



RENAULT INDIA LAUNCHES LIFE ON DEMAND CAMPAIGN FOR TRIBER

The campaign beautifully illustrates the design and modularity of TRIBER

The campaign includes a TVC featuring actor Amit Sadh which will be aired across platforms

New Delhi, May 1, 2023: Renault, the number one European brand in India, unveiled its new campaign christened **#LifeOnDemand** for TRIBER. The campaign showcases TRIBER's unmatched modularity, incredible versatility and boasting infinite space with the ability to seat up to 7 people and offering over 100 seat configurations and storage options. The campaign which includes a TVC featuring **Indian Actor Amit Sadh** was launched recently and will be aired across national and regional GEC channels and digital channels including popular OTT and social media platforms. The 45 seconds film is all about movement, life, and people.

Renault TRIBER has been greatly valued by the customers for the proposition that it offers in terms of outstanding quality, modularity, and attractive design with superior value packaging. The new campaign is all about showcasing TRIBER's unmatched modularity and the 100+ configurations that it offers. From seat configurations to storage solutions, the campaign showcases the incredible versatility and adaptability of Renault TRIBER.

Mr. Sudhir Malhotra, Vice President, Sales and Marketing at Renault India said, "We are thrilled to announce our new Life On Demand campaign that has been launched to showcase the unique best-in class features and flexibility of TRIBER. The overarching objective of the campaign is to highlight the incredible versatility that Renault TRIBER offers to consumers. Through this campaign, we not only aim to showcase the car's adaptability but also our commitment towards always elevating our brand to a premium level."

Life On Demand campaign not just builds product awareness but also strikes an emotional chord by creating an exciting and remarkable narrative that resonates with consumer's aspirations. It brilliantly showcases that families and friends can easily customize the interior of the TRIBER to fit their unique needs, enjoy a stress-free adventure and make unforgettable memories with their loved ones.

The campaign includes a series of visuals that illustrate the design and modularity of Renault TRIBER. Shot in an architectural and uncluttered set, the images perfectly capture TRIBER's modern aesthetic and showcase its versatility.

Renault TRIBER is an attractively designed vehicle which achieves the unique feat of accommodating one to seven adults in comfort in less than 4 meters. Renault TRIBER has been greatly valued by the customers for the value proposition that it offers in terms of its outstanding quality, modularity, attractive design & modern features with superior value packaging. Awarded with the **4-Star Safety Rating** for Adult occupant safety and 3-star Child occupant safety from **Global NCAP**, the Renault TRIBER is the safest seven-seater car in mass segment in India. The safety features on board the TRIBER includes Electronic Stability Program (ESP), Hill Start Assist (HSA), Traction Control System (TCS), Tyre Pressure Monitoring System (TPMS) as part of the **Human First Program**. The Human First Program demonstrates Renault's commitment to enhancing safety for drivers, passengers, and other road users all around the world.



[Click on this link to view the full video](#)

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. Renault India also has a widespread presence of close to 500 sales and 530 service touchpoints, which include 250+ Workshop on Wheels locations across the country, with benchmark sales and service quality.