

RENAULT INDIA INITIATES NATION-WIDE ROAD SAFETY CAMPAIGN

New Delhi, January 09, 2017: Renault India, one of the fastest growing automobile brands in India is celebrating the '**National Road Safety Week**' in association with Society of Indian Automobile Manufacturers-Society of Automotive Fitness and Environment (SIAM-SAFE) and the Ministry of Road Transport and Highways (MoRTH). In keeping with the theme, '**pedestrian safety**', Renault India will have road safety awareness campaigns from 9th – 15th January 2017 across all Renault India dealerships across the country.

The campaign will delve upon the need and essence of road safety rules, including traffic lights, speed limits, pedestrian rules, wearing seat belts while driving the car etc. for civilians. Other activities include drivers' education program and increasing road safety awareness among school children through various training workshops and modules.

During this week long initiative, Renault India's network of dealerships across the country will interact with customers to promote awareness on road safety, creating awareness about causes of road accidents and measures to prevent them. There are various activities planned keeping in mind school and college students, drivers, road commuters and consumers. These activities include display of safety banners, road signage and pamphlets related to road safety, playing safety films at the customer lounge in dealerships and organizing rally to encourage people to obey road safety rules.

Safety is an integral part of mobility and Renault is committed to improving road safety. All Renault cars are equipped with solutions to protect drivers, passengers, pedestrians and other motorists. World over, Renault plays an active role with public authorities, organizations and the world of education in improving road safety.

Customers visiting Renault India dealerships during the 'Road Safety Week' can also avail some exciting offers on the Braking Parts & safety Accessories along with attractive offers on tyre purchase.

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 270 sales and 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, including 31 accolades for DUSTER as well as awards for PULSE and SCALA, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 29 awards, including 9 'Car of the Year' Awards.

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