

Renault launches Sandero Stepway Roxy Louw Limited Edition

The Renault Sandero 2013 line-up is now complemented by the addition of the super exclusive Stepway Limited Edition and international surfing star and model Roxy Louw is to be the official ambassador of the Renault Sandero range.



Sales of the Sandero Stepway crossover have shown consistent month-on-month growth with 80% growth in 2012 compared to 2011. Stepway's price tag, list of standard features and crossover SUV-like characteristics make it an affordable, practical and lifestyle-oriented choice. Longer and wider than its two Sandero siblings, it's amazing what its additional 20mm ground clearance and overall elevation can facilitate on- and off-road and it is one of the only vehicles in its class that has proven small utility vehicle capabilities.

According to Fabien Payzan, vice-president of marketing and communications of Renault South Africa: "The Stepway is a unique offering in its segment as it is the only crossover in its category at such an attractive, affordable price. Our shift of focus since mid-2012 to Stepway has certainly yielded positive results. Over 50% of Sandero sales now consist of the Sandero Stepway and its success in the local market has well exceeded our expectations. With increased interest from the buying public and thanks to favourable testimonials, we are heading towards sales of almost 3000 Stepway 1.6 units per year.

"In response to the high demand, we are in the process of increasing production of Stepway by over 25% and are confident that sales of this much sought-after crossover model will continue to rise as we are expecting to reach close to 300 units per month."

The face of the Sandero range

Welcoming Roxy Louw to the Renault fold as the face of the Sandero range, Payzan said that South Africa's favourite action-adventure girl was an obvious choice to ambassador the proudly South African Sandero line-up.

"We believe that Roxy is synonymous with the character and fortitude that is inherent in the DNA of every Renault Sandero that comes off the production line of the Renault-Nissan Alliance production plant in Rosslyn and we are proud to align

ourselves with her and welcome her to the extended Renault family."

Only 100 Sandero Stepway Roxy Louw Limited Edition vehicles are available, 50 each in red and black. The vehicles are complemented by Roxy's signature turtle and hibiscus Cowabanga emblem, which lends her distinctive stand-out look and feel to the Limited Edition. Additional exclusive extras include a new Blaupunkt Bluetooth MP3 radio with USB and auxiliary input plus a TomTom Live navigation unit to make everyday driving an experience.

An affinity and connection

In her response to Payzan, Louw said that she chooses to align herself only with brands that she has an affinity and connection with. "Both the Sandero and I are home-grown, proudly South African products, so we're off to a great start and together, we look forward to sharing with you an action-packed and adventure-filled 2013!"

"I've been driving my Stepway for a few months now, it's spunky and I just love it. Like me, the car is unpretentious and practical and, importantly, priced to be within reach of the man in the street. I've never been a leather seat kind of girl - with wetsuits and surfboards to get around, that's really not my style."

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