



## RENAULT SRINAGAR HITS A MILESTONE; DELIVERS 5 KWID UNITS TO A CUSTOMER IN A DAY

*Srinagar Automotive delivered 5 units of Renault Kwid to Graphonate Advertising in a day, hitting a milestone of 1600 Renault cars.*

**Srinagar; May 30, 2023:** Renault, the leading European brand in India, is proud to announce the successful delivery of over 1600 units in Kashmir, strengthening its market presence and position. The milestone was achieved recently when the Srinagar Automotive handed over 5 units of Renault Kwid to Graphonate Advertising.

Renault Kwid, which has revolutionised India's entry segment with its stylish SUV-inspired design, unmatched features, and affordable ownership, continues to be the most loved and preferred model among car buyers. Enabled by its 98% localisation levels, Renault Kwid makes it a strong 'Make in India' testament. Kwid has emerged as a true game-changer for Renault in India with **4.4 lakh+ satisfied and happy customers**.

Renault's 7-year association with Srinagar Automotive developed into a thriving partnership which is driven by impeccable standards of quality, commitment to excellence and customer satisfaction. The recent delivery of over 1600 units showcases Renault India's ability to meet the growing demand for its products across markets. Recently Renault Kwid was declared as the most popular used-car in India by Spinny - an online used-car retailing platform.

Renault's leading product line-up in India includes Kiger, Triber and Kwid.

**Renault Kiger**, launched in India in 2021, has already established itself as a **stunning, smart and sporty** B-SUV. Renault Kiger is one of the most affordable offerings in the compact SUV segment with cost-effective maintenance. The company recently refreshed Kiger's variant portfolio with enhanced value proposition and class-leading safety features. Powered by a world-class **turbocharged 1.0L petrol engine**, Kiger not only offers better performance and a sporty drive, but also boasts best in-segment fuel efficiency of **20.62 KM/L**. Renault Kiger has also been awarded with a **4-star safety rating** for adult occupants and a **2-star safety rating** for child occupants by Global NCAP, the foremost global car assessment programme.

**Renault Triber** has been valued for the proposition that it offers in terms of outstanding quality, modularity, and attractive design with superior value packaging. Renault Triber offers the best level seating space in all rows that can comfortably accommodate one to seven adults in less than 4 meters. It also offers one of the largest boot space of 625L in its category. Renault Triber is built with



top level safety features and boasts a **4-star safety rating** for adult occupants and a **3-star safety rating** for child occupants by Global NCAP.

Launched in 2015, **Renault Kwid** is a breakthrough product in terms of design, innovation, and modernity. Led by its contemporary SUV-inspired design language, offering best-in-class features and an economical cost of ownership, Renault Kwid has redefined the entry segment in India. Renault Kwid is compliant with all the current safety requirements for the Indian market and goes beyond to protect both passengers and pedestrians with the **Human First Program**. It includes **best-in-class safety package**, comprising electronic stability program, traction control system, tyre pressure monitoring system, dual front airbags, ABS with EBD, seat belt reminder, speed alert, speed-sensing door lock & seat belt load limiter with pretensioner on driver side as standard in the range.

## **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 4,80,000 units per annum. Renault India also has a widespread presence of close to 500 sales and 530 service touchpoints, including 250+ 'Workshop on Wheels' locations across the country, offering benchmark sales and service quality.