

## RENAULT INDIA KICK-STARTS 'NATIONAL ROAD SAFETY WEEK' IN ASSOCIATION WITH SIAM-SAFE

'National Road Safety Week' is a week-long initiative starting from April 23 to April 30, 2018 across all Renault dealerships in India to promote road safety along with special offers on parts and accessories

All dealerships across India will promote road safety awareness through banners, road signages, pamphlets, safety films, to encourage more people to obey traffic rules and make

**New Delhi, April 23, 2018:** In a bid to spread awareness on road safety, Renault, the number one European automotive brand in India, has initiated a **National Road Safety Week** in association with India's apex automobile industry body **SIAM-SAFE** (Society of Indian Automobile Manufacturers-Society of Automotive Fitness and Environment) across the country from April 23 – April 30. In line with this year's theme of '**SADAK SURAKSH-JEEVAN RAKSHA**', Renault India will conduct road safety awareness campaigns in all Renault dealerships across the country. Renault has also organized car safety checkups and will offer discounts on safety parts, accessories and tyres to all its customers.

National Road Safety Week will focus on the importance and need to follow traffic rules, including traffic lights, speed limits, pedestrian crossing rules, and wearing seat-belts while driving a car, amongst others. Activities such as education programs for drivers, training workshops and modules aiming to increase road safety awareness among school children would also be a part of this road safety week. As a responsible corporate entity, Renault India is driving this initiative to emphasize and to highlight how by adopting simple rules, people can curb the carnage and make the roads safer.

During this week-long initiative, Renault India's network of dealerships across India will interact with customers to increase awareness on road safety, highlight the major causes for road accidents and the best ways to prevent them. . The activities include displaying safety banners, road signs, distribution of pamphlets related to road safety. The dealerships will also screen road safety films in their customer lounges and will also organize rallies to encourage more people to obey traffic rules.



During the **National Road Safety Week**, Renault India customers can avail up to 15% discount on safety parts & accessories, get special offers on tyres, and get comprehensive safety car check-ups.

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 and the recently launched stylish SUV, CAPTUR,

# Press Release



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.

## **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 320 sales and 269 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 32 awards, including 10 'Car of the Year' Awards.

### **For Further information, please contact:**

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