



SHORT NEWS

September 27, 2017

DACIA SCOOPS THE GRAND PRIX DES MARQUES AUTOMOBILES 2017'S 'RUNNING COSTS' PRIZE

In brief:

- **Dacia's 'smart buy' policy earns another accolade.**
- **Dacia vehicles are as affordable to buy and run as ever.**
- **Value for money still the bottom line for the brand's customers.**

Paris, September 27, 2017 – Dacia has won first prize in the 'Running Costs' class at the 10th edition of the Grand Prix des Marques Automobiles 2017's. The items of expenditure taken into consideration covered fuel consumption, servicing costs, insurance and warranty. This award confirms what Dacia customers experience every day and testifies to the fact that the brand's 'smart buy' claim is still very much an integral feature of its DNA.

"This award is a further illustration of the strength and underpinning characteristic of the Dacia brand which seeks to provide its customers with a smart buy not only when they purchase one of our models but also when they run it on the road," notes Dacia France's Aftersales Director Pierre-Michel Erard. *"All Dacia vehicles come with a three-year/100,000km warranty, but at the same time they are acclaimed for their outstanding reliability. Together, it is these factors that make Dacia running costs so competitive."*

In the 13 years since its launch, Dacia has sold more than 4.5 million vehicles across the world and the experience it has gained allows its customers to benefit from straightforward, reliable and affordable models. In keeping with its philosophy, the brand makes a point of providing only what its customers really need to enjoy their time behind the wheel without having to break the bank. Year after year, this approach has attracted a growing following and has notably seen Sandero emerge as the best-selling model to retail customers in France since 2016.

For More Information:

Orianne TAMBURINI

Head of Product Press Department

+33 (0)1 76 84 04 59

**GROUPE RENAULT
PRESS OFFICE**

Tel.: +33 (0)1 76 84 63 36

renault.media@renault.com

Websites: www.media.renault.com - www.group.renault.com

Follow us on Twitter : **@Groupe_Renault**