

Renault India organizes the ‘DUSTER Experiential Drive’ in Dehradun

An initiative to experience the off-roading capabilities of the DUSTER AWD

Dehradun, April 23, 2017: Renault India, one of the fastest growing automotive brands in India, today organised an enthralling and fascinating ‘**DUSTER Experiential Drive**’ in Dehradun – a Doon Valley on the foothills of the Himalayas. The rugged off-roading drive in the DUSTER AWD, zipping through the forests of Dehradun at a stretch covering more than 20 Kms provided the participants with an unforgettable experience of impeccable sceneries and memories to cherish for long.

This experiential drive event which kicked-off from The Solitaire Hotel for the existing customers along with the motoring enthusiasts, enabled them to personally experience the off-roading capabilities of the DUSTER AWD. The drive was conducted under trained supervision on a specially curated track in a safe and controlled environment. It also enabled the customers understand the handling of critical road situations. Aimed to deliver the participants a unique and experiential drive experience through various tough conditions, the event showcased the power, agility, unparalleled safety features and engineering technology of the iconic SUV, DUSTER AWD.

With superior comfort, high driving position and 210 mm of ground clearance, the DUSTER AWD is the most capable, rugged and the perfect vehicle to enjoy an off-roading experience. The Renault DUSTER AWD delivers the comfort and sophistication of a sedan along with the robust ruggedness, performance and agility of an SUV. It is powered by an extremely reliable and efficient K9K 1.5L engine, delivering a combination of high performance and an excellent fuel efficiency. The vehicle is equipped with the all-wheel independent multilink suspension for better ride and comfort, regardless of the terrain. Electronic Torque Control (ETC) ensures intelligent torque distribution to all wheels for high speed high torque balance.

Renault has always designed practical equipment that both enhances driving pleasure and guarantees the safety of all its vehicles’ occupants. The car comes with state-of-the-art safety features starting with the monocoque body, ABS with EBD and brake assist and dual front airbags. Other features include Electronic Stability programme (ESP), Antiskid resistance (ASR) and the Hill Start Assist, which helps to start the car easily on a slope and other challenging conditions, significantly reducing the risk of a stalled engine.

Renault created an all new segment in the Indian automotive industry with DUSTER, which has continued to dominate the Indian roads since its launch in July 2012. It is also one of the best-selling SUV’s world-wide being marketed in over 100 countries and manufactured in 5 countries.

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 230 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 SCAKA, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 32 awards, which include 10 ‘Car of the Year’ Awards.

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