



## 2014 GENEVA MOTOR SHOW PRESS KIT

March 4, 2014

## DACIA, THE YOUNGEST RANGE IN EUROPE



- The Dacia brand has enjoyed huge market success since the launch of Logan in 2004, with 2.7 million registrations to date across Europe and in the Mediterranean basin.
- In under two years, Dacia has extended and renewed its entire range. It has a line-up of attractive vehicles, featuring the equipment required by customers across the range, and with a choice of modern engines running on petrol, diesel or LPG.
- Dacia benefits from the quality expertise of the Renault group. To develop relations of trust with customers, all models ship with a 3-year/100,00 km manufacturer's warranty.

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## DACIA, A REAL SUCCESS STORY

### A brand recognized and acclaimed by its customers

Conveying a clear promise of generosity, reliability and affordability, Dacia has won the trust of customers and established itself on the automotive market.

Dacia has developed an offering tailored to the differing needs of customers on each market:

- In Europe, the brand has enabled customers of lower income to buy a new vehicle – often for the first time,
- In the Euromed region, Dacia has supported the economic transition by making access to the automotive market more democratic.

By encouraging smart purchasing, Dacia is contributing to changing customer practices. This is also reflected in a strong attachment to the brand, which has high customer renewal rates and recommendation rates (TNS Sofres survey 2013).

*“Our customers can be recognized for their ability to separate the essential from the superfluous, not only when buying a car, but also in other areas. In 2005, we launched Dacia in Europe with the slogan “Be logical, be Logan”. Since then, the Dacia range has expanded and now include seven models, but this state of mind is more than ever a reality for Dacia’s 2.7 million customers.”*

*Renaud Pirel - Marketing Director, Dacia*

### Another year of growth for Dacia

**In 2013, Dacia increased sales by 19.3% to almost 430,000 units**, buoyed by the success of Duster and the renewal of the Logan and Sandero ranges.

Dacia continued to develop in 2013, moving into six new countries: the UK, Ireland, Norway, Denmark, Cyprus and Malta.

Present in 43 countries, Dacia is building on the recent renewal of its range to further develop its success.

*“The renewal of the Dacia range and the development of our network have made it possible to pursue commercial success in new countries while consolidating our position in our existing markets.”*

*Rafael Treguer - Dacia Marketing Director*

## Record sales in Europe

**In 2013, Dacia grew market share faster than any other vehicle manufacturer.** Rising one place in the rankings, it is 16<sup>th</sup> in Europe and 5<sup>th</sup> in France.

**Dacia saw record sales in Europe, with registrations up 26% on the previous year.**

**Dacia reported strong growth on many markets,** particularly France (+11.0%), Spain (+80.9%), Portugal (+74.0%), and the Netherlands (+49.0%).

**In France, Dacia rose one place to become the fifth-ranking brand on the PC/LCV market.**

**Dacia has four of its models 4 in the Top 3 for consumer sales:**

- Duster is the No.1 SUV in the C segment;
- Sandero is the No. 3 hatchback in the B segment;
- Lodgy is the No. 2 compact MPV in its segment;
- Dokker is the No. 2 leisure-activity vehicle.

**In Spain, the brand posted outstanding performance figures, with registrations rising 80.9% on the previous year.** This makes Dacia one of the Top 10 brands in 2013. Sandero was the best-selling vehicle in consumer sales.

**In the UK, where the brand made its debut in January 2013, Dacia has already notched up 17,146 registrations** for market share of 0.7%. According to *Autocar Magazine*, Dacia achieved the best first-year result ever for a new brand in the UK.

## Dacia, market leader in three countries in the Euromed region

**Dacia is continuing to make progress in Euromed. The brand is growing strongly in Turkey, Morocco and Romania, and is now No.1 in Bulgaria.**

**In Turkey, Dacia has overtaken long-established brands to become the 8<sup>th</sup> ranking brand on this market.** Building on the breakthroughs made by Lodgy (leader on its segment) and Dokker, it has market share of 4.3%.

In January, Dacia was named “Fastest Growing Light Commercial Vehicle Brand” by the Association of Automotive Distributors in Turkey.

In Euromed, sales rose 7.4% on 2012 with an increase of over 17% in December alone.

## **No. 1 in Romania and Morocco, Dacia continues to make progress.**

In Romania, Dacia increased market share by 5.4 points in 2013 compared with the previous year, on a market that shrank by 7%.

With market share of 31.7%, Dacia is consolidating its No. 1 position.

In Morocco, Dacia increased its market share by 4.4 points to 25.2%. Logan, the best-selling passenger vehicle since 2006, continues to enjoy huge success. Dokker and Duster were third and fourth in the rankings of Morocco's best-selling vehicles.

## **In Bulgaria, Dacia is outpacing the historic leaders with market share of 10.9%.**

Sandero and Duster rank second and fourth respectively on the passenger car market, while Dokker is No. 1 in LCV sales.

In December 2013, Dokker Van was voted Van of the Year by the Bulgarian *Press Auto Club*.

A panel of more than 50 journalists selected Dokker over its competitors, based on the following criteria: design, engines, functions, ride safety, price and running costs.

*"We are very proud to have received the Van of the Year prize. This award reflects not only the qualities and success of Dacia Dokker, but also the commitment of our workforce to developing the Dacia brand in Bulgaria."*

*Plamen Kyaychev - Dacia Marketing Director, Bulgaria.*

## **DACIA, MORE THAN ONE MILLION FANS ON FACEBOOK**

The enthusiasm of Dacia community fans reflects the brand's commercial success.

In November 2013, Dacia celebrated its one millionth Facebook fan, illustrating the brand's appeal.

Dacia has been present on this social network since 2010 and now has an international page and 20 local pages. The Turkish page alone has more than 426,000 fans, followed by the Romanian page with 272,000 fans.

Dacia provides exclusive content and fun activities for its community, such as the "New Duster" competition organized in November 2013 on the Spanish, Polish and international pages. This event generated even more Facebook page subscriptions, increasing the number of fans to 1,400,000 in early 2014.

The social networks are an excellent way to stay in touch with our fans in the run-up to real-life meetings such as the Dacia picnic in France (15,000 participants in 2013) or the beach tour in Morocco.

## NEW-GENERATION DACIA VEHICLES

The launch of Lodgy in March 2012 marked the arrival of a new generation of Dacia vehicles. These second-generation vehicles maintain the qualities written into Dacia's DNA and that underpin the brand's success and credibility: unequalled space/price ratio, reliability and a simple line-up. At the same time, the new-generation models gain a more attractive design, the modern features required by customers, and new engines.

### A new brand identity

With its new styling, Dacia gains a stronger brand identity, visible on all vehicles.

#### More contemporary exterior styling

Dacia vehicles gain a new front end, with a grille that links the headlights to convey a sense of width. Two horizontal bars inside the grille accentuate the impression of strength, while adding a contemporary touch.

The lights are more finely worked, also contributing to the vehicles' modern looks.

The headlights and grille become a single piece, with the design of the front end emphasized by the use of the colour black.

The side signature remains simple with sculpted wings that underline the vehicles' robust strength.

The wider tracks and bigger wheels (15 inches and 16 inches for the Stepway version), give the cars a stronger stance.

*"The new design of the Dacia range is contemporary and dynamic but with the same rigorous approach to form. The lines are finely worked but without unnecessary frills. Close your eyes and you can still see what it looks like. It's both simple and iconic."*

*David Durand - Head of Styling, Dacia range*

The new generation of Dacia vehicles takes on a more dynamic look with new metallic body colours expanding the basic line-up: Cendré Beige and Minéral Blue on Lodgy and Dokker, Persan Blue – a new shade – on New Logan and Sandero, Azurite Blue, specific to Sandero Stepway and Comète Grey, available on New Duster.

Moving up the range, the vehicles gain attractive, new materials. Some vehicles are now available with chrome trim, for example on the exhaust tail pipe.

### **A more attractive interior**

The same coherence in styling can be seen inside Dacia vehicles.

All vehicles in the Dacia range share a number of features that underline the coherent approach to styling: round air vents, logo integrated with the steering wheel, and door handles.

The new models feature an identical centre dash console of modern design, with chrome-finish dial surrounds (depending on version).

As for the exterior, the higher trim levels gain a number of upmarket features, such as the use of gloss black.

The graphic design of the seats changes to reflect the various levels of finish, with cloth of improved quality.

The only exception to the rule is Duster, with a redesigned front end that underlines its on-road stance and go-anywhere character. Inside, it is immediately identifiable as a 4X4, with a new dashboard and central console with vertical surrounds that emphasize the robust appearance of the whole.

### **Generous, shared features**

The new generation of Dacia vehicles ships with even more of the features and equipment expected by customers, at a price that remains as attractive as ever.

#### **All the models in the Dacia range are now available with two multimedia systems.**

- **Dacia MEDIA NAV, a multimedia navigation system** with a large touchscreen. Easy and intuitive to use, the large 7-inch (18 cm) touchscreen and its home page let users navigate easily between the six functions on the menu page: radio, media, telephone, map, navigation and parameters.

Dacia MEDIA NAV includes Bluetooth® technology to make hands-free telephone calls or listen to music, and a navigation system with 2D or 3D (Birdview) display. Personal mobile devices such as a telephone or MP3 player can be plugged into the USB port or jack, positioned on the fascia for more ergonomic use.

- **Dacia Plug&Radio is an essential, simple and efficient multimedia system**, comprising a radio, a CD player compatible with MP3 format, Bluetooth® connectivity and USB ports and a jack on the fascia.

### **Features promoting driving comfort**

All vehicles in the range are now available with power steering as standard (Euro5 version), for improved driving comfort right from entry-level.

**A complete line-up of dashboard instruments.** All vehicles in the Dacia range now ship with a new functional, ergonomic instrument cluster with three dials, meeting higher standards of quality. Depending on versions, it shows the outside temperature, time, indicator arrows and a full onboard computer (depending on version), showing current and average consumption, range in litres and kilometres, the distance since the last fill-up and the distance remaining until the next scheduled servicing operation.

The new generation of Dacia vehicles ships with **new equipment: speed limiter, cruise control, reverse parking sensors and automatic door locking when the vehicle starts to move.**

**Considerable emphasis has also been placed on safety, with emergency brake assist (EBA) fitted alongside the ABS anti-locking function on all models.**

Electronic stability control is standard on most models (optional on the basic version of Lodgy and available with the Ambience trim for Dokker).

All versions of Duster equipped with ESC also feature **hill-start assist**. This feature makes it easier to start the car on a slope, maintaining brake pressure for two seconds to give the driver time to start moving.

If the driver does nothing for two seconds, hill-start assist gradually releases brake pressure so that the car can start moving.

## **A revised, modern engine line-up**

The speed of the expansion and renewal of the engine line-up illustrates Dacia's ability to develop an offering that corresponds to customer needs.

### **Modern, fuel-efficient petrol engines**

#### **TCe 90**

The fuel-efficient TCe 90 engine ships with Logan, Logan MCV, Sandero and Sandero Stepway. It combines drivability with limited fuel consumption and CO<sub>2</sub> emissions, for lower running costs. With its very low-inertia turbocharger and variable valve timing, this 898 cc three-cylinder petrol engine delivers 66 kW (90 hp) at 5,250 rpm. With torque of 135 Nm available from the lowest engine speeds (90% from 1,650 rpm), this engine provides a smooth, responsive and spirited drive. Range is almost 30% better than on its predecessor, the 1.6 MPI 90.



### **TCe 115**

Available on Dokker, Dokker Van and Lodgy, the TCe 115 is the Renault group's first direct-injection turbo petrol engine. With its lightweight aluminum block, it is made for lighter vehicles. Efficient and driveable, with optimized capacity (1.2l) and output of 115 hp, it delivers a level of performance comparable to a 1.6l engine. It has torque of 190 Nm, equivalent to that of a 2.0 engine, of which 90% is available from 1,500 rpm and 100% between 2,000 and 4,000 rpm ensuring strong acceleration. The TCE 115 allies fuel savings with low CO<sub>2</sub> emissions.

### **TCe 125**

Available for the first time on the New Dacia Duster, the TCe 125 engine is both powerful and smooth. Developing 125 hp with torque of 205 Nm at 2,000 rpm, this turbocharged petrol engine combines strong pick-up and acceleration from the lowest engine speeds.

The TCe 125 is also a fuel-efficient engine with low running costs. Fuel consumption is controlled and the lifetime timing chain is servicing free. Mated to a 6-speed gearbox on New Duster, it delivers a responsive performance while reducing both fuel consumption and CO<sub>2</sub> emissions.

### **New-generation 1.5 dCi diesel engine: even higher standards in performance and fuel efficiency**

The 1.5 dCi has already won praise for its reliability, performance and low fuel consumption, and is a Renault group best seller. Today, it has been further upgraded. The latest-generation model gains a more efficient injection system and turbocharger, increasing torque by 20 Nm. Driving pleasure is further improved and CO<sub>2</sub> emissions kept on a tight rein.

The 1.5 dCi engine is available in 75 hp and 90 hp versions across the range, and in 90 and 110 hp versions on Lodgy and New Dacia Duster.

### **The most complete LPG line-up on the market**

With LPG selling at the pump for under €1 / litre, Dacia is continuing to promote this fuel as a cost-wise alternative.

The entire Dacia range (excluding Sandero Stepway) is available to run on LPG, depending on the country of marketing.

The new Logan, Logan MCV and Sandero ship with the 1.2 16V 75 LPG engine. Dacia Duster 4x2 is available in a petrol/LPG version, 1.6 16v 105 LPG, for the Duster, Ambiance and Lauréate levels of trim (depending on the country).

The 1.6 MPI 85 LPG bi-fuel petrol/ LPG engine is available on Lodgy and Dokker.

## DACIA, A PROMISE OF RELIABILITY

### Reliability based on Renault group expertise

**Dacia ranked among the most reliable brands in 2013 in the list of the 20 most popular brands in France** (*reliability survey by Auto Plus magazine – ratio of the number of breakdowns to the number of vehicles entering service since 2005*).

Dacia benefits from Renault group expertise in terms of quality, along with the reinforced processes and standards of the Renault-Nissan Alliance.

Like all the Group's industrial sites, the Casablanca, Tangiers and Pitesti plants implement the **Renault Production Way**. This approach, common to all Renault group plants, involves applying stringent manufacturing standards to satisfy one key requirement: high-quality products.

Dacia is also taking advantage of the reliability of Alliance engines such as the 1.5 dCi, the Alliance's best-selling engine, with more than one million sales in 2013.

At the same time, New Dacia Duster **benefits from Nissan's experience in the field of 4x4 vehicles**.

### Dacia meets the reliability challenge at a competitive price

For the third consecutive year, a reliability survey by French consumer magazine *Que Choisir*, named Dacia as the vehicle manufacturer whose cars are the least expensive to service. Conducted in February 2014, the survey involved 30,000 drivers across Europe in Belgium, Spain, France, Italy and Portugal.

This result reflects the ongoing efforts made by Dacia to bring customers:

- vehicles fitted with new modern, fuel-efficient engines,
- a highly competitive after-sales offering (parts and services),
- an excellent resale value,
- and a purchasing price that remains unchanged even though the new vehicles in the range have been upgraded and are better equipped.

## Peace of mind in operation and servicing

The 3-year / 100,000 km manufacturer's warranty applies to all vehicles in the range. Vehicles will be repaired in any network dealership to the highest standards of expertise and with genuine spare parts. And for even greater peace of mind, Dacia also offers warranty extension contracts.

**3** Garantie  
**ans**  
ou 100 000 km

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