

Renault strengthens its position in Gujarat with the launch of RENAULT selection in Ahmedabad

- RENAULT selection is a valuable platform for customers interested in buying, selling and exchanging certified pre-owned cars of all brands
- Also inaugurates 6 new showrooms in Gujarat in order to cater to the customers in rural and upcountry markets.

Renault India, one of the fastest growing automotive brands in India, announced the launch of RENAULT selection, its pre-owned car business in Ahmedabad today with the inauguration of its state-of-the-art facility – RENAULT selection, Ahmedabad. RENAULT selection is the pre-owned car brand of Renault India which provides a transparent and reliable platform for customers interested in buying, selling and exchanging certified pre-owned cars of all brands with optimum deals on finance, insurance, warranty and Road Side Assistance (RSA). Through this business vertical, Renault will also cater to customers wanting to sell multi-brand used cars in exchange for a brand new Renault car.

Renault India has made the announcement today, with its partner Parklane Auto at its facility located on S G highway in the city. The state- of-the-art multi-brand pre-owned car outlet is spread over an area of 2,800 square feet, which facilitates sale, purchase and exchange of both Renault and non-Renault branded vehicles. Renault forayed into the pre-owned car business earlier this year in May with the launch of RENAULT selection facility in Bangalore.

Speaking on the launch of the RENAULT selection in Ahmedabad, **Mr. Rafael Treguer, Vice-President, Sales & Marketing, Renault India**, said “Having set in motion a progressive strategy in India, Renault is entering new businesses in the automotive space, to best serve the Indian customer. The pre-owned car market in India has steadily gained momentum over the past decade, spurred by new model launches, quicker upgradation cycles by customers and rising income levels. Through RENAULT selection, we will address the needs of the customers looking for a trustworthy platform to sell cars, exchange or buy a new Renault vehicle with complete peace of mind. It will not only offer our customers the best quality of multi-brand pre-owned cars, but also Renault’s segment defining products. Given this, we are confident that RENAULT selection will play an important role in building the Renault brand in India and in the coming months, we will launch it in all significant markets.”

RENAULT selection Parklane offers a world - class showroom designed to provide a superior buying experience. On display will be a wide choice of certified pre-owned cars both Renault’s range and multi-brand cars. Each certified car is put through 199 quality checks, which authenticates the vehicle condition along with accompanying documents, to offer customers complete peace of mind. All the certified vehicles get covered with warranty of up to 1 Year or 20,000 KM with cashless warranty claims available at over 1,000 authorised workshops in India. The warranty comes with 24X7 Road Side Assistance (RSA) for the same period. It will also serve existing Renault customers wanting to buy a new Renault car, to exchange/upgrade his vehicle under one-roof.

Press Release



Currently, RENAULT Selection facilities are present in 10 major markets including Ahmedabad - Bangalore, Jaipur, Nagpur, Chandigarh, Tirunelveli, Surat, Vijayawada, Kanpur, Thanjavur and it will continue to expand to other major markets by 2017.

With the success of Kwid, Renault has witnessed exceptional growth in India and the increase in volumes have 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 customers in these markets, Renault India has opened new showrooms in 6 locations in Gujarat at Bavla, Modassa, Patan, Kalol, Viramgam and Himatnagar. These showrooms are designed according to the RENAULTSTORE concept to serve better to the customers, understanding their needs and preferences. Aftersales services are available through Renault's comprehensive doorstep facility, Workshop on Wheels.

Over the last one year, Renault has grown from strength to strength and have taken rapid strides in the Indian automotive industry. Renault continues to aggressively ramp up its service network offering the best products and experience to its customers and build on its product offensive strategy to drive volumes in India. Continuing its flourishing journey, Renault plans to introduce several new innovations in products and value-added services for the diversified Indian customers that make our customers lives easier.

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 250 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 recently launched Renault KWID has already bagged 25 awards, which include 9 Car of the Year Awards.

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