



RENAULT LAUNCHES “RENAULT EXPERIENCE DAYS” IN INDIA

The Initiative will take Renault experience closer to customers with a nation-wide coverage of premium ‘Showroom on Wheels’ and ‘Workshop on Wheels’

- An unprecedented and first-of-its-kind Initiative to take Renault brand experience closer to customers across India
- The campaign promises an immersive Renault vehicle sales and services experience right in the neighborhoods at 625 locations across 26 states
- ‘Workshop on Wheels’, will provide seamless and hassle-free car service solutions to customers, further strengthening the existing Renault’s strong service network of over 530 touchpoints
- Renault Experience Days will also provide on spot test drive, booking and finance options for all locations to make it one stop solution for the customer

New Delhi, 25th July 2023: – Renault India Private Limited (RIPL), the Number one European car brand in India, is proud to announce the launch of its trailblazing campaign, "**Renault Experience Days.**" This innovative and immersive initiative promises to redefine the way Indians experience and engage with the brand.

Renault will be introducing two exceptional initiatives: the "**Showroom on Wheels**" and the "**Workshop on Wheels**," as part of this nationwide campaign, spanning **at 625 locations** spread across **26 states, 3 Union Territories**. This historic campaign marks the first-ever introduction of such an activity in the Indian market and signifies the beginning of a remarkable transformation for Renault in the country.

The "Renault Experience Days" campaign is a testament to Renault's commitment to innovation and customer-centricity. By bringing the showroom experience directly to the customers' doorsteps through the "Showroom on Wheels" and providing convenient and efficient vehicle servicing with the "Workshop on Wheels," Renault aims to create an unparalleled and delightful experience for Indian consumers. Along with these, Renault Experience Days will also provide the on spot test drive, booking and car finance options in all 625 locations, which will make one stop solution for the customers.

Mr.Sudhir Malhotra, Vice President Sales Marketing at Renault India Private Limited (RIPL), shared his excitement about the initiative, stating,, "*We are thrilled to introduce the 'Renault Experience Days' campaign in India, a country that holds immense importance in Renault's strategy. This unique initiative underlines our dedication to crafting customer-centric experiences that exceed expectations. With the 'Showroom on Wheels'*



and 'Workshop on Wheels' initiatives, we aim to break barriers and reach out to customers in every corner of the nation, strengthening our connection with the people of India."

Renault's exemplary performance in its home country, France, where it currently holds the top position in terms of sales volume, and securing the second spot in Europe, are testaments to the brand's commitment to excellence and constant innovation. The launch of "Renault Experience Days" signifies the next phase in Renault India's growth trajectory, as the company leverages this initiative to make a profound impact in the Indian market.

The "Showroom on Wheels" will serve as a mobile extension of Renault's showrooms, offering potential customers the opportunity to explore and experience the latest Renault vehicles up close. Expert sales personnel will be present onboard to provide detailed information and assist customers in making informed choices.

On the other hand, the "Workshop on Wheels" initiative will ensure hassle-free maintenance and servicing of Renault vehicles at the customers' doorstep. Equipped with cutting-edge tools and operated by highly skilled technicians, these workshops will provide unparalleled convenience and efficiency to Renault owners across the nation.

The Showroom on Wheels will feature interactive displays of Renault's models like the versatile Triber, the Sporty Kiger, and the stylish Kwid, allowing visitors to delve into Renault's latest innovations, safety features, and cutting-edge technology and test drive their favorite models at their convenience. Renault TRIBER is the safest mass segment 7-seater in India and offers outstanding quality, modularity and attractive design with superior value packaging. In addition to all the features of Renault TRIBER offers one of the largest boot space of **625L** in its category. It is built with best level safety features and boasts of a **4-Star Safety Rating** for Adult occupant safety by **Global NCAP**.

Renault India invites everyone to be a part of this transformative journey, as it endeavors to bring unparalleled experiences to the Indian automotive landscape.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.

ABOUT RENAULT INDIA

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. Renault India also has a widespread presence of close to 500 sales and 530 service touchpoints, which include 250+ Workshop on Wheels locations across the country, with benchmark sales and service quality.

