



RENAULT INDIA CELEBRATES 10 GLORIOUS YEARS IN INDIA WITH OVER 7 LAKH DELIGHTED CUSTOMERS

- Marks the special occasion with the launch of a **new RXT (O) variant of its Sporty Smart and Stunning Renault KIGER**
- Announces '**Freedom Carnival**' from **August 6th to 15th** across India along with special offers to kick-start the festivities during the upcoming festivals of Onam in Kerala and Ganesh Chaturthi in Maharashtra, Goa & Gujarat

New Delhi, August 05, 2021: Renault India today started the tenth anniversary celebrations of its operations in India. The occasion marked the launch of a new RXT (O) variant of the newly launched Renault KIGER along with several attractive schemes & promotions for all the existing and potential customers in the month of August 2021.

The Renault KIGER RXT(O) will be available in 1.0L Energy Engine in both MT and AMT transmissions. The RXT(O) variant will get some of the customer favorite premium features from the RXZ variant such as the **Tri-octa LED Pure Vision Headlamps** and **40.64 cm Diamond Cut Alloy Wheels** at a more affordable price point. The iconic three-LED front look of the new KIGER RXT(O), coupled with 40.64 cm Diamond cut alloy wheels and striking **Radiant Red Dual Tone** color further accentuates the Stunning design of the car. To ensure good air quality inside the cabin, RXT(O) will also feature **PM2.5 Advanced Atmospheric Filter**. Enhancing the overall Smart Cabin experience, the **Wireless Smartphone Replication function** has been extended to the RXT(O) variant, enabling the passengers to connect their smartphones to the **20.32 cm Display Link Floating Touchscreen**. The bookings of KIGER RXT(O) will commence from **August 6th, 2021**.

As part of the celebrations, Renault has announced the '**Freedom Carnival**' from **August 6th to 15th** across India except Maharashtra, Gujarat, Goa and Kerala. For these States, specific offers with **maximum benefits upto INR 90,000** have been launched to celebrate the festive fervour during the upcoming festivals of **Ganesh Chaturthi** and **Onam**.

Under the '**Freedom Carnival**', Renault is offering additional benefits to the customers booking Renault cars during the 10 day period, that culminates into the Independence day on 15th August. These additional benefits are over and above the attractive offers valid throughout the month. Apart from the announced offers in the form of cash offers and exchange bonus, the company has also announced the **Buy Now, Pay in 2022** scheme on the purchase of Kwid, Triber and Kiger, wherein the buyers can opt for a new Renault vehicle now and start paying EMIs after 6 months.

Renault has been focusing on key segments including the rural and corporate and there are additional offers for corporate and rural customers too.



Renault is also among the first manufacturers in India to launch a vehicle scrappage program called ReLIVE. This program presents an opportunity to customers looking forward to exchanging their End of Life vehicles with new Renault cars and provides the best scrappage value courtesy the additional scrappage benefits being offered by the company.

In a decade of its presence in India, Renault has made significant progress which includes a state of the art manufacturing facility, a world-class technology centre, logistics and design centre in India. This strong foundation backed by its unique product strategy and pioneering customer satisfaction initiatives have been instrumental in Renault achieving this milestone, with more than 7,00,000 customers driving Renault cars in India. As a mark of gratitude to its customers, the company has also announced loyalty benefits for existing customers.

Together with a strong product strategy, Renault has been continuously undertaking strategic measures across all key business dimensions, ranging from product, network expansion and pioneering customer oriented activities to offer a seamless brand ownership experience to its customers.

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 500 sales and service touchpoints, which include 200+ Workshop On Wheels 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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