

## Renault India launches new RXL variant of KWID 1.0L in both manual and AMT options; Now starts at INR. 3.54 Lakhs

**Takes forward the Attractive, Innovative and Affordable positioning of India's favourite compact hatchback**

- New KWID RXL 1.0L SCe variant in manual transmission will start at an introductory price of INR. 3.54 Lakh (ex-Delhi) - Attractively priced at INR 22,000 more than the 0.8 litre version
- New KWID RXL 1.0 L AMT variant will start at an introductory price of INR. 3.84 Lakh (ex-Delhi) - Attractively priced at INR 30,000 more than the 1 MT litre version
- Will offer segment leading length, power to weight ratio, boot space, ground clearance and cutting edge technology
- **KWID: First-in-segment features:** SUV inspired design, 7-inch touchscreen MediaNAV system, digital Instrument cluster, one-touch lane change indicator, radio speed dependent volume control, pro-sense seat belt pretensioners with load limiters
- **KWID: Best-in-class features:** Boot capacity of 300 litres, Ergo-smart cabin, multiple storage spaces, upper segment body dimensions, interior space, service parts maintenance cost, ride & handling, personalization options

**New Delhi, Feb 23, 2017:** Renault India, one of the fastest growing automotive brands in India, today announced the introduction of a new KWID RXL 1.0L SCe (Smart Control efficiency) variant, which will be offered in both manual transmission and Automated Manual Transmission (AMT). The new RXL variant is in line with Renault's strategy of keeping KWID contemporary with innovations that are tailor-made to match changing customer trends.

Commenting on the launch of the new Renault KWID RXL 1.0L SCe variants, **Mr. Sumit Sawhney, Country CEO and Managing Director, Renault India Operations**, said "KWID has proved to be one of the most successful vehicle launches in the Indian automotive industry and it continues to set new benchmarks in the compact hatchback segment. Having seen a highly favourable response to the powerful - KWID RXT and RXT (O) 1.0L SCe and convenient – KWID RXT (O) AMT, we believe there is a lot of potential in the market for derivatives of these versions. With the introduction of Renault KWID RXL 1.0 SCe, we aim to make our 1.0L offering more accessible to customers, especially across tier II-IV markets, as we focus on consolidating our presence in India."

Since its launch, KWID has stood out as an Attractive, Innovative and Affordable car, becoming a key volume driver for Renault India. KWID is one of the highest selling cars in India and has been instrumental in the growth of the Renault brand across the country. With the objective of making KWID 1.0L even more accessible to a wider customer base across the country, the new KWID RXL 1.0L SCe variant in manual transmission is priced at an introductory price of INR. 22,000 more than the corresponding 0.8 litre version, while the

new KWID RXL AMT variant is priced at an introductory price of INR. 30,000 more than 1.0 litre Manual Transmission version.

KWID Range now caters to the needs of three different customer types, with a scope of options to suit specific lifestyles. The 0.8 litre for the customer who seeks a superior package with the best fuel efficiency. The 1.0 litre MT for the customer who seeks a superior package along with more performance. The 1.0 Litre AMT for the customer who seeks a superior package with more Performance and greater convenience.

## **KWID 1.0L SCe: THE IDEAL COMBINATION OF POWER AND DESIGN**

KWID RXL 1.0L SCe adds greater diversity to the range, taking forward the positioning of KWID as a car that enables customers' to 'Live For More'. The 1.0 litre SCe engine 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.

KWID 1.0L SCe will also feature new Speed –Sport designer graphics on the doors, and two-tone gloss grey ORVMs, enhancing its style quotient.

## **KWID AMT: CONVENIENT & INNOVATIVE EASY- R AMT WITH SHIFT CONTROL DIAL**

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 enables 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 Easy-R gear box can be operated with an innovative shift control dial that is positioned below the infotainment system on the centre console. The car will have an advanced throttle control unit that monitors the throttle input by optimising acceleration and gear shifting. Renault KWID's SUV-inspired design offering a high driving position for greater visibility, state-of- the-art MediaNav multimedia & navigation system and the all new Easy-R Gear Box come together to offer an unmatched easy and stress-free experience in today's congested driving conditions.

KWID AMT is powered by the 1.0 litre SCe engine.

## **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. Additionally, KWID offers first-in-class pro-sense seat belt pre-tensioners with load limiters, an important safety feature that is usually offered in upper segment cars.

## EX-SHOWROOM DELHI PRICES OF RENAULT KWID 1.0L SCe:

Variants	Prices: Ex- Showroom Delhi
KWID RXL 1.0L SCe	INR 3,54,312
KWID RXT 1.0L SCe	INR 3,88,576
KWID RXT 1.0L SCe (O)	INR 4,01,576
KWID RXL AMT	INR 3,84,312
KWID RXT AMT (O)	INR 4,31,576

## RENAULT KWID 1.0L SCe SPECIFICATIONS

KWID RXL 1.0L SCe and KWID RXL AMT	
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

## 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 SCALA, making Renault India one of the most awarded automotive brands in a single year in India. The Renault KWID has already bagged 31 awards, including 10 'Car of the Year' Awards.

### **For Further information, please contact:**

Jatin Aggarwal; Head - Public Affairs and Communication - Renault India Pvt. Ltd.

Mobile: +91 9899629246;

E-mail: [jatin.aggarwal@renault.com](mailto:jatin.aggarwal@renault.com)