



## PRESS RELEASE

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# DACIA INTRODUCES ITS NEW LIMITED EDITION 2019 ON GENEVA

- **Discover what's new from Dacia in Hall 4 at the Geneva Motor Show.**
- **An exclusive: The Ultimate – or Techroad (in some countries) – cross-range limited series available with Duster, Logan and the Stepway family.**
- **New 1.3 TCe 130 GPF and 150 GPF engines on Duster: available on 4x4 versions in summer 2019.**
- **Record year for Dacia: 700,798 vehicles sold worldwide in 2018 (+7% growth). Sandero: still the most popular vehicle in the consumer sales rankings in Europe.**

**Geneva (Switzerland), March 4, 2019** – At the 2019 Geneva Motor Show, Dacia is premiering the limited series Ultimate, also called Techroad in some countries\*. A cross-range edition available with Duster, Logan and the Stepway family – Sandero, Logan MCV, Lodgy and Dokker – in two new colors: Fusion Red and Highland Grey.

The opportunity also to present its new 1.3 TCe 130 GPF and 150 GPF engines on Duster. This new generation of petrol engine combines last Alliance innovations to offer the highest requirements in terms of reliability and durability.

**With a strong design, red trim features with contrasting grey, graphic upholstery, the new Dacia vehicles are sure to turn heads!**

The limited series Ultimate (or Techroad depending on the country) dares red inserts outside the vehicle (on the body lines, door mirror housings and side sills) as inside on the inner door panels, air vent surrounds, specific upholstery and even the front/rear protective mats. The cabin has a comfortable look, with alternating shades of light grey and muted red, creating a contrast with the dark carbon dashboard.

A red hub central cap raises the new 16-inch (17-inch on Duster) Sparkling Silver Grey/Erbe Grey two-tone wheels diamond-cut alloy wheels. This clever system gives a rims effect that is attractive, economical and easy to maintain.

This cross-range limited series is equipped with useful Dacia technologies, such as a camera and rear parking sensors, automatic air conditioning, a hands-free card and the City Plus Pack on Duster including the blind spot detection, the multi-view camera and the Media Nav Evolution multimedia system compatible with Apple CarPlay® and Android Auto®. Available since January, on demand depending on the country, it will be launched early March in Europe and in the 44 countries of commercialization Dacia.

For **Ionuț Gheorghe, Dacia Sales and Marketing Director**:

*“This launch predicts a promising start to 2019! It follows a record year in Europe in 2018 with great results for Sandero and New Duster which saw sales surge by 20,5%”.*

#### **New sales records**

In 2018, Dacia sold 700,798 vehicles worldwide, a global increase of the brand of 7% (7.5% for passenger vehicles, 1.1% for LCVs).

It sets a new record in Europe! With 511,622 registrations (+10.3%), it had market share of 2.9% (+0.3 points).

Sandero is still the most popular vehicle in the consumer sales rankings in 2018. Launched a year ago New Duster ranks as the most popular vehicle in the consumer sales in Europe.

*\* France, Italy, United Kingdom, Nordic countries, Adriatic countries...*

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