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Renault's crossover range and world debut of the New Captur: designed to explore the world



The Renault Captur, **Europe's best-selling urban crossover** in 2016 with unit sales of 215,670, has reinvented itself to feature more distinctive styling and new advanced technologies, without sacrificing any of its user-friendliness. For the first time, a Captur Initiale Paris version will be available. Along with Koleos and the Kadjar, Renault now offers a comprehensive line-up of crossovers.

I- NEW CAPTUR: EVEN MORE DISTINCTIVE AND CONNECTED

1. A bolder, more assertive look

- **More customisable than ever**

The New Captur builds on the model's original success, including its striking two-tone colour scheme, with three new body colours: Atacama Orange, Ocean Blue and Améthyste Black (Initiale Paris version), as well as a new Platine Grey option for the roof. *More than **30 potential combinations** enable customers to tailor the appearance of their New Captur to match their personal taste.*

The New Captur also offers **six different interior customisation packs in the following colours:** Ivory, Ocean Blue, Caramel, Red, Satin Chrome and Patina Chrome. These are complemented by customisation packs in a choice of five colours: Ivory, Ocean Blue, Cappuccino, Red and Atacama Orange (hub caps, door beading).

- **Renault's distinctive lighting signature**

Renault French design continues in the New Captur, equipped with **Full-LED 'Pure Vision' front lights** (depending on version). This technology enhances both the vehicle's look and safety, whilst at the same time reducing glare.

At the bottom of the bumper, the Captur incorporates the **C-shaped LED Daytime Running Lights** that have become emblematic of the brand's lighting signature. The rear lights similarly include this hallmark which is visible both night and day.

- **Unmistakably a crossover**

Captur has evolved by taking a step closer in style to its bigger sibling, the Kadjar. The radiator grille has been modified to bring it more into line with the Renault brand's other crossovers, with the notable addition of a **chrome strip**. At both the front and rear, the bumper incorporates new **skid plates** in evidence of the Captur's adventurer credentials.

Four types of wheel are available across the first three equipment levels: two 16-inch rims (Extreme and Adventure) and two 17-inch wheels (Emotion and Explore).

- **A fixed glass sunroof**

Starting from the third equipment level, the Captur can now be **specified with a fixed glass roof**. Available **exclusively in the vehicle's two-tone configuration**, this new feature provides an even brighter cabin.

- **A sophisticated cabin with user-friendly equipment**

More refined than before, the interior benefits from high-quality plastics, sleek chrome and elegantly subdued hues. The steering wheel is made from even more status-enhancing materials and, in higher-end versions, comes trimmed with full-grain leather. **The gear lever** boasts a more modern appearance, while **the door panels** have been revised to seamlessly incorporate buttons and controls. The LED ceiling light comprises individual reading lights.

In higher-end versions, the new seat design is more cossetting, offering additional lateral support and greater comfort.

At the same time, the New Captur retains its most practical features, including its **Easy Life glove box drawer** and **removable upholstery**.

Three questions to Mario Polla, Captur Design Project Manager

What was your goal when designing the New Captur?

The Captur was the first model in Renault's new SUV line-up. It was important for us to refresh its external appearance in line with the newer models in the range, the Kadjar and the Koleos. We also enhanced the quality inside the cabin by replacing injection-moulded plastic with trimmed materials, and the choice of colours and fabrics is now more sophisticated too.

What are the major enhancements?

We have paid great attention to every detail overall and the strength of the car. We upgraded largely the fit & finish of the car.

Why is Renault now offering an INITIALE PARIS version of the Captur?

Given the model's urban crossover appeal, an INITIALE PARIS version was both a logical and sensible step. Many Captur customers are coming from superior vehicle segments. They are looking for both the best comfort and SUV look. It was necessary to lift up the image of Captur and propose the best level in class from Renault. It adds the finishing touch to the Captur's upmarket move.

2. Renault's INITIALE PARIS treatment for the Captur

The INITIALE PARIS (IP) equipment level provides the ultimate in Renault expertise.

At the front, a bespoke **grille with chrome details** immediately sets the Captur INITIALE PARIS apart. Careful attention has also been paid to the front and rear skid plates which feature a more metallic grey finish. The same effect is visible around the windows and drip seals, which are picked out in gloss black. Meanwhile, **like the grille, the chrome inserts on either side of the vehicle incorporate INITIALE PARIS branding.**

INITIALE PARIS versions enjoy a **specific range of colours**, including the new **Améthyste Black** launch option, as well as **special 17-inch INITIALE wheels**. The Captur INITIALE PARIS also benefits from sequential LED direction indicators, while INITIALE PARIS branding is visible on the lower door panels, door sills and front grille.

The interior ambience of the New Captur INITIALE PARIS is just as exclusive, with heated **Nappa leather** seats, full-grain Nappa leather trimming for the steering wheel, chrome embellishments, a leather-trimmed dashboard, aluminium pedals and aluminium door sills.

Finally, the Captur INITIALE PARIS comes **as standard** with all of the **in-car technologies** available as options for the New Captur, including Blind Spot Warning, Easy Park Assist, hands-free entry and keyless ignition. These features are complemented by a **premium Bose® audio system** and the very latest **version of Renault's R-LINK Evolution multimedia system** which grants access to all of the car's multimedia functions with a single click, as well as all relevant smartphone applications courtesy of Android Auto™.

3. Technology designed to make life in a Captur even more enjoyable

▪ Premium Bose® quality sound

The unique experience of Bose®'s premium sound system transforms the cabin into a veritable concert hall, producing authentic, clear and realistic music worthy of a live performance. This audio experience is achieved via a system based on **six high-definition Bose loudspeakers and a subwoofer** in the boot.

▪ Three multimedia systems: R&Go®, Media Nav Evolution and R-LINK Evolution

Even from its entry equipment level, the New Captur is completely connected courtesy of the new version of **R&Go®, Renault's simple, smart system that transforms the user's smartphone into a connected tablet** installed in its universal cradle. This practical system enables the user to intuitively access the car's most useful functions, including navigation, telephone, multimedia and vehicle data.

Mid-range versions are equipped with **Media Nav Evolution, a comprehensive multimedia system that offers the best value for money on the market** based on the wealth of features it incorporates: navigation with traffic information, Bluetooth telephony, audio streaming via the user's smartphone and even a reversing camera display, plus a Driving Eco2 function to optimise driving performance and fuel consumption.

Renault R-LINK Evolution provides the New Captur with the most advanced multimedia system around. More customisable than ever, it comes with a seven-inch capacitive screen.

R-LINK Evolution notably incorporates navigation with real-time traffic updates, 3G connectivity, Bluetooth, media playback (photos, videos) and a wide variety of applications via Renault's R-LINK Store, as well as management of the vehicle's driving aids (depending on version).

▪ For the first time, R-LINK Evolution is compatible with Android Auto™

In the New Captur, **R-LINK Evolution is Android Auto-compatible**. Available as standard³, Android Auto grants users **easy and direct access – via the seven-inch R-LINK Evolution capacitive display – to smartphone applications**: telephone functions, navigation, music and messages. The New Captur is the **first A- or B-segment Renault** to offer this advanced technology. In higher segments, vehicles from the brand's range featuring R-LINK 2 – such as the New Scénic – will be compatible with both Android Auto and Apple CarPlay.

- **New ADAS features to make travelling easier**

For the first time, the Captur incorporates BSW (Blind Spot Warning) which is available from the third equipment level. Four sensors work together to detect the presence of moving vehicles in the door mirror blind spots, including motorbikes and bicycles. When a vehicle is detected in the driver's blind spot for longer than a second, a warning indicator immediately lights up in the door mirror. Active at speeds between 30 and 140kph, this technology makes motoring safer for everybody.

In addition to its rear parking sensors, and depending on version, the New Captur can be delivered with **front parking sensors and a reversing camera** to simplify manoeuvring and help to avoid the bumps and scrapes that are an everyday risk in built-up areas.

Another new addition – available for higher-end versions – is the hands-free Easy Park Assist function, which significantly facilitates parking manoeuvres. The driver begins by indicating what type of parking space they are looking for, be it parallel, perpendicular or at an angle. When the vehicle is travelling at speeds below 30kph, this system detects all available spaces. Once a suitable space has been identified, the system calculates and co-ordinates the vehicle's steering, meaning the driver does not need to touch the wheel and can focus solely on acceleration and braking.

II- THE NEW KOLEOS COMING TO EUROPE

Unveiled in Beijing, China, in April 2016 and already on sale in Australia, Asia, the Gulf region and a number of countries in South America, the New Koleos will **arrive in Europe in June 2017**. It blends the sturdy styling of an SUV with the comfort and refinement of a large saloon.

In Europe, from the second equipment level up, it will come with mixed part-fabric, part-simili leather upholstery, aluminium roof bars, Renault's hands-free card and front and rear parking sensors.

It is equipped with the brand's **R-LINK 2 multimedia system complete with a seven-inch touchscreen display**, European mapping, Bluetooth connectivity, a digital radio and connected services compatible with Apple CarPlay and Android Auto.

From the third equipment level up, the New Koleos sports 18-inch alloy wheels, Pure Vision LED headlights, Riviera leather upholstery in a choice of Titane Black, Platine Grey or Sienne Brown, and interior ambience lighting. It also features a reversing camera and R-LINK 2, together with its associated connected services and an 8.7-inch touchscreen display.

In the majority of its European markets, the New Koleos is also offered in **INITIALE PARIS trim**. This model comes in exclusive Améthyste Black metallic paintwork (complementing the eight other colours available for the model), bespoke 19-inch diamond-cut wheels and full-grain Nappa leather upholstery in either black or shades of grey.

The New Koleos INITIALE PARIS benefits from a comprehensive suite of driving aids including Renault's hands-free Easy Park Assist, as well as a state-of-the-art BOSE® audio system with 12 high-performance loudspeakers.

The New Koleos offers a choice of **four different powerplants**: the Energy dCi 130 4x2 (with six-speed manual transmission), the Energy dCi 175 4x4 (six-speed manual transmission), the Energy dCi 175 (4x2 X-Tronic transmission) and the Energy dCi 175 (4x4 X-Tronic transmission).

III- A COMPREHENSIVE CHOICE OF CROSSOVERS

1. A crossover for every requirement

Renault continues to refresh its product range and reassert its commitment to customer choice in crossovers, now with three different models:

- **The New Captur:** a customisable, B-segment urban crossover.
- **The New Koleos:** launched in 2016 and set to arrive in Europe in June 2017. This D-segment vehicle artfully blends all the qualities expected of a SUV with the equipment and performance of a saloon car.
- **The Kadjar:** unveiled in Europe in 2015, the Kadjar is an attractive C-segment crossover designed for getting away from the beaten track.

These three vehicles share Renault's hallmark French design, underscoring their dynamism and strength, as well as increasingly refined and comfortable cabins.

2. Renault crossovers: a success story with its sights set on international growth

The Captur is one of Groupe Renault's best-performing models. For the second consecutive year, it topped its segment in Europe with total sales of 215,670 units in 2016, a 10.8 percent increase over 2015. Just four years on from its launch, it has become the benchmark in its class.

Having been on sale for just under two years, the Kadjar has similarly firmly established itself in the C segment. Nearly 128,000 units were sold in Europe in 2016, in the face of extremely stiff competition. The Kadjar, too, has global aspirations as the first Groupe Renault vehicle to be manufactured in China. It is currently available in almost 70 different countries.

The international stage is the territory for the New Koleos. In Asia-Pacific, 45,000 vehicles (included RSM QM6) have been ordered, six months after the start of sales. Its arrival in Europe, in June 2017, is poised to consolidate the excellent reputation enjoyed by Renault's crossovers. Developed in France, the Koleos possesses all the attributes to be the flagship for Groupe Renault's crossover offering in every market.

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