

RENAULT INDIA LAUNCHES KWID 02 ANNIVERSARY SPECIAL EDITION

**Celebrates the second anniversary of KWID's journey in India with more than
1.75 Lakh happy customers**

- KWID Special Anniversary Edition showcases its stylish personality with urbane, sophisticated and sporty elements
- New Anniversary editions will be offered in both 0.8L and 1.0L SCe powertrains in manual transmission (MT) at an exciting price of only **INR 342,800** (ex-Delhi) and **INR 364,400** (ex-Delhi) respectively, which is **INR 15,000** more than the existing KWID 0.8L and 1.0L MT variants

New Delhi, Aug 25, 2017: Renault, one of the fastest growing automotive brands in India, launched the **Renault KWID 02 Anniversary Edition** today, to celebrate the second successful anniversary of the Attractive, Innovative and Affordable Renault KWID. The sporty second anniversary edition portrays KWID's unique and urbane elements, which further enhances the lifestyle quotient of the Renault KWID. It will be available in Kwid's two largest-selling colours, red and white.

The Renault KWID 02 Anniversary Edition will be available in both 0.8L and 1.0L powertrains, in the RXL and RXT variants, manual transmissions (MT). The Anniversary Editions of KWID RXL 0.8L SCe and KWID RXT 0.8L SCe will be offered at **INR 342,800** (ex-Delhi) and **INR 376,400** (ex-Delhi) respectively, **only INR 15,000** more than the existing KWID RXL and KWID RXT 0.8L SCe variants. Likewise, Anniversary Editions of KWID RXL 1.0L SCe and KWID RXT 1.0L SCe will be offered at **INR 364,400** (ex-Delhi) and **INR 397,900** (ex-Delhi), **only INR 15,000** more than the existing KWID RXT and KWID RXL 1.0L SCe.

The Renault KWID 02 Anniversary 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.

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 02 ANNIVERSARY EDITION: SPORTY STYLING INSIDE OUT

With chic new exterior design elements, adorned by red with white accents, and white with red accents the Renault KWID 02 Anniversary Edition offers a sleek profile that further expresses the vehicle's sportier side. The new SportLine graphics with 02 Insignia and the Angular 02 Insignia on the hood, distinctively indicates the exclusivity of the 2nd Anniversary Edition. In addition, unique and stylish cosmetic upgrades like the C-Pillar and roof SportLine graphics, two-tone ORVMs, painted SportLine style wheels and front and rear skid plates, instantly boost KWID's exclusive appearance.

Press Release



Complementing the dynamic and sporty exterior, the interior of the KWID Anniversary edition is further enhanced by appealing design elements like the new seat upholstery with contrast 02, ivory contours on the centre fascia and on the AC vents and a dual tone gear knob. Additionally, the new SportLine seat upholstery, floor mats with 02 insignia, and the sporty steering with 02 Insignia culminate to add flair to the vehicle's interior. The vehicle's interior has been embellished consciously with design elements in order to accentuate the vehicle's sporty exterior.

RENAULT KWID 02 ANNIVERSARY EDITION: CELEBRATING KWID'S SUCCESSFUL JOURNEY

The Renault KWID 02 Anniversary 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 0.8 litre SCe range is powered by a 54bhp, 799cc, three-cylinder engine, paired to a five-speed manual transmission.

To celebrate the first anniversary of KWID, Renault embarked on an iconic drive with the KWID from India to France. The vehicle traversed through 13 countries and some of the toughest terrains covering 18,996 kms before reaching Paris, proving its superiority and reliability.

KWID stands testament to Renault's focus on getting the fundamentals right, in terms of product, design, features, technology, launch timing, value and strategy. Renault has a very strong product lifecycle plan for KWID in keeping with evolving customer preferences and will continue to raise the bar in the mini hatchback segment in India. 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 two exciting body colour options – Fiery Red and Ice Cool White, bookings for the Renault KWID 02 Anniversary Edition have commenced across all Renault dealerships in India. 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 02 ANNIVERSARY EDITION – EXTERIOR AND INTERIOR NEW ELEMENTS

EXTERIORS	INTERIORS
New Designer Graphics on Doors with 02 Insignia	New Sportline seat upholstery with 02 Insignia
New Sportline Graphics on C-Pillar and hood	New Side Air Vents with Dark Ivory contours
New Sportline Graphics on Roof	New Sportline two tone Gear Knob
Two tone ORVMs	New Sportline Floor Mats with 02 Insignia
New Sportline Painted Style Wheels	New Sporty steering wheel with 02 Insignia
New Sportline Front & Rear Skid Plate	New Piano Black Center Fascia with Dark Ivory contours

RENAULT KWID 02 ANNIVERSARY EDITION: EX-SHOWROOM DELHI PRICES

Variants	Prices: Ex- Showroom Delhi
KWID RXL 0.8L SCe	INR. 342,800
KWID RXT 0.8L SCe	INR. 376,400
KWID RXL 1.0L SCe	INR. 364,400
KWID RXT 1.0L SCe	INR. 397,900

RENAULT KWID 02 ANNIVERSARY EDITION: SPECIFICATIONS

KWID 02 Anniversary Edition	0.8L SCe	1.0 SCe
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 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, 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.

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