

RENAULT INDIA LAUNCHES MY RENAULT APP TO ENHANCE CUSTOMER EXPERIENCE AND ENGAGEMENT

- A user-friendly App available on Android & iOS platforms for all Renault customers with more than 60 features
- First mobile App from an automobile manufacturer to feature e-commerce facility

New Delhi, September 06, 2017: Staying true to its customer-centric approach, Renault, one of the fastest growing automotive brands in India, has announced the launch of MY Renault App, a user friendly smart phone Application for customers. Available across the Renault range of cars, the MY Renault App offers more than 60 features to customers. These include access to service history of vehicles, personalized reminders & notifications, online service appointments, interactive user manual for vehicles, easy access to dealerships & customer care, digital vaults for document storage and convenient e-payment facility.

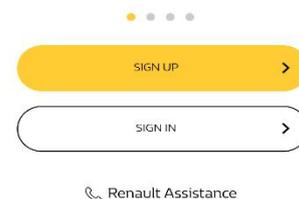
Available on Android and iOS platforms, MY Renault App incorporates an intuitive design approach which makes the App extremely user-friendly and serves as a platform to engage with customers through personalized communication. The App has been conceptualized, designed and developed in India, to best serve the Indian customers' requirements. An industry-first feature in the App is its e-commerce facility, which will enable Renault customers to explore personalization options for their vehicles and avail exclusive offers specially designed for their cars.



Welcome to MY Renault

Why MY Renault

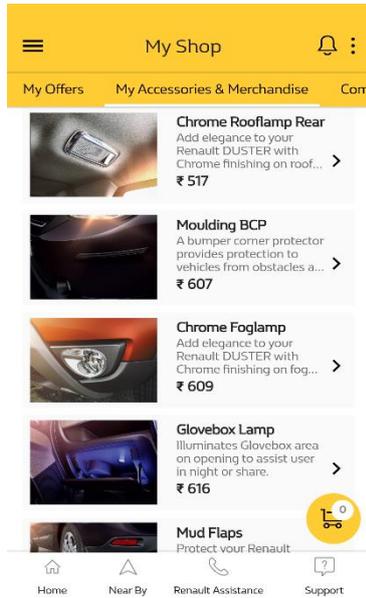
MY Renault is the ultimate way to take care of your vehicle. Make it your own and get connected.



Speaking about the new service offering, **Mr. Sumit Sawhney, Country CEO & Managing Director, Renault India Operations**, said, “Customers are at the centre of our business strategy, and at Renault, every decision is made keeping the evolving customer trends in mind. This includes our product strategy, rapid network expansion and innovative and clutter-breaking initiatives, which are all aimed at ensuring customer delight. In line with the increasing popularity of digital platforms among Indian consumers, we are delighted to launch the ‘MY Renault App’, offering a seamless and convenient ownership experience to our customers. The App will supplement existing product specific Apps and will be offered at no cost to all existing Renault customers.”

The App is directly linked to Renault Connect, Renault’s Dealer Management System (DMS), which makes the

dealers seamlessly integrated into the process. This also enables a secure registration and login process for customers on to the App. Apart from DMS, the App also integrates information from various other systems like Road Side Assistance, Customer Care, Payment Gateway, SMS & Email engines to provide customers a unique experience across the vehicle ownership cycle.



Renault India has embarked on enhancing its innovative after-sales and service initiatives along with its robust portfolio offerings to provide an end-to-end seamless brand ownership experience to its customers. While expanding the product portfolio will be pivotal as part of Renault's long-term commitment to India, Renault wants to carve a niche for itself by staying at the forefront of after-sales and service experience in the Indian automobile landscape.

On its future product strategy, Mr. Sawhney added, "In order to continue to build on our product offensive strategy to drive volumes in India, Renault will launch the 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."

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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