

2016 PARIS MOTOR SHOW PRESS KIT

September 29, 2016

DACIA: INTRODUCING THE NEW LOGAN, THE NEW SANDERO AND EDC AUTOMATIC TRANSMISSION FOR THE DUSTER



- Refreshed styling for Dacia's core models – the Logan, the Logan MCV, the Sandero and the Sandero Stepway. These three models are now more modern and more attractive than ever.
- The new entry-level three-cylinder petrol engine - the 1.0-litre SCe75 - is modern, more economical and Euro6 compliant.
- For the first time, Dacia is offering EDC (Efficient Dual Clutch) automatic transmission on the Duster, for an even more enjoyable drive.
- Dacia sales have continued to climb ever since the brand's relaunch in 2004.
- At the end of August 2016 Dacia set a new sales record with more than 391,000 units sold worldwide – an increase of 7.3 percent compared to 2015.

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1. WHAT'S NEW AT THE 2016 PARIS MOTOR SHOW

Dacia has refreshed the design of its four signature models: the Logan, the Logan MCV, the Sandero and the Sandero Stepway. A wide range of engine options (including the new SCE 75) is also available, along with a choice of transmissions and new affordable equipment options. Meanwhile, the Duster can be equipped for the first time with EDC dual clutch automatic transmission for an even more enjoyable drive.

1.1 New Logan, Logan MCV, Sandero, Sandero Stepway ... always more !

Dacia has refreshed the exterior and interior design of its four signature models, namely the Logan, the Logan MCV, the Sandero and the Sandero Stepway. These enhancements embody Dacia's new, more assertive and even more modern lighting signature.

Exterior styling: even more modern and attractive



Dacia design is on the move. The models display a new lighting signature front and rear¹ for an even more dynamic, contemporary look. The design of the front and rear lights has been revised. The front LED daytime running lights feature a pattern of four stacked rectangles.

The rear lighting signature is based on four illuminated squares.



The new Logan, the new Logan MCV and the new Sandero all share a more modern front bumper design, along with chrome detailing for the air intake grille. Meanwhile, the design of the front and rear bumpers² has been reworked to emphasise the models' muscular stance.

These design enhancements are shown to particularly powerful effect on the new Sandero Stepway. This model has a new frontal identity which picks up on the design cues of the Duster. The grille elegantly combines the black tones of the bumper with chrome detailing which brings an even more dynamic touch to the vehicle's nose.

¹ The new Logan MCV does not incorporate the rear lighting signature

² Except the new Logan MCV

At the rear, a chromed exhaust tailpipe highlights the car's tough, ready-for-action character. Last but not least, the brand's range of wheel trims and alloy wheels has been updated (depending on individual markets and models).

Status-enhancing interior

The cabins of the new models have been upgraded, too, including a more elegant and more contemporary satin-effect chrome finish for the air vent surrounds, trim strip and centre console fascia. The new four-spoke steering wheel has the horn push in the centre and proudly displays the Dacia logo. The steering wheel on high-end versions stands out through its exclusive Soft Feel finish that is both durable and pleasant to the touch.

On the new Sandero Stepway, the interior door releases are now chrome plated. Models across the range come with new upholstery fabrics with textures and patterns that convey both a fresher feel and an impression of comfort. The upholstery of new Sandero Stepway features a 3D weave for a greater sensation of depth, enhanced by top-stitching.



Even more extensively equipped but still at an affordable price

The new Logan, new Logan MCV, new Sandero and new Sandero Stepway feature new driver aids designed to make driving even easier and more practical. A reversing camera (depending on version) and hill start assist simplify manoeuvring and, in response to customer feedback, Dacia has relocated the front and rear electric window switches to the door panels. For the driver, the window switch has a handy one-touch function, while comfort is further enhanced by a retractable armrest incorporated into the driver's seat (depending on version).

The cabin is as spacious as ever and even more practical thanks numerous stowage spaces, including a front mobile phone cubby and a tray on the side of the console to accommodate small items. The new centre console design incorporates a bottle holder at the rear. Also new is a 12-volt power socket which allows rear passengers to charge mobile devices.

A new engine, the SCe 75

Seven different powertrains are available from launch, including the new, Euro6 compliant SCe 75. This 75-horsepower, three-cylinder, 1.0-litre unit has benefited from Renault's expertise. The result is a CO₂ emissions and fuel consumption saving of almost 10%³.

Dacia offers a broad range of engine-transmission combinations:

- Petrol: SCe 75 / TCe 90 with Stop&Start (S&S) / TCe90 S&S LPG / TCe 90 S&S mated to Easy-R automated manual transmission.
- Diesel: dCi 75 S&S / dCi 90 S&S with either a manual gearbox or automated Easy-R transmission.

³ Data subject to final type approval

1.2 The Duster now available with Efficient Dual Clutch (EDC) automatic transmission for an even more enjoyable drive

Driving made simple, calm and easy

For the very first time, the Duster is available with six-speed automatic EDC dual clutch transmission which combines the comfort and smoothness of an automatic gearbox with fuel economy and low CO₂ emissions similar to those of a manual box.

The EDC gearbox means the driver no longer needs to press the clutch or shift gears, making driving both simpler and more restful, with no jarring.

EDC incorporates hill start assist. When moving away on a slope, the EDC control unit holds the brakes for sufficient time to allow the driver to apply the throttle before the vehicle rolls back. The Duster equipped with EDC transmission is the 4x2 version powered by the dCi 110 S&S engine.

A NEW EQUIPMENT LEVEL: DUSTER BLACK TOUCH

In selected markets, Dacia is offering a new Duster Black Touch equipment level⁴ for true high-end style. Sporty and elegant, Dacia's versatile SUV will not go unnoticed.

This new version features a gloss black grille with matching door mirror housings, plus a satin-effect chrome finish for the fog light surrounds, along with diamond-effect 16-inch black alloy wheels and black door pillars. The Duster Black Touch stays faithful to its SUV heritage, too, with skid plates front and rear as well as roof bars, all finished in satin-effect chrome.

Inside, the gloss black centre stack finish and leather-trimmed steering wheel bring an extra touch of class to give Duster Black Touch not just a smarter look but also a full suite of equipment, including MEDIA-NAV navigation and a reversing camera in France.

⁴ Replaces the Prestige equipment level in France

2. DACIA SALES CONTINUE TO CLIMB

Since its revival in 2004, Dacia has sold more than four million vehicles, mainly in Europe and the Mediterranean region. Dacia set a new sales record at the end of August 2016, selling more than 391,000 units and reporting a 7.3 percent increase in sales. Its market share increases in Europe +0.1 point (2,5%), in Eurasia + 0,1 point (7,9%) and + 1,7 point in Maghreb (17,8%).

Dacia remains a hugely popular brand among its customers.

2.1 Record sales

At end-August 2016, Dacia had sold 391,098 units globally, a gain of 7.3 percent. No fewer than 27 of the 44 markets where the Dacia brand is sold set markets share or sales records as of end-August 2016.

- **In Europe**, Dacia's sales totalled 288,477 units – a new record and an increase of 12.5 percent. The Sandero is Europe's third best-B-segment selling vehicle to retail customers⁵. The Dacia Duster is the second best-selling C-segment vehicle to retail customers in Europe.
- **In France**, Dacia reported a 12.3 percent rise in sales to 77,671 vehicles and set a new record for passenger car sales. The brand beat its existing record for passenger car sales, with more than 76,000 registrations. Sales of the Sandero climbed by 26.7 percent and the model moved up three spots in the French rankings. The Sandero was the second top-selling car to retail customers.
- In other European countries, Dacia saw its sales increase by 12.6 percent to 210,806 units. **In Italy**, the brand posted record sales of 38,316 units, up 18.2 percent. New records were also set in **Spain** (39,192 units) and **Poland** (13,381 units), where Dacia reported its highest-ever market share at 4.3 percent. Dacia also posted record market share in the **Czech Republic** at 4.8 percent.
- **In Morocco**, Dacia's sales grew by 21.9 percent to 28,327 units. The brand was still in the lead in the passenger car and LCV market combined, scoring a 26.4 percent market share.
- **In Turkey**, with 26,984 sales, Dacia still beat its previous records for market share (up 4.7 percent).

⁵ Based on sales in 15 markets which together account for 94 percent of the European market.

Active in 44 countries, Dacia aims to build on recent new model releases in its mainstream range to boost its popularity.

For more than 10 years, the Dacia brand has stood out as a major player on the automobile market thanks to its straightforward policy of manufacturing attractive models that provide real value for money for the equipment they feature.

2.2 Dacia customers keep close contact with the brand

Dacia customers show their commitment to the brand on Facebook, which has a community of more than three million Dacia fans. Dacia picnics are now a tradition and each year attract several thousand people in a number of different countries.

Customer loyalty has driven the brand's commercial success. On June 26, more than 11,000 customers attended Dacia's eighth annual picnic in France. Similar events held in Denmark and Germany attracted 3,000 people and 5,500 people, respectively. Everyone enjoyed the friendly atmosphere and fun-packed day.

'Système Dacia' home to a new community

In April Dacia rolled out 'Système Dacia', a community platform targeting Dacia owners.

The website provides a space for sharing deals, tips and other information about spending wisely. Its tagline is 'Plus Malins Ensemble' [Smarter Together]. 'Système Dacia' is simple and user-friendly, strengthening the connection between customers and the Dacia brand.

Features include:

- Brand events (special offers, limited editions, outings such as picnics, etc.)
- Live Chat to survey volunteer customers
- Technical tips and latest servicing deals
- Bookings to test-drive a car with a Dacia owner
- Easy and secure peer-to-peer car rental service, in partnership with Drivy

Meanwhile, Dacia launched its 'Dacia Jeunes' programme on September 19. Aimed more specifically at 18-29 year-olds, its intention is to make it easier for young people to acquire a new car thanks to special offers like the first year's insurance at just €1, automatic motorway toll payment badges, servicing vouchers, etc. To unlock these deals, all they need to do is club together to like Dacia's pages.

CREDITS: Renault Marketing 3D-Commerce, BERNIER, Anthony / PRODIGIOUS Production

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