



COMMUNIQUÉ DE PRESSE

09 novembre 2015

3,500,000 DACIAS SOLD ALREADY!

- **In just over ten years, Dacia has won over more than 3,500,000 customers in Europe and the Mediterranean basin.**
- **The 3,500,000th Dacia sold was a Sandero Stepway purchased by a customer in England.**
- **Denis Le Vot, SVP Sales & Marketing for Europe G9, handed the car's keys to Jody Panov at the SMC's Dacia dealership in Mill Lane, a suburb of London.**

On Friday, November 6, Denis Le Vot, SVP Sales & Marketing for Europe G9, gave Jody Panov the keys to the 3,500,000th Dacia sold since the brand's revival in 2004. Jody, married, and a mother of two, is now the happy owner of a Dacia Sandero Stepway, the first new car she has ever purchased.

The event took place at the SMC's Dacia dealership in Mill Lane, a suburb of London.

During a trip to Turkey, Jody's parents saw many Dacias on the road and suggested that their daughter find out more, because they 'seemed like good cars'.

Above all, it was the Sandero Stepway's design that won Jody over when she visited the SMC's Dacia dealership to investigate... and, consequently, order her Sandero Stepway!

"Today we are handing over the key to the 3.5 millionth Dacia and I am very pleased to be doing so in Great Britain, where the brand was launched in 2013," said Denis Le Vot, Groupe Renault SVP Sales & Marketing for Europe G9. "In reaching this milestone of 3.5 million customers, Dacia confirms its success thanks to a clear and simple promise that perfectly meets the expectations of customers seeking safe, reliable cars with modern features and services at affordable prices."

Dacia: more than 10 years of success

In just over ten years, Dacia has sold more than 3.5 million vehicles in Europe and the Mediterranean basin.

Two years after the complete renewal of its range, the brand continues to expand. During the first half of 2015, **Dacia sales rose by 10.1%** to reach 290,024 vehicles.

In Europe, sales increased by 5.5% during the first half of the year to 205,436 units. In France, Dacia steadfastly remains in fifth place on the passenger vehicle market, with 5.3% of market share, and in fourth place for retail customer sales.

Out of the 44 countries that sell the Dacia brand, 19 achieved record sales levels during the first six months of 2015.

An expanding community of customers

Beyond its commercial success, Dacia has proven its skill in uniting customers. In many countries, Dacia owners gather to share their experiences in the spirit of three common values: open-mindedness, simplicity and generosity.

Thousands of customers turn out for events organised in several countries, showing their devotion to the brand. In France, 11,000 people attended Dacia's Big Birthday Celebration, 6,000 gathered in the Czech Republic and Denmark and Germany drew 3,000 and 3,400 fans respectively for a giant picnic. And to celebrate the brand's tenth anniversary in Morocco, a concert by international raï star Khaled drew 4,500 people in person and hundreds of thousands of TV viewers.

These community events are increasingly popular and allow customers to forge special ties with the brand.

On Facebook, Dacia has generated nearly 2.8 million fans in a mere five years.

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