

DACIA NEWS

PRESS INFORMATION, [APRIL 2021](#)

MONTHLY TOPICS

- Dacia's first ever Brand Management Committee
- Upcoming News: Spring arrives in the network
- In case you missed them: news from March
- Highlight... a Springtime love story
- Press Fleet vehicles available for test drives

DACIA BRAND MANAGEMENT COMMITTEE

For the first time ever, Dacia has its own Brand Management Committee. Headed by Denis Le Vot, CEO of Dacia-LADA Business Unit, it is made up of the heads of each main functional division: Communication, Design, Digital, Engineering, Finance, Human Resources, Industry, Marketing & Sales, Product, Purchasing and Quality.

For the full list of Dacia-LADA Management Committee members, [click here](#).

COMING SOON

Spring joins the network

Dacia Spring: out of the factory and on to the road. Thanks to the Dacia network, the general public will now get to drive the brand's first electric vehicle either as a test or courtesy car.

With spring in the air, customers can already place pre-orders to be among the very first recipients in autumn 2021.

Spring takes electric mobility to new horizons: simple, reliable, and (now) accessible to all...

IN CASE YOU MISSED IT...

ALL-NEW DACIA SPRING: TAKING THE ELECTRIC REVOLUTION FOR A SPIN



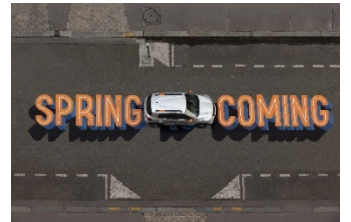
Today is the first day in a new chapter for Dacia with the arrival of the All-New Spring, the brand's first all-electric vehicle...

[Link to the full press kit](#)

ALL-NEW DACIA SPRING, THE ELECTRIC REVOLUTION, EXCLUSIVELY FOR EVERYONE

Spring is coming! Dacia is taking to the streets this springtime to celebrate in true form the coming of Spring, the electric revolution for all. Available now on pre-order.

[Link to press release](#)



ALL-NEW DACIA SPRING: PRICES (FRANCE) FOR THE MOST AFFORDABLE ELECTRIC CAR ON THE MARKET



Dacia is shaking up the automotive world with its first all-electric model.

Spring makes electric mobility accessible for all and truly all-purpose. Sold in France from €12,403.

[Link to press release](#)

ALL-NEW DACIA SANDERO: A SCREEN YOU CARRY IN YOUR POCKET

We carry our smart phones everywhere we go. Imagine using it to replace the media hub in your cars. Wouldn't that be a nifty idea! For Dacia, it was obvious.

[Link to story Media Control](#)



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HIGHLIGHT...

... a Springtime love story



Although pre-orders have been open since 20th of March, **9,300 customers have already booked their Dacia Spring.**

A huge success in each of the 5 countries that started the operation on the first day of spring: France, Italy, Spain, Germany, Romania.

With some countries already “fully booked”, customers are now having to put their names on the waiting list.

And it's not over yet! Austria, the Netherlands, Portugal, Belgium, Luxembourg, Denmark and Switzerland are also opening for pre-orders this month.

The beginnings of a great love story!



"Following the success of All-New Sandero in recent months, the keen interest shown by customers for Dacia Spring attests to the brand's terrific start to the year. Curious to learn more about the Dacia revolution, many across Europe reached out to us to see, try, and even pre-order their own. Resounding proof that Spring marks the beginning of electric mobility for all! "

Xavier Martinet – VP Marketing, Sales and Operations

TEST VEHICLES IN THE PRESS FLEET

Contact [Jérôme Delgrange](#) +33 176 846 876

- Duster TCe 130
 - Duster TCe 150
 - Duster dCi 115
 - Duster TCe 100 ECO-G (LPG)
 - All-New Sandero TCe 90
 - All-New Sandero Stepway TCe 100 ECO-G (LPG)
 - All-New Sandero Stepway TCe 90 CVT
 - All-New Spring (*Business Version*)
- Other vehicles on request

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ABOUT DACIA

The Dacia brand is part of the Groupe Renault. Dacia is present in 44 countries, mainly based in Europe and the Mediterranean perimeter. Created in Romania in 1968, the brand was bought and relaunched by the Groupe Renault with the arrival of Dacia Logan in 2004. Dacia proposes the best value for money cars within the market. Thanks to its star models – Logan, Sandero & Duster – the brand has become a success story. To date, Dacia has sold more than 7 million vehicles.

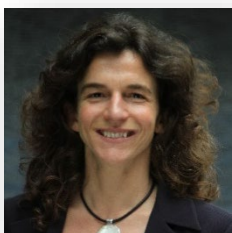
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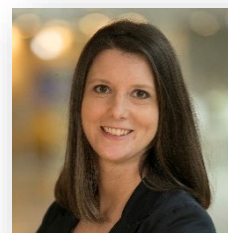
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