studios in Mumbai and Chennai, the **CLIMBER** demonstrated Renault's progressive design innovation while underscoring Renault's commitment to the Indian market. The KWID **CLIMBER** concept proves the highest degree in which the KWID can be customised.



KWID **CLIMBER** will offer segment leading length, power to weight ratio, boot space, ground clearance and cutting edge technology. It boasts of several first-in-segment features led by its SUV inspired design, 7-inch touchscreen MediaNAV system, digital Instrument cluster, one-touch lane change indicator, radio speed dependent volume control and pro-sense seat belt pretensioners with load limiters. Best-in-class features include its boot capacity of 300 litres, ergo-smart cabin, multiple storage spaces, upper segment body dimensions, interior space, service parts maintenance cost, ride & handling and several personalization options.

KWID CLIMBER: MORE STYLE INSIDE OUT CREATING A DISTINCTIVE PERSONALITY

CLIMBER draws on the DNA of the KWID to develop its SUV capability to the extreme. At the first glance, CLIMBER's SUV lines are reflective of its tough, robust character and underpin its distinctive, premium look.



As for the exterior, the KWID **CLIMBER** features rugged bumper overriders, front and rear terrain protectors with orange accents, two tone arching roof bars, muscular style wheels and a solid side profile with robust door protection cladding, two tone orange ORVMs painted in glossy orange. The 'Climber' Insignia on the front doors creates its unique identity. This draws attention to the robust features which have become the Renault KWID's hallmark. All these design changes have brought forth a matured overall stance in line with its all-terrain attitude. With its high ground clearance, wide track this car is built for to turn heads.

The interior too boasts of several striking design elements like the new orange energy upholstery with "Climber" Insignia, new vibrant orange accents on the AC vents and on the centre fascia, a two tone orange gear knob and decorative orange door trim accents on the front and rear doors. All these bring an energetic feel to the cabin. Other styling elements include specific floor mats and a chunky steering wheel with "Climber" Insignia. The interior has been crafted with thoughtful design elements in order to complement the vehicle's stylish exterior.

The KWID **CLIMBER** personifies a new generation urbanite who wants a robust vehicle with more style and panache. The CLIMBER enhances the style quotient inside out. The result is a very distinctive personality which suits all types of adventure.

KWID CLIMBER: THE IDEAL COMBINATION OF POWER AND DESIGN

KWID CLIMBER will add greater diversity to the range, taking forward the positioning of KWID as a car that enables customers' to 'Live For More'. The 1.0 litre SCe engine which

powers the KWID CLIMBER is optimally designed for better performance. The 4 valves per cylinder of the Double Over Head Camshaft (DOHC) layout ensures low pressure drop and super-efficient valve lift for a higher air filling; thus allowing the engine to make usable power at low end, mid-range and high-end rev bands. This high technology engine offers excellent drivability, be it slick city streets or on the highway.

KWID 1.0 MT comes with excellent fuel efficiency of 23.01 kmpl (ARAI).

KWID CLIMBER AMT: CONVENIENT & INNOVATIVE EASY- R AMT WITH SHIFT CONTROL DIAL

The Easy-R Gear Box is a 5-speed Automated Manual Transmission (AMT) technology derived from Renault's rich and successful expertise in Formula 1. It will enable a clutch free driving experience that combines the fuel economy and performance of a manual transmission with the convenience of automated gear shifting. The Innovative Shift Control Dial with three modes **Reverse – Neutral – Drive** has been smartly designed for ease of use. An advanced control unit automatically optimizes gear shifting in accordance with driving conditions for smooth and regular acceleration to offer a comfortable and stress-free driving experience.



The Easy-R gear box can be operated with an innovative shift control dial that will be positioned below the infotainment system on the centre console. The car will have an advanced throttle control unit that would monitor the throttle input by optimising acceleration and gear shifting. Renault KWID's SUV-inspired design offering a high driving position for greater visibility, state-of- the-art MediaNav multimedia & navigation system and the all new Easy-R Gear Box come together to offer an unmatched easy and stress-free experience for today's congested driving conditions.

KWID 1.0 AMT comes with excellent fuel efficiency of 24.04 kmpl (ARAI).

UNCOMPROMISING SAFETY

Safety is of paramount importance for Renault, and all its products meet and exceed the requisite safety standards set by the Indian regulatory authorities. Apart from several active and passive safety equipment, KWID **CLIMBER** features a driver airbag and first-in-class pro-sense seat belts - pre-tensioners with load limiters an important safety feature that is usually offered in upper segment cars as standard.

BUILDING ON THE SUCCESS AND LEGACY OF KWID

With KWID, Renault focused on getting the fundamentals right, in terms of product, design, features, technology, launch timing, value and strategy. KWID has been a true game changer in all these aspects and was launched at 98% localization, which was also an industry first, and also strongly resonates with the Honourable Prime Minister's 'Make in India' ideology.

Owing to its high localization levels, Renault has been successful in offering a very low cost of ownership to customers.

“Our roadmap for India is very clear, with an immediate goal of achieving a market share of 5% in the near-term. We will continue with our product offensive strategy in India, as is reflected by the KWID CLIMBER launch, to substantially grow the Renault brand in India. With this launch, we look forward to welcoming more customers into the Renault family as we endeavour to aggressively consolidate our presence in India. These efforts are accentuated by a clear strategy to enhance the customer brand experience, with several unique and pioneering initiatives already underway to ensure that customers have an unmatched and superlative association with the Renault brand,” **concluded Mr. Sawhney.**

The KWID **CLIMBER** will be available over the top-end 1.0L RXT (O) variant in manual transmission with three exciting colour options - Electric Blue - Exclusive Shade, Outback Bronze and Planet Grey. Bookings have commenced across all Renault dealerships in India. Bookings can be made either at the dealerships or through the KWID App, which could be easily downloaded from the Google Playstore or Apple Store.

KWID CLIMBER – EXTERIOR AND INTERIOR FEATURES

EXTERIORS	INTERIORS
Two Tone Orange ORVMs	Digital instrument cluster with Chrome contour
New Rugged Bumper Overriders	New Sporty steering wheel with Climber Insignia
New Front Terrain Protector	New Orange Perforations on steering wheel
New Rear Terrain Protector	New Piano Black Center Fascia with orange contour
New arching Roof Bars	Side Air vents with contour
New Orange Side repeaters	Floor console with 2 can holders
New Climber Insignia on front doors and rear windshield	Two Tone Orange Gear Knob (only in MT)
New Door Protection Cladding	Premium contoured seats with integrated head rests
New Muscular Style Wheels	New Orange door trim accents
	New Orange Energy Upholstery with Climber Insignia

EX-SHOWROOM DELHI PRICES

Variants	Prices: Ex- Showroom Delhi
KWID CLIMBER 1.0L Sce	INR 4,30,376
KWID CLIMBER AMT	INR 4,60,376

RENAULT KWID CLIMBER SPECIFICATIONS

KWID CLIMBER 1.0L SCe and AMT	
Length	3679mm
Width	1579mm
Height with roof rails	1513 mm
Wheelbase	2422mm
Engine capacity	1.0 litre
Configuration	3 cylinders, DOHC 4 valves per cylinder
Power	68 PS @5500 RPM
Torque	91Nm @ 4250 RPM
Tyre size	155/80 R13
Front suspension	Mac Pherson Strut with lower traversing link
Rear suspension	Twist beam suspension with coil spring
Boot volume	300 litres / 1115 litres when rear seats folded
Fuel tank volume	28 litres

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, which include 10 'Car of the Year' Awards.

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