



COMMUNIQUÉ DE PRESSE

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DACIA'S DANISH SALES DRIVEN BY LODGY

- **Dacia Lodgy is the first Dacia model to be marketed in Denmark.**
- **During a recent Dacia dealership promotion, some 4,200 people came to discover Dacia Lodgy, resulting in 51 orders.**
- **Denmark is Dacia's 41st market.**

As the brand's presence continues to expand in Europe, Dacia has introduced Dacia Lodgy in Denmark. It is the first Dacia to be available in the country.

Dacia's arrival on the Danish market was eagerly awaited and the brand's Danish website received almost 16,000 visits the day it went on-line (www.dacia.dk/).

The Dacia network's first nationwide promotion was a resounding success. Some 4,200 people came to discover Dacia Lodgy and the numerous road tests resulted in orders for 51 vehicles.

Dacia's Danish network is founded on that of Renault and currently boasts 33 points of sale dedicated to the brand.

Following the brand's launches in the United Kingdom and Ireland earlier in the year, Denmark is Dacia's 41st market.

Lodgy is exceptionally functional and boasts a particularly roomy cabin which seats up to seven people. Standing at 4.50 metres in length, it is a C-segment MPV for the price of a B-segment MPV. Lodgy's generously proportioned, spacious cabin boasts a practical, userfriendly, modular layout and a boot with carrying capacity of up to 2,617dm³.

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