

## RENAULT INDIA LAUNCHES KWID *LIVE FOR MORE RELOADED* 2018 EDITION

With new styling enhancements and Reverse Parking Sensor, the Attractive, Innovative and Affordable RENAULT KWID becomes a highly desirable package

- **KWID *LIVE FOR MORE RELOADED*** 2018 Edition is astutely designed with smart exterior decals and sporty elements, enhancing its stylish personality
- **KWID *LIVE FOR MORE RELOADED*** 2018 Edition will be offered in 0.8L S Ce and 1.0L S Ce powertrains in both manual (MT) and Easy-R automated (AMT) transmissions at existing prices, starting at INR 2.67 lakhs

**New Delhi, January 05, 2018:** Renault, one of the fastest growing automotive brands in India, launched the **Renault KWID *LIVE FOR MORE RELOADED*** 2018 Edition today, to kick-start the new year. Staying true to its commitment to keep building on the success of KWID with breakthrough product innovations, the ***LIVE FOR MORE RELOADED*** 2018 Edition is adorned with **10 new** enhancements that not only accentuates the lifestyle quotient through **exterior styling** of the KWID but also makes it technologically better equipped with the addition of **Reverse Parking Sensors**.



The **Renault KWID *LIVE FOR MORE RELOADED*** 2018 Edition will be available in 0.8L and 1.0L S Ce (Smart Control efficiency) powertrains with manual (MT) and automated transmissions (AMT) at existing prices, starting at INR 2.67 lakhs.

The **Renault KWID *LIVE FOR MORE RELOADED*** 2018 Edition will offer segment-leading length, power to weight ratio, boot space, ground clearance and cutting-edge technology. Led by its SUV inspired design, it comprises of several first-in-segment features including the 7-inch touchscreen MediaNAV system, digital Instrument cluster, one-touch lane change indicator and radio speed dependent volume control. Also for the first time, the **KWID *LIVE FOR MORE RELOADED*** 2018 Edition is equipped with the **Reverse Parking Sensor** system, an important safety and convenience feature.

### **RENAULT KWID *LIVE FOR MORE RELOADED* 2018 EDITION: SMART AND DYNAMIC STYLING**

Adorning smart new exterior design elements, there are dual-tone Speedster Graphics running across the hood, roof and sides of the car that expresses the vehicle's sportier stance. It features special styling and a colour combination consisting of Black, Dark Grey with Lime accents for light body colour and Black, Silver with Lime accents for Dark Body Colour for a trendy exterior. The steel silver -accentuated front grille inserts and the wheel covers get a dash of electric lime accents as well. Offering a sleek profile, it features dual-tone arching roof bars and lime streak ORVMs giving it a glamorous look. **Live For More** insignia on the door, distinctively indicates

the exclusivity of the Edition. Apart from the Speedster, there is also an option to choose from the popular **Sportz** and **Rallycross** graphics.

Complementing the dynamic and sporty exterior, the interior of the **KWID LIVE FOR MORE RELOADED** 2018 Edition is in perfect semblance. The digital instrument cluster and piano black centre fascia with chrome surround that houses the Touchscreen MediaNAV pleasantly creates a contemporary and high-quality feel that exudes style and practicality.

**Best-in-class features** include its boot capacity of 300 litres, ergo-smart cabin, multiple storage spaces, upper segment body dimensions, interior space, service parts maintenance cost, ride & handling and several personalization options.

## **RENAULT KWID LIVE FOR MORE RELOADED 2018 EDITION: AN EXTREMELY DESIRABLE PACKAGE**

The **Renault KWID LIVE FOR MORE RELOADED** 2018 Edition will add greater diversity to the KWID range, taking forward the positioning of KWID as a car that enables customers' to 'Live For More'. The 1.0 litre Smart Control Efficiency engine (SCe) which powers the 1.0L SCe range is optimally designed for better performance. The 4 valves per cylinder of the Double Over Head Camshaft (DOHC) layout ensures low pressure drop and super-efficient valve lift for a higher air filling; thus allowing the engine to make usable power at low end, mid-range and high-end rev bands. This high technology engine offers excellent drivability, be it slick city streets or on the highway. The Easy-R Gear Box is a 5-speed Automated Manual Transmission (AMT) technology derived from Renault's rich and successful expertise in Formula 1. It will enable a clutch free driving experience that combines the fuel economy and performance of a manual transmission with the convenience of automated gear shifting. The Innovative Shift Control Dial with three modes **Reverse – Neutral – Drive** has been smartly designed for ease of use. An advanced control unit automatically optimizes gear shifting in accordance with driving conditions for smooth and regular acceleration to offer a comfortable and stress-free driving experience. The 0.8 litre SCe range is powered by a 54bhp, 799cc, three-cylinder engine, paired to a five-speed manual transmission.

KWID stands testament to Renault's focus on getting the fundamentals right, in terms of product, design, features, technology, launch timing, value and strategy. With the KWID range comprising of the 0.8L, 1.0L MT, 1.0L AMT and CLIMBER, Renault has made its intent clear of keeping pace with global innovations and at the same time launching products to suit the local needs with a strong product lifecycle plan.

Available in five exciting body colour options – **Fiery Red, Ice Cool White, Moonlight Silver, Outback Bronze and Planet Grey**, bookings for the **KWID LIVE FOR MORE RELOADED** 2018 Edition have commenced across all Renault dealerships in India and will be available for a limited period. Bookings can be made either at the dealerships or through the KWID App, which could be easily downloaded from the Google Playstore or Apple Store.

## **RENAULT KWID LIVE FOR MORE RELOADED 2018 EDITION– NEW AND SMART STYLING ELEMENTS**

# Press Release



Steel Silver grille inserts



Dual tone arching roof bars



Reverse Parking Sensors



Electric Lime wheel cover highlights



Electric Lime Streak on ORVM

## RENAULT KWID LIVE FOR MORE RELOADED 2018 EDITION: EX-SHOWROOM PRICES

Variants	Prices: Ex- Showroom Delhi Starting at
KWID 0.8L SCe	INR. 266700
KWID 1.0L SCe MT	INR. 357900
KWID 1.0L SCe AMT	INR. 387900

## RENAULT KWID LIVE FOR MORE RELOADED 2018 EDITION: SPECIFICATIONS

KWID Live For More Reloaded 2018 Edition	0.8L SCe	1.0 SCe and AMT
Length	3679mm	
Width	1579mm	
Height	1478 mm	
Wheelbase	2422mm	
Engine capacity	799cc	999 cc
Configuration	3 cylinders, DOHC 4 valves per cylinder	
Power	54 bhp@ 5,678 RPM;	68 PS @5500 RPM
Torque	72 Nm@ 4386 RPM;	91Nm @ 4250 RPM
Tyre size	155/80 R13	
Front suspension	Mac Pherson Strut with lower traversing link	
Rear suspension	Twist beam suspension with coil spring	
Boot volume	300 litres / 1115 litres when rear seats folded	
Fuel tank volume	28 litres	

### **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 320 sales and 269 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, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 32 awards, including 10 'Car of the Year' Awards.

# Press Release



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