



Renault Opens First New'r Store of Maharashtra in Mumbai as part of renault. rethink. Brand Transformation Strategy.

Mumbai, May 08, 2025: Continuing its bold journey under the renault. rethink. brand transformation strategy, Renault India proudly announces the opening of its second new'R store in India and the first in Maharashtra, located in the dynamic city of Mumbai.

This launch further demonstrates Renault's commitment to enhancing customer experiences by infusing innovation and modern design into its architecture, reflecting Renault's holistic global vision.

The new'R store is set to deliver Renault's New Visual Identity (NVI), featuring a sleek black façade and an updated logo designed in line with global standards making the urban car dealership more inviting and futuristic.

The new car showroom concept transforms the customer experience by placing vehicles at the center of the space. The redesigned layout offers ample room for cars, allowing visitors to move freely and explore each model from various angles, creating an immersive showcase. This design fosters a cohesive and comfortable environment for customers.

Francisco Hidalgo, Vice President (Sales & Marketing), Renault India Operations, shared, “Renault’s vision for 2025 is built on renault. rethink. a comprehensive strategy aimed at transforming our brand perception in India. Alongside our recent launch of the Design Centre in Chennai—the largest outside France—the opening of our first New Visual Identity (NVI) store in Maharashtra not only expands our footprint but also underscores our growing ambition to offer Indian customers the finest global innovations. We aim to deliver not only world-class products but also an exceptional buying experience that reflects our global commitment to excellence.”

Strategically located in Mumbai's bustling suburb of Kandivali, this new'R store spans approximately 2100 sq. ft. and has been developed in line with Renault’s global store format. With a sleek, urban design, the store features signature lighting, premium seating, and an expansive central vehicle display area that offers a 360-degree product experience. The facility houses three display vehicles, dedicated consultation areas, and a modern customer lounge. Every element of the design has been thoughtfully crafted to enhance customer satisfaction and make the car-buying journey as seamless as possible.

Sanjay Thakker, Chairman and Founder, Group Landmark, commented, “Renault India is undergoing a remarkable transformation, and we are thrilled to be part of this exciting journey. The new'R store in Mumbai represents more than just a physical expansion—it embodies Renault’s renewed vision and its unwavering commitment to delivering a world-class experience to Indian customers. We are proud to contribute to this groundbreaking new retail format that reflects the dynamic spirit of the brand and reaffirms our belief in its bright future in India.”

Key Features of the new'R Store:



- **Modern Aesthetic:** A fresh, contemporary look featuring signature lighting and upscale seating arrangements.
- **Enhanced Customer Journey:** A refined service experience designed for both prospective and existing customers.
- **Optimized Layout:** Service areas such as after-sales reception and sales advisor offices are strategically positioned around the perimeter for better accessibility, with the central space dedicated to vehicle display.
- **Strategic Alignment:** This new dealership format aligns with Renault's renaulution strategy, focusing on brand enhancement, portfolio evolution, and a future-ready retail network.

The launch of the Mumbai new'R store is a bold statement of Renault India's commitment to delivering exceptional customer experiences. To further boost customer confidence, Renault India continues to offer its standard 3-year/100,000 km warranty, along with an extended 7-year/unlimited km warranty program. Alongside the opening of the new store, the company has introduced factory-fitted CNG options to its vehicle lineup. These steps, combined with the ongoing retail transformation, lay a strong foundation for Renault's next phase of growth in India.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulation' 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 350+ sales and 450+ service touchpoints, which include 210+ Workshop on Wheels locations across the country, with benchmark sales and service quality.

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