

## **RENAULT Celebrates the historical heritage of 120 years**

RENAULT, one among the foremost automotive Brand-names in the World celebrates its 120<sup>th</sup> Anniversary with pride, Passion and prestige. The climactic point in the manufacture of the Renault vehicles, was reached through the combined efforts of the three great RENAULT Brothers – Lois, Markel and Fernand. Beginning with their initial product, Voiturette 1CV, they demonstrated the power and the glory of their technology and the alluring finish through an extensive range of models, that include not only Motor Cars, Trucks, Passenger Buses, but also their Formula 1 that has earned a brilliant name in the Racing Track. They have won the opportunity to endow upon the world, the miracle of their unparalleled technical and creative skills over a period spanning more than a Century.

The primary reasons for the Brand RENAULT to command popularity world-wide throughout an epic history of 120 long years, are such unique assets as the compelling finish, durability and the technology that are unique to RENAULT. It is a well-known fact in Sri Lanka too. RENAULT has been upheld as a popular brand name from the earliest days. During the last two years, RENAULT KWID has escalated to the position of being Sri Lanka's most popular Motor Car. In such a context, no other evidence need to be quoted.

AMW – a distinguished Sri Lankan Company, has performed a magnificent role to make RENAULT Brand Name, to echoe and re-echoe in the villages, towns and cities right round Sri Lanka. Speaking about this outstanding achievement, Mr. Chaminda Perera the Director of the RENAULT Brand in Sri Lanka, states: "We were able to make the RENAULT, a popular Brand name within a very short period of time. You are aware that RENAULT is among the foremost brand names in the World .The primary factors that ensured this success are the trust and the understanding between AMW and the RENAULT Principal Organization"

Over and above all this, RENAULT KWID has been able to increase its customer base up to 4500 customers in Sri Lanka within such a small period of time. They were able to achieve this success, because of the undiminished trust and the passion of people towards KWID and the Brand Renault backed up by AMW.