



RENAULT INDIA STRENGTHENS ITS RURAL PRESENCE THROUGH 'WORKSHOP ON WHEELS-LITE' INITIATIVE

- A mobile workshop on a two-wheeler equipped with a tool box to undertake minor service, repairs and other related jobs for all Renault vehicles along with provision to carry parts & consumables
- Aims to provide seamless and hassle-free car service solutions to rural customers, further strengthening Renault's strong service network of over 530 touchpoints

New Delhi, December 21, 2021: Following the success of Workshop on Wheels (WOW) initiative launched in 2016 and an endeavour to offer hassle-free car ownership experience to the customers in rural and far flung locations, Renault, which is in its 10th year of operations in India, has introduced the new – '**Workshop on Wheels-Lite**' initiative. The '**Workshop on Wheels-Lite**' is a mobile workshop on a two-wheeler equipped with all the key tools and technologies to undertake minor service, repairs and other related jobs for all Renault vehicles.

Over the last few years Renault has exponentially grown its presence in terms of sales and network expansion witnessing exceptional growth in India, and the increase in volumes has further expanded the customer base leading to a better penetration of Renault brand across the rural and upcountry markets. In order to cater to its rural customers, Renault launched the 'Workshop on Wheels' (WOW) in 2016 to facilitate the servicing of Renault vehicles, even in the remotest areas across the nation. '**Workshop on Wheels**' is also a mobile workshop but built on a four-wheeler that can perform 90% of workshop operations including all maintenance services and repairs.

The '**Workshop on Wheels Lite**' will boost Renault's strong service network of over 530 touchpoints which now includes more than **250 (Workshop On Wheels) and (Workshop on Wheels Lite) locations** across the country.

In the past one year Renault India been aggressively pursuing an innovative and comprehensive strategy to amplify and grow its presence in smaller towns and cities including Rural markets. Renault India launched a special campaign called VISTAAR where the dealership teams recruited and trained more than 630 specialised sales consultants called Resident Dealer Sales Executives to reach out to the customers in the rural markets. Renault has also recently partnered with CSC Grameen eStore, a subsidiary of CSC eGovernance Services India Limited (CSC-SPV). As part of this, Renault India's leading product range is listed on the CSC Grameen eStore and made available to the potential customers in hinterlands through aspirational Village Level Entrepreneurs (VLEs).

Driven by innovation, 'Rural Float' is yet another significant step to move closer to the customers in the remote areas and provide a Renault vehicle ownership experience. With 'Rural Float', Renault has



been able to showcase the newly launched sub-four meter compact SUV, Renault KIGER to its potential customers in rural markets, engaging more than 23,000 customers in 233 towns across 13 states and facilitating 2700 test drives.

Together with its product portfolio expansion strategy to drive volumes in India, Renault is substantially increasing its network reach in India and introducing several unique and pioneering initiatives to ensure that customers' have an unparalleled association with the Renault brand.

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 more than 525 sales and 530 service touchpoints, which includes 250+ Workshop On Wheels and WOWLite locations 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.

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