

## RENAULT DUSTER MY18 RANGE NOW STARTS AT INR 7.95L WITH EFFECT FROM MARCH 1<sup>st</sup>

Increased localisation makes India's 'True SUV' even more attractive

- Renault passes on the benefit of localisation to its new customers
- Petrol starting at INR. 7.95 Lakhs and Diesel starting at INR. 8.95 Lakhs
- The only big SUV (over 4 metre) offering an Automatic less than 10 lakhs in India
- DUSTER has the widest range which includes a diesel manual, diesel AMT, diesel AWD; petrol manual and petrol CVT

**New Delhi, March 1, 2018:** Renault, the number One European automotive brand in India, has announced exciting new pricing on MY18 DUSTER range, owing to an increase in localisation. This strongly reflects Renault's focused strategy to grow its business in India with a strong product-offensive plan backed by an aggressive localisation strategy.

Renault created an all-new segment in the Indian automotive industry with DUSTER, which has continued to dominate the Indian roads since its launch. The 2018 DUSTER petrol range will now start at **INR. 7.95 Lakhs** (ex-showroom) while the diesel starts at **INR. 8.95 Lakhs** (ex-showroom). With the MY 18 range reshuffle, new customers can save up to INR. 1 Lakh effective March 1<sup>st</sup>, 2018.

Speaking about the new pricing on the Renault DUSTER range, **Sumit Sawhney, Country CEO and Managing Director, Renault India Operations**, said, "Renault had one of the highest localization done on KWID with 98% at the time of launch. We are happy to pass on the benefits to the new DUSTER customers making it more attractive across the range enabled by our aggressive localisation strategy on DUSTER as well."

The DUSTER range offers unmatched performance, driveability and efficiency. A stylish and sturdy SUV, with appealing looks that convey both solidity and dynamism, the exterior design is striking, reflecting its iconic SUV appeal.

| Variant (Prices)      | MY 17 range (INR) | MY 18 range effective March 1 <sup>st</sup> (INR) | Customer Savings (INR) |
|-----------------------|-------------------|---|------------------------|
| RXE Petrol            | 8,50,925          | 7,95,000  | 55,925                 |
| RXL Petrol            | 9,30,816          | 8,79,000  | 51,816                 |
| RXS CVT Petrol        | 10,24,746         | 9,95,000  | 29,746                 |
| Std 85 PS Diesel      | 9,45,663          | 8,95,000  | 50,663                 |
| RXE 85 PS Diesel      | 9,65,560          | 9,09,000  | 56,560                 |
| RXS 85 PS Diesel      | 10,74,034         | 9,95,000  | 79,034                 |
| RXZ 85 PS Diesel      | 11,65,237         | 10,89,000   | 76,237                 |
| RXZ 110 PS Diesel     | 12,49,976         | 11,79,000   | 70,976                 |
| RXZ 110 PS AMT Diesel | 13,09,970         | 12,33,000   | 76,970                 |
| RXZ 110 PS AWD Diesel | 13,79,761         | 12,79,000   | 1,00,761               |

# Press Release



## **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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