



BRÈVE

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BOUGE! BY DACIA: YOUNG PEOPLE AT THE WHEEL

#BougebyDacia

It is not always easy when you've just passed your test to buy a reliable car, without expensive future repair bills and the insurance that goes with it. Dacia has acknowledged this mobility need. After an initial campaign in 2016, Dacia is back in force with "Bouge! by Dacia", a programme dedicated to 18-29 year olds making it easier for them to afford a new car.

A permanent programme that aims to support young people's mobility by offering them:

- new vehicles, therefore reliable and modern, at always affordable prices
- activations, services and even dedicated offers

On this occasion, Bouge! by Dacia is making an introductory offer, valid for the whole of October. Young people can thus benefit from **1 year of comprehensive insurance for 1 more euro**. This special offer for 18-29 year olds is linked to the purchase of a new Sandero (from €7,990).

To learn more about "Move! by Dacia", go to:

<https://m.dacia.fr/dacia-jeunes.html>

#SanderoadTrip

If the brand is directed at young people, it is also through the #SanderoadTrip operation alongside Noémie & Tanguy. The shock duo, followed by more than 400,000 web users, visited the Paris Motor Show on Sunday 7

October on the Dacia booth to start their Dacia roadtrip. They are driving a Sandero Stepway around France for nearly a week and sharing their experience with their community, thus making the Move! by Dacia programme known to its target audience.

A road story to follow on social media platforms by using the **#DaciaroadTrip**.

Pour Plus D'informations:

Oriane TAMBURINI

Head of Product Press Department

+33 (0)1 76 84 04 59

**GROUPE RENAULT
PRESS OFFICE**

Tel.: +33 (0)1 76 84 63 36

renault.media@renault.com

Sites web: www.media.renault.com - www.group.renault.com

Follow us on Twitter : **@Groupe_Renault**