



RENAULT LAUNCHES "RENAULT EXPERIENCE DAYS" IN MAHARASHTRA

- The campaign promises an immersive Renault vehicle sales and services experience right in the neighborhoods at 31 locations across Maharashtra
- Renault Experience Days will also provide on spot test drive, booking and finance options for all locations to make it one stop solution for the customer

Mumbai, 18th August 2023: – Renault India Private Limited (RIPL), the Number one European car brand in India, is proud to announce the launch of its groundbreaking campaign, "Renault Experience Days" across Maharashtra. This innovative and immersive initiative promises to redefine the way Indians experience and engage with the brand.

As part of this unprecedented initiative, Renault introduces the "Showroom on Wheels" Across 26 states, 3 UT's and 625 locations in India. As a part of this campaign it will cover 31 locations in Maharashtra, this campaign symbolizes a remarkable transformation for Renault, showcasing their commitment to innovation and customer-centricity in the state.

The "Renault Experience Days" campaign serves as a testament to Renault's commitment to innovation and customer-centricity. By bringing the showroom experience directly to the customers' doorsteps through the "Showroom on Wheels" and providing convenient and efficient vehicle servicing with the "Workshop on Wheels," Renault aims to create an unparalleled and delightful experience for consumers in Maharashtra. Along with these, Renault Experience Days will also provide the on spot test drive, booking and car finance options, which will make one stop solution for the customers.

Mr. Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations, *shared his excitement about the initiative, stating, " We are thrilled to introduce the 'Renault Experience Days' campaign in the vibrant state of Maharashtra. This initiative marks a significant leap forward in redefining the way our valued customers engage with the brand. Our commitment to innovation and customer-centricity has driven us to bring the showroom and workshop experiences right to our customers' neighborhoods through the 'Showroom on Wheels' and 'Workshop on Wheels' offerings.*

At Renault, we understand the importance of convenience and accessibility for our customers. With the 'Renault Experience Days' campaign, we aim to provide an unparalleled and delightful experience by offering on-the-spot test drives, booking facilities, and even car finance options at all 31 locations across Maharashtra. This comprehensive approach truly makes it a one-stop



solution for our customers' automotive needs. This innovative approach not only emphasizes our commitment to superior customer service but also strengthens our service network in the state."

Renault's exemplary performance in its home country, France, where it currently holds the top position in terms of sales volume, and securing the second spot in Europe, are testaments to the brand's commitment to excellence and constant innovation. The launch of "Renault Experience Days" signifies the next phase in Renault India's growth trajectory, as the company leverages this initiative to make a profound impact in the Indian market.

The "Showroom on Wheels" will serve as a mobile extension of Renault's showrooms, offering potential customers the opportunity to explore and experience the latest Renault vehicles up close. Expert sales personnel will be present onboard to provide detailed information and assist customers in making informed choices.

On the other hand, the "Workshop on Wheels" initiative will ensure hassle-free maintenance and servicing of Renault vehicles at the customers' doorstep. Equipped with cutting-edge tools and operated by highly skilled technicians, these workshops will provide unparalleled convenience and efficiency to Renault owners across the nation.

The Showroom on Wheels will feature interactive displays of Renault's models like the versatile Triber, the Sporty Kiger, and the stylish Kwid, allowing visitors to delve into Renault's latest innovations, safety features, and cutting-edge technology and test drive their favorite models at their convenience. Renault TRIBER is the safest mass segment 7-seater in India and offers outstanding quality, modularity and attractive design with superior value packaging. In addition to all the features of Renault TRIBER offers one of the largest boot space of 625L in its category. It is built with best level safety features and boasts of a 4-Star Safety Rating for Adult occupant safety by Global NCAP.

Renault India has expanded physical network infrastructure to more than 450+ sales and 500+ service touchpoints in India under 'Project Vistaar', which include 230+ Workshop on Wheels locations across the country.

Renault invites everyone in Maharashtra to be a part of this transformative journey, as it endeavors to bring unparalleled experiences to the people of state.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.



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.