



Driving Transformation: Renault India Unveils First Dealership Reflecting Global Vision and Excellence

- The New Dealership is based on the global architecture concept for its network – new'R store
- Ambattur (Chennai) Dealership becomes the first dealership globally to adopt the new'R store Concept

New Delhi, February 03, 2025: Renault India, a wholly owned subsidiary of Renault Groupe, took its first step towards transformation in India by inaugurating its Ambattur dealership and revamping it with the new global architectural format for its network – the new'R store. All the Renault dealerships worldwide will adopt this innovative format, with the Ambattur dealership being the first to showcase this international standard, showcasing the company's commitment towards India. In addition, the dealership also hosts Renault's New Visual Identity (NVI), which includes a new logo and a black façade.

New'R store: Revamped to offer a superior buying experience, the format hosts a new theme for the interiors of Renault outlets with a modern outlook. It strategically keeps the vehicle display at the facility's heart, allowing customers to explore the cars from all sides. Additionally, the format enables the facility to offer customers a fresh, contemporary, modern & urban look with signature lighting, premium seating & exceptional service experience. Furthermore, facilities in the new'R store format will host all the essential customer service areas like after-sales reception, customer lounge, and sales advisor offices within the perimeter of the showroom to offer easy accessibility for customers. The new format strengthens Renault's commitment to elevate the brand experience for customers along with product experience.

Speaking on the occasion, **Mr. Venkatram M., Managing Director and Country CEO, Renault India, said,** *"The launch of the Ambattur dealership marks a pivotal moment in Renault's journey in India. The fact that India became the first country to actualize the new'R store format reaffirms Renault's India strategy. India is at the forefront of Renault's global plans, and soon, the country will witness a completely revamped Renault, offering superior customer experience through acclaimed products, redefined sales experience and globally acclaimed aftersales services."*

All the new Renault outlets in India will now be built using the new format alongside gradually revamping its existing dealerships. In addition, Renault is also revamping its dealerships in India as per the New Visual Identity (NVI). According to this, all the dealerships of Renault will now feature the company's new logo in White over a Black façade. In 2025, the company will revamp close to 100 outlets as per the New Visual Identity (NVI) and aims to complete this transformation by 2026.

Enhanced Facility Features:

- **Modern Look:** A fresh, contemporary, modern, and urban look with signature lighting and premium seating.



- **Exceptional Service:** A unique service experience awaits Renault prospects and customers.
- **Optimized Layout:** Service areas, such as the after-sales reception lounge and sales advisor offices, have been moved to the perimeter of the showroom, ensuring essential customer services remain easily accessible while keeping the central space dedicated to vehicle display.
- **Strategic Vision:** The new dealership format is part of Renault's broader strategy, known as Renaulution, which aims to upgrade the Renault brand, evolve the Renault range, and implement a comprehensive network strategy. This initiative reflects Renault's commitment to innovation and excellence in the mobility sector.

Renault's new dealership in Ambattur is a testament to the brand's commitment to providing an elevated customer experience. This milestone marks the beginning of a new era for Renault in India, setting the stage for future growth and success.

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 380+ sales and 450+ service touchpoints, which include 210+ Workshop on Wheels locations across the country, with benchmark sales and service quality.