



PRESS RELEASE

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DACIA GOES ON SALE IN ISRAEL – THE BRAND’S 44TH MARKET

- **The first Dacia sales outlet was opened in Israel on January 7 in Tel Aviv.**
- **The Dacia Duster, Sandero Stepway, Lodgy and Dokker are the four Dacia vehicles to go on sale in Israel.**
- **Israel is the 44th country where the Dacia brand is marketed.**

Dacia continues to develop in the Mediterranean Basin with the establishment of operations in Israel. The first Dacia sales outlet was opened in Tel Aviv on Wednesday, January 7, in the presence of François Mariotte, Sales & Marketing Director of Dacia, and Itzik Weitz, CEO of Carasso Motors. The event was attended by around 50 representatives of the Israeli media.

Carasso Motors, the Renault group’s long-time partner in Israel, will be responsible for sales and aftersales service. In 2015, Dacia is expected to open two Dacia-branded sales outlets, as well as a number of sales corners in selected Renault dealerships across the country.

Itzik Weitz, CEO of Carasso Motors, commented: *“Our partnership with the Renault group has been going strong for more than 65 years. The Renault brand is growing in Israel and now has a 4.2% market share. The launch of Dacia will enable us to offer a new line of cars which will be complementary to the current Renault range.”*

“Dacia offers reliable, spacious cars fitted with modern equipment at very affordable prices. We will definitely find our place in the Israeli market,” noted François Mariotte, Sales & Marketing Director of Dacia. *“Our simple, clear customer promise will help Dacia to build trust-based relationships in this new market.”*

In the new Dacia showroom, customers can now place their orders for the new Dacia Duster, Sandero Stepway, Lodgy and Dokker. As in every other country, Dacia vehicles are sold with a three-year/100,000km warranty.

Following on from the UK, Ireland, Denmark, Norway, Cyprus and Malta in 2013, Israel will be the Dacia brand’s 44th national market.

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