



PRESS KIT

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DACIA CELEBRATES 10 YEARS OF SUCCESS WITH ANNIVERSARY LIMITED EDITIONS ACROSS THE RANGE

- This year, Dacia is celebrating 10 years of success, since Logan was launched in Europe and the Mediterranean basin in 2005.
- The brand is marking the event with an anniversary limited edition. Available right across the range, this limited edition is decked out in the exclusive Cosmos Blue finish, and boasts some distinctive styling features and equipment.
- A 4WD version of Dacia Duster is now available with the TCe 125 petrol engine.
- For the first time ever, in 2014 Dacia's sales topped 500,000 vehicles, up by almost 20% on the preceding year. In 10 years, Dacia has gained a firm foothold on automotive markets, selling more than 3 million vehicles.
- In 10 years, Dacia has also formed close bonds with its customers, based on a spirit of simplicity, generosity and reliability.

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01

WHAT'S NEW AT THE 2015 GENEVA MOTOR SHOW?

10 years have already gone by since Logan was launched in Europe in 2005, marking the starting point of a new lease of life for the Romanian brand, which was revived with Renault's backing, and has gone on to score an unprecedented success throughout Europe. Dacia is celebrating its 10th anniversary with a special edition of all the models in its range (apart from Dokker Van). This simple and generous limited edition reflects the image of the brand, with its exclusive Cosmos Blue finish, some distinctive styling features, the new connected Media-Nav Evolution navigation system and a Serenity pack.

And Dacia Duster is now available in a 4WD TCe 125 version, extending the 4x4 offer alongside the 1.6 16v 105hp and the dCi 110hp versions. (depending on the country)

1. AN ANNIVERSARY LIMITED EDITION, RIGHT ACROSS THE RANGE

- The limited edition is:
- Available for Logan, Logan MCV, Sandero, Duster, Lodgy and Dokker
- It is based on the Lauréate version

AN EXCLUSIVE NEW COSMOS BLUE COLOR

Blue is the traditional color of the Dacia brand. The anniversary limited edition honors this tradition by including the brand's emblematic and exclusive Cosmos Blue finish amongst the selection of available colors. The same blue is also discretely applied to the interior of the vehicle.

EXTERIOR: ATTENTION TO DETAIL

The anniversary limited edition also boasts some special design features, including the metallic grey door mirror shells and aluminum wheels coated in dark metal paint. The fog light surrounds on Sandero are also painted in metallic grey.

INTERIOR: A METICULOUS FINISH

Blue is also applied to the interior of the vehicle in subtle touches. The personality of the cabin is enhanced by the harmony between the dark carbon interior and the deep blue upholstery and seat belts (front and rear), and the discreet grey stitching on the seats. Special carpet mats are fitted in the front and rear.

EQUIPMENT-RICH

The limited edition offers a rich selection of equipment, based on the Lauréate finish. Depending on the country, the limited edition offers the comfort of air conditioning, the safety and peace of mind that come with the cruise control and speed limiter, and the convenience of electric windows in the front and rear. All very useful, every day.

LATEST-GENERATION MULTIMEDIA SYSTEM

In European countries, the catalogue of options includes the new-generation Media-Nav evolution navigation system (depending on the country). This very useful system features Bluetooth® and USB connections, integrated navigation, TMC (Traffic Message Channel) traffic information and the AHA application to stay easily connected at all times.

THE NEW FEATURES IN DETAIL:

- **An onboard navigation system featuring free TMC traffic information** and alternative routes (depending on the country)
- **Safety alerts** (danger zones, etc.)
- **A dedicated application for optimal connectivity.** The screen displays the multimedia content configured by the user in the AHA application, which can be downloaded from a smartphone free of charge. This application provides in-car access to the user's library of multimedia content (web radios, podcasts, music, audio books), and to Facebook® and Twitter®. It also provides real-time information on the nearest points of interest, such as hotels or restaurants. Points of interest can then be contacted directly by telephone or the system's guide function can direct the vehicle to the destination.
- The **controls mounted on the steering wheel** can be used to operate the **SIRI voice recognition from Apple** (compatible from the iPhone® 4S and higher).
- The color interface has been modernized with new icons.

Dacia Media-Nav evolution still offers all the features that have contributed to the success of Media-Nav: a large 18 cm (7 inch) touch-sensitive screen and a home page that makes for easy navigation in the six environments: radio, media, telephone, maps, navigation (with 2D and bird view display) and settings. Mobile appliances, such as smartphones or MP3 players, can be connected to the USB or the jack port, which are readily accessible on the fascia. Thanks to the Bluetooth® function, the Dacia Media-Nav evolution can also use the audio streaming function to play the tracks and play lists saved on the smartphone without a wire connection.

A LIMITED EDITION AVAILABLE WITH ALL THE ENGINES IN THE DACIA RANGE

No restrictions apply to the engines installed in the limited edition, in both the 4x2 and the 4x4 versions of Duster.

PEACE OF MIND

For even greater peace of mind at the wheel, the limited edition inaugurates an exceptional offer that includes a free insurance and assistance pack for the tyres, anti-theft nuts on the wheels and attractive credit options. (depending on the country).

And all this comes with the 3-year / 100,000 km Dacia warranty.

2. DACIA DUSTER: THE TCE 125 PETROL ENGINE JOINS THE 4x4 RANGE

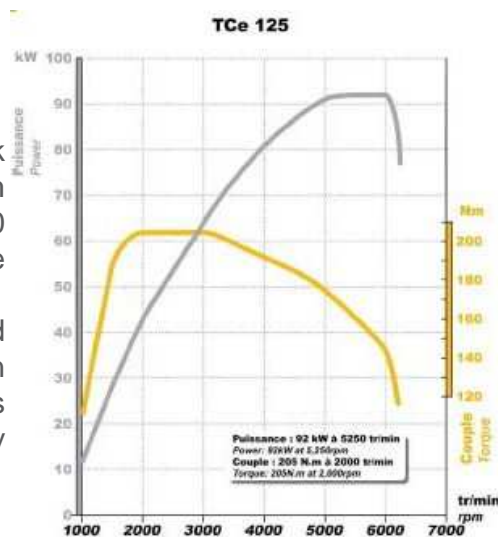
The latest-generation petrol engine has been added to the 1.6 16v 105hp petrol engine and the dCi 110hp diesel powerplant, depending on the country, that already figured in the catalogue of the 4WD versions of Duster. Duster 4WD TCe 125 meets the Euro6 standard and inaugurates Stop&Start technology with a braking energy recovery system. The TCe 125 engine combines pleasure at the wheel with the flexibility that is necessary when grip is poor.

A LATEST-GENERATION PETROL POWERPLANT

This 4-cylinder direct-injection, turbocharged petrol engine is a product of the Renault group's downsizing strategy. This 1.2l engine is crammed with the latest technology to improve its energy efficiency (Stop&Start, reduced friction) and offers the same pleasant drive as a 2-liter normally aspirated unit, while limiting fuel consumption.

FLEXIBILITY AND REACTIVITY

This 1,198 cm³ aluminum block outputs 125 hp. 90% of the maximum torque of 205 Nm is available at 1,500 rpm, and all of the torque is available between 2,000 and 3,000 rpm. Duster 4WD TCe 125 is flexible and reactive enough to feel at home on country lanes and mountain roads that demand power and the capacity to accelerate.



AN EASY DRIVE AND EFFICIENT OFF THE ROAD

The TCe 125 engine is coupled to a 6-speed 4WD transmission, designed for an easy drive and optimal efficiency, while fully exploiting Duster's potential in off-road driving.

With its short first gear ratio (5.79 kph at 1,000 rpm), Duster 4WD TCe 125 can maneuver at very low speeds on rough terrain and allows for comfortable starts on hills or when heavily loaded. This simple and economical solution was chosen for comfortable off-road driving, while offering a dynamic and pleasant drive on the road.

4x4 TO ORDER

Drivers can easily adapt the vehicle's capacities using a control mounted on the central console to choose between three modes.

4x2

The transmission is locked in 2WD mode. This mode is suited to driving on good, dry surfaces with plenty of grip, and helps to cut fuel consumption.

AUTO

The torque is distributed between the front and rear wheels automatically according to the grip of the surface. Up to 50% of the torque can be sent to the rear axle.

LOCK

The system electronically locks the vehicle in 4x4 mode and permanently sends 50% of the torque to the rear wheels. This mode is recommended on rough surfaces, or when the grip is poor (snow, mud, earth, sand), and at low speeds.

ECONOMICAL AND FUEL-EFFICIENT

Duster 4WD TCe 125 offers reduced **running costs**. The engine's timing chain does not require any maintenance. **Fuel consumption is just 6.4 l per 100 km and CO₂ emissions are limited to 145 g per km.**

The **Eco Mode** allows drivers to reduce their fuel consumption at any time by helping them to adopt a more economical and ecological driving style. Once activated, the system adapts certain driving parameters by limiting the engine's performance and the temperature controls, in proportions that are acceptable to the driver and the passengers.

The gear shift indicator (GSI) displays a signal on the dashboard showing the optimal engine speed for gear shifts in order to reduce fuel consumption and CO₂ emissions.

COZY ACOUSTICS

With its meticulously designed acoustics, the TCe 125 makes for a quiet ride and a smooth drive that enhance comfort onboard and further highlight the advanced and modern features of this latest-generation engine.

CLOSE-UP ON THE TECHNOLOGIES OF THE TCE 125

Turbocharged direct-injection petrol engine:

Combined with the supercharging by a built-in turbo-collector and variable distribution with a twin continuous angle variator on the camshaft, injection takes place directly in the combustion chamber, thereby optimizing efficiency and the control strategies according to how the engine is being used. Maximum torque is reached at low engine speeds and the range of use is very wide. The improved combustion reduces fuel consumption and CO₂ emissions..

Stop&Start with an ultra-fast start:

The engine cuts out automatically when the vehicle stops in order to save fuel. As soon as the driver's foot touches the clutch pedal, the engine restarts immediately. The system detects the precise position of the pistons and injects the fuel into the most favorable cylinder for a fast start. Duster 4WD TCe 125 is fitted with a reinforced starter capable of multiple restarts.

Braking energy recovery:

The Stop&Start is associated with a braking energy recovery system. As its name indicates, this system recovers any free energy (deceleration/braking), which is then stored in the battery and is used to restart the vehicle.

02

DACIA: A DURABLE COMMERCIAL SUCCESS

Customers have been flocking to Dacia for 10 years now. A total of 3.1 million Dacia vehicles have been sold in Europe and the Mediterranean basin since Logan was launched in 2005. In 2014, **the brand sold more than 500,000 vehicles** in the same year for the first time.

The brand continues to demonstrate its vitality with its range of seven models: Logan, Logan MCV, Sandero, Duster, Lodgy, Dokker and Dokker Van. After being completely renewed in two years, Dacia now boasts one of the **youngest ranges** in Europe.

1. THE STRONGEST GROWTH IN EUROPE

In Europe, Dacia achieved the strongest growth on the automotive market for the second year in succession, cornering a 2.5% market share (+0.4 point). Dacia sold 511,362 vehicles in 2014. Sandero and Duster accounted for two thirds of sales, with more than 160,000 units each, followed by Logan, with almost 100,000 units.

In France, where Dacia ranks fifth on the market, the brand increased its market penetration by +0.5 points to 4.9%, thanks in particular to the success of Duster and Sandero (the third best-selling vehicle to the general public).

In Spain, where Sandero is the top-selling vehicle to the general public, Dacia's market share increased by 0.7 points to 4.7%, with 45,986 vehicle registrations.

Dacia is breaking records for volume and market share in other European countries too. In Italy, Dacia's market share stands at 2.7%, with almost 40,000 registrations, and in the UK, just two years after entering the market, Dacia has already cornered a share of almost one point, with 23,862 new customers in 2014.

Despite relatively unfavorable market conditions, Dacia continues to grow in the Mediterranean basin and is increasing its market penetration in every country. Last January, the brand was launched in Israel, with the inauguration of a first sales outlet in Tel Aviv. Four vehicles will be marketed in Israel: Duster, Sandero Stepway, Lodgy and Dokker.

After the UK, Ireland, Denmark, Norway, Cyprus and Malta in 2013, Israel is the 44th country where the Dacia brand is marketed.

2. A PILLAR OF THE RENAULT GROUP

Dacia has continued to flourish at a sustained pace, right from the launch of Logan. The brand is now one of the Renault group's sturdiest pillars. A look back at a success story that was as spectacular as it was unexpected in the early 2000s.

In 1999, Renault acquired a 51% in Dacia and launched two projects: the modernization of the production plant in Romania and, at the same time, the design and development of a vehicle that would be accessible to all and made in Romania. In the same year, program X90 (Logan) was officially launched.

Between 1999 and 2004, the Renault group invested €489 million in the comprehensive modernization of Dacia.

This period also saw Renault increase its share of Dacia's capital (81.4% in 2000, 92.72% in 2001 and 99.43% in 2003) and the launch of two products (Supernova in 2000 and Solenza in 2003) that provided an opportunity for the Franco-Romanian teams to work together in readiness for the arrival of the Logan.

10 years ago, just a few days before the Paris Motor Show opened, Renault officially announced the launch of the Dacia brand in France in June 2005. The first model in the new era of Dacia was called Logan. This three-box saloon was intended to be simple, modern and reliable. With an entry price of just €7,500, it offered unrivaled value and comfort for money and heralded a genuine revolution in the automotive industry.

Engineering started completely from scratch in order to rethink the design process around three key words: simple, modern and robust. Logan scored a remarkable success as soon as it was launched. The new economic model that accompanied the launch of Logan was unique and met the emerging need amongst customers to make a "good deal". It provided the fertile soil in which the Dacia brand was to grow in Europe and the Mediterranean basin.

SOME KEY DATES:

- **2005: Logan is unveiled for the first time in Europe at the Geneva Motor Show and commercial launch of Logan in Europe**
- 2006: launch of **Logan MCV** in Romania and Bulgaria
- 2007: the Renault Technology Romania technical research center opens **Logan MCV** is launched in Europe and North Africa
- 2008: launch of **Logan Pick-up** and **Sandero**
- 2009: launch of **Sandero Stepway**
- 2010: launch of **Duster**
- **2012: two new models are added to the range:** Lodgy, a compact MPV for families, and the Dokker Van plus its ludospace version.

2012 was a decisive year for the brand that saw the **start of the renewal of the Dacia range**. New Logan, new Sandero and Sandero Stepway adopted a more modern styling and their features and equipment were upgraded (ESP, cruise control/speed limiter, navigation system, etc.). But the brand remained true to its philosophy of the “good deal”, with prices that remained just as attractive. The same approach was adopted for New Logan MCV and New Duster in 2013.

Under the guidance of Carlos Ghosn, the Dacia brand has **expanded significantly**. Now established in 44 countries, the brand boasts a complete range of seven vehicles, including the Dokker Van LCV.

Today, the brand remains true to its values by providing access to new cars to the greatest number, while gradually enhancing the performance and features of its models, which remain available at attractive prices. In 2014, Dacia celebrated its 3,000,000th vehicle sale by inviting the lucky buyer to the Paris Motor Show.

03

10 YEARS OF BONDS BETWEEN THE BRAND AND ITS CUSTOMERS

1. A GROWING DACIA COMMUNITY

Dacia's customers are more than prepared to demonstrate their affection for the brand. The Dacia community's events are always a storming success and very popular on social media.

A COMMUNITY OF MORE THAN 2.2 MILLION ACTIVE FANS ON SOCIAL MEDIA

In addition to its commercial activities, Dacia can always count on the enthusiasm of its customers. Dacia's customers quickly became attached to their chosen brand. A genuine community spontaneously came into being, revealing a new social phenomenon: the "good deal". Dacia's customers have been organizing events for 10 years, in a shared spirit of freedom, simplicity and generosity.

Dacia lovers can express their affection for the brand on Facebook, which hosts one international page and 27 country pages. And the community on this social media continues to grow apace. Numbers have doubled in just one year and the community now has more than 2.2 million fans.

The most active countries are Turkey (650,000 fans), followed by the brand's birthplace, Romania (350,000 fans) and France with almost 270,000 fans. In North Africa, Algeria and Morocco respectively total 250,000 and 240,000 fans.

COMMUNITY EVENTS THAT ATTRACT THOUSANDS

The brand harnessed this spontaneous movement by organizing community events for its customers, who are the most important ambassadors of Dacia's values. Examples include the picnics organized in the different countries each year. These fun events are an opportunity to tie close bonds with the brand and they are always well attended.

A look back at the main events in 2014:

In **France**, almost 15,000 of the brand's fans flocked to the "grand pique-nique Dacia" that was held near Paris. With almost 3,100 vehicles present, the participants responded on a massive scale to the invitation to the big annual get-together of the French community of Dacia owners.

The fourth Dacia picnic in **Bulgaria** attracted more than 1,500 people, a three-fold increase compared with the preceding year.

On the same day, almost 4,000 people came together at Sikland, the biggest amusement park in the **Czech Republic**.

In **Denmark**, the Dacia picnic, which celebrated the first anniversary of the brand's launch in the country, was attended by almost 2,000 people. With 400 of the 1,600 vehicles sold in the first year in attendance, no less than 25% of Dacia's customers in Denmark made the effort to come to the picnic.

At the brand's 5th picnic in **Poland**, more than 5,000 customers joined in the fun at the country's 53 dealerships.

In **Morocco**, a tour of the country's beaches was organized during the summer. The "Dacia Beach Caravan", escorted by three Dusters and a Lodgy, criss-crossed the country between staging posts in five different towns. Highlighted by numerous attractions, this event was attended by more than 150,000 spectators.