

## Renault India launches the new Renault KWID 1.0L SCe in Kerala

- Launched at an introductory price of Rs. 398,348 (ex-Kerala)
- Renault's brand ambassador in South Superstar Dulquer Salmaan makes Onam a memorable experience for Renault customers

**Kochi, September 25:** Renault India, one of the fastest growing automotive brands in India, launched the brand new KWID 1.0L SCe in Kerala today. The KWID 1.0L which comes with a power-packed Super Control Efficiency engine (SCe) will offer a more powerful option to customers looking to purchase cars in the compact hatchback segment. KWID 1.0L SCe is launched at an affordable introductory price of Rs. 398,348.

Celebrating the launch, Renault India had also created a once in a life time opportunity for the Renault car owners to meet with south superstar **Dulquer Salmaan**. The opportunity was culmination of a month long mega-carnival that Renault had initiated on the auspicious occasion of Onam. As part of the unique carnival, customers who booked the Renault KWID (both 0.8L and the newly launched 1.0L SCe) before Onam were assured delivery on the festive day of Onam. More than 3500 bookings have been received by Renault during the carnival and 400 KWID cars were delivered on the festive day.

What's more exciting was almost 55 lucky customers along with their families got a chance to meet **Dulquer Salmaan**. Customers who had booked the KWID cars during the festive period and were selected via lucky draw that was held across all 11 Renault dealerships in Kerala.



Known for its ingenious products and service excellence, this is yet another one of its kind customer-oriented initiative by Renault India.

Speaking on the unique campaign for the launch of the new KWID 1.0L SCe, **Mr. Rafael Treguer, Vice-President, Sales and Marketing, Renault India** said, "Kerala continues to be an important market for Renault. On the auspicious occasion of Onam, we are delighted to be a part of the celebrations with our customers. With more than 3500 bookings during this festive period in Kerala, Renault KWID has revolutionised the compact hatchback segment in India. At Renault, we are committed to continuous innovation and we are happy to launch the Renault KWID 1.0L SCe in Kerala today. We would also like to thank Dulquer Salmaan for supporting us and adding more excitement, making this a truly memorable event".

Renault KWID has generated unprecedented success in its category and has won the hearts of customers' and automotive experts alike. Renault is committed to continuous innovation. With the launch of KWID 1.0L SCe, Renault looks forward to welcoming more customers into the Renault family as it endeavors to aggressively build its presence in India

Speaking on the mega campaign especially curated for the launch of the new KWID 1.0L SCe, **Dulquer Salmaan** said, "It is indeed a privilege and a matter of pride for me to be associated

with an automobile brand with over 118 years of legacy. A brand that has been a hallmark of master craftsmanship of world-class vehicles. I am extremely excited to be a part of this mega campaign to launch the new KWID 1.0 L SCe with powerful driving dynamics to **Live for more excitement and vivacity.**”

Redefining the conventional notions of the 1 litre segment in India, the KWID 1.0L SCe sets new benchmarks in length, power to weight ratio, boot space, ground clearance and technology. The KWID 1.0L SCe has been built solid and crafted carefully, taking the feature rich KWID to all new heights of excellence and vivacity.

KWID 1.0L SCe will add greater diversity to the range, taking forward the positioning of KWID as a car that enables customers’ to **‘Live For More’** excitement. The brand new 1.0L SCe engine is optimally designed to provide with the best-in-class performance and. 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.

This racier avatar also comes with Pro-Sense seat belts, 1.0L SCe Designer Decals and two-tone gloss grey ORVMs, new Speed –Sport designer graphics on the doors, enhancing its style quotient and attitude.

## UNCOMPROMISING SAFETY

Safety is of paramount importance for Renault and all its products meet and exceed the requisite safety standards set by the Indian regulatory authorities. Apart from several active and passive safety equipment, Renault KWID already comes with the option of the driver airbag. Taking safety to the next level, the KWID 1.0L SCe offers first-in-class pro-sense seat belt pretensioners with load limiters, an important safety feature that is usually offered in upper segment cars.

## RENAULT KWID 1.0L SCe VARIANTS & PRICING

**Renault KWID 1.0L SCe will be available in the following variants:**

<b>RXT 1.0 RXT</b>	INR 398348 (ex-Kerala)
<b>RXT 1.0 RXT (O)</b>	INR 411348 (ex-Kerala)

## RENAULT KWID 1.0L SCe SPECIFICATIONS

RENAULT KWID 1.0L SCe	
Length	3679mm
Width	1579mm
Height	1478mm
Wheelbase	2422mm
Engine capacity	1.0 litre
Configuration	3 cylinders, DOHC 4 valves per cylinder
Power	68 PS @5500 RPM
Torque	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

## RENAULT KWID 1.0L S*Ce*: BUILT WITH ATTRACTIVE, INNOVATIVE AND AFFORDABLE

### ATTRACTIVE:

**Unique SUV Design:** The first car that stands ahead of its time with a unique SUV design, enhanced by the best-in-class ground clearance, an upright bold and structured front grille. The car has a powerful and significant road presence, with dual tone bumpers and other distinctive design elements, including the new “C” shaped Renault lighting signature.

**Big Car Styling:** Boasts of an ensemble of the best features that embellish its style statement – these include best-in-class exterior dimensions for a big car feel and incredible interior space, class leading wheelbase of 2422 mm. It has the best-in-class boot space of 300 litres, extendable to 1115 litres, which offers superb flexibility & convenience.

### INNOVATIVE:

**Segment Leader in Features:** Comes with a 7 inch touchscreen Media Nav system, digital instrument cluster, remote keyless entry with central locking, one-touch lane change indicator, and front fog lamps for additional illumination and visual appeal.

**Benchmark Ride & Handling:** Offers high levels of comfort and control in all driving conditions, thanks to a finely tuned suspension set-up:

Front: Mac Pherson strut with Lower Transverse link

Rear: Twist beam suspension with coil spring

Best-in-Class Ride Quality - like Duster

### Ergonomics – Design Evolution:

Ingenuous comfort & convenience through best-in-class high seating position, more shoulder and elbow room, class leading rear knee room, and premium contoured seats

### Technological Evolution:

Bluetooth Connectivity – Hands-free phone & audio streaming

Satellite Navigation – 2D/3D view with one year free map update

iPhone and iPod™ operations – Charging through USB, Audio content display and navigation of iPod™ through MediaNAV

USB, AUX-IN, SDVC – Audio playback through flash drive & phone and Speed Dependent Volume Control

The digital instrument cluster features an onboard digital trip computer that highlights gear shift indicator, distance to empty average fuel consumption etc.

Driver aid Equipment – One touch lane change indicator, intermittent windscreen wiper with tear drop wipe

### AFFORDABLE:

Renault went a step further with the launch of a product in the small car segment that is attractive and innovative, yet affordable. Renault has made efforts to take the localisation level to 98%, which will positively influence the overall cost of ownership.

Thanks to aggressive localization and optimization, the car offers best-in-class maintenance part costs, which positively impacts the overall cost of ownership. Renault will offer a 50,000 km/2 years warranty policy, extendable up to 80,000 km/4 years. Renault will also offer complementary Road Side Assistance for 2 years.

## **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 224 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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