



## COMMUNIQUÉ DE PRESSE

15 octobre 2014

# DACIA SALES REACH THREE-MILLION MARK SINCE 2004!

- **In the space of barely 10 years, Dacia has won over more than three million customers across Europe and around the Mediterranean rim.**
- **The 3,000,000th Dacia to be sold was a Sandero Stepway purchased by a motorist in Spain.**
- **The keys to the car were handed over to new owner Andres Palomo Paz by Nicolas Wertans, Renault Group SVP Global Sales.**

On Tuesday, October 14, Dacia's stand at the 2014 Paris Motor Show provided the backdrop for a ceremony that saw Andres Palomo Paz receive the keys to a brand new Dacia Sandero Stepway – the three-millionth Dacia to be sold since 2004 – from Nicolas Wertans, Renault Group SVP Global Sales.

*“Dacia has now sold three million vehicles since the brand's renewal merely 10 years ago, and that's something of a unique achievement in today's automobile industry!” said Nicolas Wertans. “The Dacia brand has built a strong bond with its customers based on a sense of confidence and proximity. This success is also due to a clear, straightforward pledge that fits perfectly with the expectations of motorists looking for a safe, reliable vehicle with a modern equipment and performance package at an affordable price.”*

The Dacia success story

Once again, 2014 is turning out to be another excellent year for Dacia which saw its first-half sales expand by 24.4 percent.

The brand can claim to have the European market's youngest vehicle line-up and sales are up in all the region's countries. Dacia is also the brand that registered the highest increase in Europe (36.2 percent) in the first six months of 2014.

Meanwhile, Dacia's market share has risen in all its Mediterranean rim markets despite the unfavourable headwinds encountered in these countries.

At the same time, Dacia's international expansion continues and its vehicles will be available in Israel before the

end of the year after successful launches in no fewer than six markets in the course of 2013 (United Kingdom, Ireland, Denmark, Norway, Cyprus and Malta).

More than a brand, Dacia is a growing community

In addition to its buoyant vehicle sales, Dacia has been an inspiration for a high number of customers thanks to its 'smart buy' ethos.

In numerous countries, customers meet regularly to share their experiences and common values which are founded on a free spirit, simplicity and generosity.

These community-based events are growing in importance year after year, providing participants with an enjoyable time that helps to forge lasting bonds between the brand and owners.

This is illustrated by Dacia's presence on Facebook which already unites [more than two million fans](#) after an existence of barely four years.

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