

RENAULT TO ORGANISE SUMMER CAMP ACROSS INDIA

A week-long initiative '**Renault Summer Camp**' from April 16 to April 22, 2018 at all Renault service facilities across India

Together with a comprehensive car check, several customer engagement activities planned to make it an exciting experience along with special offers on parts and accessories

New Delhi, April 13, 2018: Continuing its commitment to enhance customer satisfaction with a superlative brand ownership experience, Renault, the Number One European automotive brand in India, announced the commencement of a nationwide after-sales service initiative, '**Renault Summer Camp**'. In order to strengthen the bonding with the customers as well as sustain their loyalty, the service camp will be conducted across all Renault Service facilities across India from **April 16 - April 22, 2018**.

The primary objective of organizing the service camp is to ensure optimal performance of the cars. Trained and well-qualified service technicians would be dedicated to provide utmost care and expert attention that is needed for the vehicles. The Renault Summer camp will offer a comprehensive car check-up including free car top wash for Renault owners as per the guidelines stipulated by Renault India enabling a detailed examination of all key functions of the car. Such periodical checks ensure necessary actions for enhanced performance of the vehicle and provide customers a rewarding ownership experience.



As part of the **Renault Summer Camp**, Renault India customers can also avail up to 50% discount on select Accessories, 15% attractive discount offers on select spare parts, labour charges and other value added services. Renault India will also provide 10% discount on '**Renault Secure**', which covers Extended Warranty and Road Side Assistance. In addition, there would be a special price on '**Renault Assured**' to facilitate the customers with insurance renewal solutions.

In addition to the comprehensive car check-up facilities along with a host of other value-added benefits like special offer on tyres (select brand), several fun-filled activities will be organized for customers with assured gifts, making it an exciting and cherishing experience for the customers. All these novel after-sales, initiatives of Renault are testimonies of providing utmost customer satisfaction.

Renault Service Camps have always received an overwhelming response from customers across India and Renault will continue to build on such customer connect activities as it expands its footprint

in India. 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.

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, 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 India has undertaken many first-of-its-kind after-sales initiatives to offer a seamless brand ownership experience to its customers. These include - Renault SECURE, Renault ASSIST, Workshop on Wheels (WoW), Passion on Wheels (PoW), customer apps and regular customer service camps. Renault India has recently introduced a Category First Warranty - 4 years or upto 100,000 KM (whichever is earlier) along with Road side assistance on Renault KWID. This includes Standard Warranty of 2 year/50,000 Km and Extended Warranty of 2 year/50,000 Km . With a strong 'India-centric' product strategy, Renault has robust plan to keep pace with evolving customer preferences and welcome more customers into the Renault family, reflecting its long-term commitment to the Indian market.

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.

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