



## Renault Strengthens India Strategy with Renaulution India 2024: Plans 5 Launches in 3 Years and Enhances Portfolio with New Variants in 2024 Range

- India is one of the four key focus hubs outside Europe for Renault
- Expands Product Portfolio: Five Product Launches in the Next Three Years
- Strengthen Kiger, Triber, and Kwid models with new 2024 range
  - Introduces 5 new variants across 3 models to expand customer base
  - More than 10 new features with a strong value proposition
  - Launches India's Most Affordable Automatic
- Begins adoption of new brand identity under Renaulution India 2024
- Embraces DISHA- Revolutionary customer experience strategy
- Launches Global preowned car business **renew** in India

**New Delhi, Tuesday 09 January 2024:** – Renault India is delighted to announce a significant advancement in its commitment to the Indian market, under Renaulution India 2024. Under this strategic initiative, the French carmaker plans to launch five products in the next three years. This is in addition to the €3 billion investment that Renault Brand recently announced for the four key international hubs outside Europe, which includes India.

The five product launches include entirely new models and the next generation of Kiger and Triber. Upholding its commitment to the 'Make in India' vision, Renault India maintains a strong local presence, supported by its Chennai production plant, Logistics & Technology center, and Design studio. Renault continues to strengthen its commitment to local manufacturing and innovation.

**Mr. Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations** said- *"Over the next three years, we are set to embark on an exhilarating journey with five product launches, encompassing both entirely new models and the next generation from our current product range. This significant stride forward is not only a testament to our commitment but also marks the introduction of the all-new Renault brand identity to the Indian market. Our primary goal is to deliver exceptional value, create delightful experiences, and evoke a renewed sense of pride among Renault owners."*

To mark the beginning of the Renaulution in India, the French carmaker is making strong additions to its existing product portfolio, with the introduction of the new 2024 range. The new range is equipped with more than **10 new class-leading features**, between the three models. In order to cater diverse and growing customer needs and ensure a wider segment coverage, **5 new variants** have been introduced, **including India's most affordable automatic car** with Easy-R AMT technology. Overall, each variant has been specifically positioned in terms of content and price, making the full range more accessible and attractive to our customers.

### KEY HIGHLIGHTS: RENAULT KWID 2024

The new 2024 Kwid range enhances the design quotient with the introduction of **three new dual-tone exterior body** colours on Kwid Climber, making it a total of five and hence, **most**



**extensive dual-tone range offered in A-Segment.** Enhancements in customer comfort include an 8-inch touchscreen Media NAV system on the RXL(O) variant, making it the **most affordable hatchback with touchscreen mediaNAV in the industry.** Further, to cater to a growing automatic buyer in the market, 2024 Kwid range introduces the **RXL(O) Easy-R AMT** variant positioning it as the **most affordable automatic car available in the Indian market.** Further enhancing the safety, all variants now feature a rear seatbelt reminder. With more than 14 safety features as standard, Kwid comes with **best-in-class safety.** Additionally, the **full range has been positioned to offer more value in terms of price & content on each variant making it more affordable and appealing to customers.**

## KEY HIGHLIGHTS: RENAULT TRIBER 2024

The new 2024 Triber range gets a boost in comfort with the addition of convenience enhancing features like a **driver seat armrest and powerfold outside rear-view mirrors (ORVM).** On board technological advancements include **7-inch TFT instrument cluster and wireless charger,** catering to the modern driver's needs. Triber's design quotient is further enhanced with addition of **new Stealth Black body colour.** Adding to the comfort across different variants, the RXT variant now comes with a **rearview camera and a rear wiper.** The RXL variant takes it a step further with rear AC with dedicated AC control & vents for the 2nd and 3rd rows & LED cabin lamps added across all variants. Additionally, to keep the in-cabin air clean, a PM2.5 air filter is introduced. Further enhancing the safety, all variants now feature a rear seatbelt reminder. With more than **15 safety features as standard** & has been awarded 4 star G-NCAP rating in adult protection. Overall, the Triber 2024 range has been positioned to offer strong value with each variant to our customers & offer customers **India's most affordable automatic 7-seater** available in the market.

## KEY HIGHLIGHTS: RENAULT KIGER 2024

The new 2024 Kiger range gives more premium experience & enhanced comfort to customers. The new luxurious semi-leatherette seats and leatherette steering wheel offers a premium experience. Technological advancements include a **welcome-goodbye sequence with auto fold outside rear-view mirrors (ORVM) and a bezel-less autodim inside rear-view mirror (IRVM).** Sportiness of Kiger gets further enhanced with the **red brake calliper on the TURBO engine.** Catering to evolving demands, 2024 range comes with more equipped content like auto AC, powerfold ORVM introduced from RXT(O) variant, cruise control on RXZ ENERGY variant & LED cabin lamps on all variants. For added safety, all variants now feature a rear seatbelt reminder. With this Kiger maintains safety at its core with more than 15 safety features. Further, the line up gets new RXL variant with Energy Manual & EASY-R AMT powertrains and the RXT(O) variant with the Turbo Manual & X-Tronic CVT powertrain, expanding our range to cater to a broader market segment. Overall, the **Kiger 2024 range has been positioned to offer strong value with each variant to our customers.**

To provide peace of mind to the car buyers, Renault India is offering **2 years standard warranty and 7 years extended warranty across its new 2024 range.**



## NEW 2024 RANGE PRICING

KWID		
2024 Range	MANUAL	EASY-R AMT
RXE	₹ 4,69,500	-
RXL(O)	₹ 4,99,500	₹ 5,44,500
RXT	₹ 5,50,000	₹ 5,95,000
Climber	₹ 5,87,500	₹ 6,32,500

TRIBER		
2024 Range	MANUAL	EASY-R AMT
RXE	₹ 5,99,500	-
RXL	₹ 6,80,000	-
RXT	₹ 7,60,500	₹ 8,12,500
RXZ	₹ 8,22,500	₹ 8,74,500

KIGER				
2024 Range	ENERGY		TURBO	
	MANUAL	EASY-R AMT	MANUAL	X-TRONIC CVT
RXE	₹ 5,99,990	-	-	-
RXL	₹ 6,59,990	₹ 7,09,990	-	-
RXT	₹ 7,49,990	₹ 7,99,990	-	-
RXT(O)	₹ 7,99,990	₹ 8,49,990	₹ 9,29,990	₹ 10,29,990
RXZ	₹ 8,79,990	₹ 9,29,990	₹ 9,99,990	₹ 10,99,990

## PRODUCT SPEC SHEET FOR KIGER, TRIBER and KWID

	KIGER				KWID		TRIBER
	1.0L energy: MT & AMT	1.0L turbo MT	1.0L turbo CVT				
displacement (CC)	999				999		999
number of cylinders	3				3		3
maximum power output (ps @ rpm)	72 @ 6250	100 @ 5000	100 @ 5000		68@5500		72@6,250
maximum torque (Nm @ rpm)	96 @ 3500	160@2800-3600	152 @ 2200-4400		91@4250		96@3,500
overall length (mm)	3991				3731		3990
overall width (mm)	1750				1579		1739
overall height with roof bars (mm)	1605				1490		1643 (w/o roof rails)
ground clearance (mm)	205				184		182
boot space (litres)	405L				279L		84L (7 seater)/ 625L (5 seater)

Renault India 2024 also marks the evolution of the brand and includes a number of customer centric initiatives, as follows: -

### New Brand Evolution



**New Brand Identity:** In sync with the Renault group global direction and reinforcing the commitment for the India market, the new brand identity will be adopted within the network in 2024 and the adoption can be seen across all products starting 2025.

**New Customer Strategy: DISHA:** Renault embraces "Customer Centricity" as the DNA of its brand, introducing the DISHA customer experience strategy. Aimed at driving delightful experiences, DISHA embodies a 360-degree evolution across all customer touchpoints and channels, creating "Moments of Truth" powered by strong digital innovations.

**LeClub highlights:** The Renault Owner's Community, LeClub, boasts a thriving community of 9 Lac+ customers in India. Renault offers amongst the best loyalty and referral programs, which are getting further strengthened with the launch of the Renault LeClub program.

**Closer to Customers:** Renault's commitment to innovation and customer-centricity is exemplified through the use of state of the art **Showroom on Wheels**, that brings the showroom experience directly to customers' doorsteps, offering on-spot test drives, bookings, and car finance options.

#### **Launches RENEW in India**

Renault India unveils "renew," an upgraded and global Used Car Program with refurbished and certified vehicles. Launching nationwide, it offers a seamless trade-in experience. Customer centric services like zero down payment for exchanging existing vehicles, attractive finance options, and a seamless digital experience will be on offer. renew will be a standalone brand offering certified used cars sales and purchase, to both renault and non-renault models. With a focus on quality and transparency, "renew" targets first-time car buyers, reinforcing Renault's commitment to customer satisfaction in both new and pre-owned markets.

#### **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.

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 430+ sales and 490+ service touchpoints, which include 250+ Workshop on Wheels locations across the country, with benchmark sales and service quality.