



RENAULT INDIA LAUNCHES THE ALL-NEW KWID

Introduces new RXL(O) variant in both 1.0L MT & 0.8L options

- Renault KWID has emerged as a true game changer for Renault in India with **4,00,000+ happy customers**
- Becomes more attractive with new **interior & exterior colour harmony** with **sporty white accents** in the Climber edition
- Exciting colour range for the Climber edition – **Metal Mustard & Ice Cool White with Black roof in Dual Tone** and **Moonlight Silver & Zanskar Blue in Monotone**

New Delhi, March 14, 2022: Renault, the number one European brand in India, today launched the all-new KWID with advanced features, at a **starting price of INR 4.49 Lakhs**. Launched in 2015, Renault KWID is a breakthrough product in terms of design, innovation and modernity, while offering value and best-in-class cost of ownership.

Built on the pillars of attractiveness, innovation and affordability, KWID has been a true game-changing product for Renault in India with more than **4,00,000 happy customers**. Staying true to its commitment to keep building on the indomitable success of KWID with breakthrough product innovations, the new KWID Range further strengthens its value proposition and elevates customer's trust in the product and brand.

Available in both **0.8L and 1.0L S Ce powertrains** with **manual and automatic transmission options**, the KWID features a striking new **Interior & Exterior colour harmony** with **sporty white accents** in the Climber range. Accentuating the attractiveness of the car, the KWID Climber range will offer customers an array of new colour options - **Metal Mustard & Ice cool White with Black roof in Dual Tone**, along with **new dual tone flex wheels**. The value proposition of KWID is further enhanced with the introduction of **new RXL(O) variant** on both 0.8L & 1.0L MT powertrains. The new RXL(O) variant includes features to enhance the style and economy quotient.

Renault KWID is compliant with all the current safety requirements for the Indian market and even goes beyond to protect both passengers and pedestrians. It includes **several active and passive safety features** like dual front Airbags, ABS and EBD, Seat Belt Reminder, Overspeed Alert, Reverse Parking Sensors and Driver side Pyro & Pre-tensioner with Load Limiter which are standard across all variants. Elevating the safety quotient of the vehicle, the new range comes equipped with **Seat belt Pyrotech and load limiter as a standard feature**.

Renault KWID has redefined the entry segment in India led by its contemporary **SUV-inspired design language** offering **high ground clearance, best-in-class features** and an **economical cost of ownership**, which is enabled by its 98% localisation levels, which also makes it a strong 'Make in



India' testament. The first-in-class **8inch touchscreen MediaNAV Evolution** takes infotainment to the next level with Android Auto, Apple CarPlay, Video Playback and Voice Recognition – which helps the driver control everything hands-free, fast and easy. The **Silver Streak LED DRLs** create a striking impression and give the car a premium appeal.

Offering enhanced passenger comfort, it features **first-in-class reverse parking camera with guidelines** that helps to park even in the tightest spots along with **Electrically Adjustable ORVM**. In terms of performance, the KWID 0.8L boasts **fuel efficiency of 22.25 KM/L best in 0.8L segment**, as per the ARAI Testing Certification.

Renault KWID has a cost of maintenance as low as just **35 paise/km**. It comes with a comprehensive manufacturer warranty for 2 year / 50,000 km (whichever is earlier) with an extension option upto 5 years and an Easy Care package to take care of maintenance needs. Warranty also comes along with 24X7 Road Side Assistance (RSA) at no extra cost, enabling customers to enjoy an unparalleled brand ownership experience and peace of mind.

Together with its strong product offensive strategy to drive volumes in India, Renault is substantially increasing its network reach in the country to ensure that customers have an unparalleled association with the brand. The company has exponentially grown its network adding more than 150 facilities in the last two years. Today Renault India also has a widespread presence of 530 sales and more than 530 service touchpoints, which includes 250+ Workshop On Wheels (WOW) and WOWLite locations across the country.

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. Renault India also has a widespread presence of more than 530 sales and more than 530 service touchpoints, which includes 250+ Workshop On Wheels locations 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.

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