



Press Kit

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DACIA'S NEW CAR RANGE: EVEN MORE MODERN YET AS AFFORDABLE AS EVER

- Dacia has renewed practically its entire range of cars.
- Dacia has refreshed the exterior styling and interior design of the new Sandero, new Sandero Stepway, new Logan and new Logan MCV.
- The new Dokker, new Dokker Van and new Lodgy have also been updated.
- Dacia has started to offer the all-new SCe 75 petrol engine. This modern, economical and affordable unit helps to cut CO2 emissions and fuel consumption by nearly 10 percent¹.
- For the first time, EDC (Efficient Dual Clutch) automatic transmission is available on the Duster.
- Dacia continues to grow and the brand has reached new record sales levels. At the end of October 2016, Dacia had sold more than 477,900 units worldwide – an increase of 6 percent.
- Dacia boasts a number of efficient manufacturing plants capable of meeting growing customer demand.
- Dacia is counting on all these new models to further boost its sales.

¹ Data subject to final type approval.

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1. Dacia model range renewed

At the Paris Motor Show, Dacia presented new styling for four of its signature models – the Sandero, Sandero Stepway, Logan and Logan MCV. The cars now feature an even more modern design, enhanced by a new lighting signature, a new interior, and new stowage solutions and equipment – all still at an affordable price. Dacia has now incorporated some of these features in the Dokker, Dokker Van and Lodgy to give the entire product range a strong family resemblance. Dacia has also extended the list of powertrains available for the new Sandero, the new Sandero Stepway, the new Logan and the new Logan MCV. For the first time, Dacia now offers an all-new petrol engine, the SCe 75, which is more modern, affordable and even more economical. Meanwhile, the Duster is available with EDC (Efficient Dual Clutch) automatic transmission.

1.1 Dacia introduces the new Sandero, new Sandero Stepway, new Logan and new Logan MCV and updates the Dokker, Dokker Van and Lodgy

The Dacia brand has renewed most of its car range in 2016. The new Sandero, the new Sandero Stepway, the new Logan and the new Logan MCV have been given new interior and exterior styling for an even more modern feel. The Dokker, the Dokker Van and the Lodgy also boast some of these new features. The Dacia range is now even more attractive yet still just as affordable.

Exterior styling highlights muscular stance

The new Sandero, the new Sandero Stepway, the new Logan and the new Logan MCV all enjoy a new front design. The cars display a new lighting signature front and rear² for a more dynamic, contemporary look. The new front LED daytime running lights have been reworked to feature an even more modern design. They include a pattern of four stacked rectangles which has become Dacia's new lighting signature. The models now display a wider front design for a more athletic stance.

The cars' rear lighting signature has been similarly restyled with four illuminated squares. The new bumper design, along with chrome detailing for the air intake grille and fog lights, further emphasise the models' muscular lines.

These design enhancements have been incorporated in the new Sandero Stepway. This model has a new frontal identity which picks up on the design cues of the Duster. The black tones of the bumper elegantly combine with the chrome rectangles on the grille to bring a dynamic touch to the vehicle's nose. The car's higher ground clearance, satin-effect chrome front and rear skid plates and longitudinal roof bars all accentuate its SUV looks. At the rear, a chromed exhaust tailpipe highlights the car's rugged character.

The brand's range of wheel trims and alloy wheels has been updated (depending on individual markets and models). The cars' elegant profile is accentuated by the fitment of slotted Flex wheel trims.

Modern, subdued interior styling



The cabins of the new models now feature a more status-enhancing appearance, including satin-effect chrome touches for the steering wheel trim, air vent surrounds, instruments and centre console fascia, as well as the door releases and the gear lever.

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 highly durable and more pleasant to the touch.

Models across the range come with new upholstery fabrics that convey both a fresher feel and an impression of comfort.

The upholstery of the new Sandero Stepway features a 3D weave for a greater sensation of depth, enhanced by top-stitching. The overall effect is an even more dynamic appearance.

² The new Logan MCV does not incorporate the rear lighting signature.

More extensively equipped for enhanced comfort

The models feature new practical driver aids designed to make driving easier, including a reversing camera (depending on version) and hill start assist. 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 a retractable armrest has been incorporated into the driver's seat (depending on version) to improve access to the controls between the two front seats and rearrange space there.

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

2017 versions of the new Dokker, new Dokker Van and new Lodgy



Dacia has carried over some of the new styling elements seen on its mainstream range to the new Dokker, new Dokker Van and new Lodgy.

All three models feature a new, chrome-trimmed front air intake grille³ which emphasises the cars' muscular stance. New Dark Metal Flex wheels are available on the Stepway versions, while new 16-inch ALTICA alloy wheels will replace the wheels currently fitted to the rest of the range. The new Lodgy's boot lid sports a chrome trim strip.

The cabin retains some of the styling elements seen on the mainstream range, including touches of satin-effect chrome on the new four-spoke steering wheel, centre console fascia and air vent surrounds and a window switch with a one-touch function for the driver. The two-tone dashboard has been replaced by a smart dark charcoal colour scheme. New upholstery offers a new, even more contemporary interior ambience. The upholstery on the Stepway version of the new Dokker features the same 3D weave used on the new Sandero Stepway. For enhanced comfort, the new Lodgy and the new Dokker are now fitted with two folding tables for rear passengers and an additional stowage net for the front passenger.

To make manoeuvring easier, the new Dokker and the new Dokker Van now include a reversing camera, a feature already available for the Lodgy.

³ Except the Dokker Van.

1.2 The all-new SCe 75 engine: more economical



Dacia is the first brand in the Group to offer the all-new naturally aspirated SCe 75 petrol engine. This 1.0-litre, three-cylinder engine delivering 75 horsepower and 97Nm of torque is the entry-level unit. It helps to cut CO₂ emissions by nearly 10 percent⁴ and consumes less fuel than its predecessor, the 1.2 16V 75hp unit.

This saving has been achieved by reducing the weight of the engine by 20 kilograms thanks to an all-aluminium block and advanced technology, including:

- a variable displacement oil pump,
- DLC (Diamond Like Carbon) coated cam followers, and graphite-coated piston skirts.

Double cam-phasing Variable Valve Timing (VVT) provides an added boost to driving enjoyment.

The SCe 75 engine is fully compliant with the Renault-Nissan Alliance's quality standards. This modern, economical and affordable powerplant

is consistent with Dacia's core values and will go on sale at the beginning of 2017 (depending on market).

In addition to the SCe 75 entry-level unit, Dacia offers a broad range of powertrain combinations for its mainstream range:

- Petrol: the TCe 90 with Stop&Start (S&S), the TCe 90 S&S LPG and the TCe 90 S&S mated to Easy-R automated manual transmission.

- Diesel: the dCi 75 S&S and the dCi 90 S&S with either a manual gearbox or automated Easy-R transmission.

The entire Dacia range is now available with LPG engines (depending on market).

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

In the space of 12 years, the share of the automatic transmission market in Europe has grown from six percent to 18 percent in 2015. Dacia's EDC (Efficient Dual Clutch) automatic transmission offers an alternative to manual gearboxes. The Duster is available with EDC transmission mated to the dCi 110 4x2 S&S diesel engine.

This six-speed automatic EDC dual clutch transmission 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 is a combination of two clutches: one clutch controls the odd-number gears (1st, 3rd and 5th) and the second covers the even-number gears (2nd, 4th and 6th), as well as reverse.

Gear changes are operated by electric actuators which are in turn controlled by a control unit which selects the appropriate gear based on driver input. Gears are changed by shifting from one clutch to the other, the first clutch opens whilst the second closes simultaneously which guarantees seamless traction during gear changes with no energy loss.

The system ensures a swift climb up through the gears to select the highest gear possible for a given speed, thereby minimising fuel consumption and CO₂ emissions. EDC gearbox technology delivers added comfort and responsiveness. EDC incorporates hill start assist.

⁴ Data subject to final type approval.

2. Record sales

At end-October 2016, Dacia had sold more than 477,967 units globally, a gain of 6 percent. Dacia saw its market share rise by one-tenth of a point (2.4 percent) in Europe, two-tenths of a point (8.2 percent) in Eurasia region and eight-tenths of a point (18.5 percent) in the Maghreb region.

No fewer than 27 of the 44 markets where the Dacia brand is sold have established new market share or sales records.

- In Europe, Dacia's sales totalled 346,882 units – a new record and an increase of 11.1 percent. The Sandero and the Duster were ranked third and second in their segments for retail customers, respectively⁵.

- In France, Dacia reported an 11.5 percent rise in sales to 94,055 vehicles and set a new record for passenger car sales to retail customers with more than 92,727 units sold. Sales of the Sandero climbed by 15.6 percent and the model moved up three spots in the French rankings. The Sandero was the best-selling car to retail customers in France.

- In its other European markets, Dacia saw its sales increase by 10.9 percent to 252,827 units. In Italy, the brand posted record sales of 45,065 units, up 15.1 percent. New records were also set in Spain (45,669 units) and Poland (15,781 units).

- In Morocco, Dacia's sales grew by 16.4 percent to 33,801 units. The brand continued to top the passenger car and LCV market combined, scoring a 26 percent market share.

- In Turkey, with 34,840 sales, Dacia beat its previous record for market share (up 4.8 percent). In Romania, where Dacia is the market's number one brand, it reported a 3.5 percent increase in sales to 31,316 units.

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 clear policy of manufacturing attractive models that provide real value for money for the equipment they feature.

3. Efficient production facilities underpin Dacia's success

Dacia's new models are manufactured at plants in Pitesti in Romania, Tangier and Casablanca in Morocco and Oran in Algeria. All the plants now operate in three shifts to meet rising customer demand. Dacia's policy is to produce as close as possible to its markets in order to meet the different needs of its customers.

Pitesti was the first plant to contribute to Dacia's success story; it was here that the Logan was first produced back in 2004. Pitesti currently manufactures the new Logan, the new Logan MCV, the new Sandero, the new Sandero Stepway and the new Duster. This comprehensive production facility houses a body assembly plant, a powertrain plant, a logistics department and a foundry. The Pitesti plant is working at full capacity in order to meet growing market demand.

As the brand became more popular, the Tangier plant was opened in 2012. This factory produces the new Lodgy, the new Dokker and the new Dokker Van, as well as the new Sandero and the new Sandero Stepway. It will start building the new Logan MCV in 2017.

The Tangier facility has been designed to emit near-zero CO2 thanks to the use of renewable resources. Thermal energy is generated on site and electricity is bought from renewable sources. This is the first and only car plant of its kind. The Tangier facility has also been designed to discharge no industrial wastewater into the natural environment. It treats and recycles its industrial wastewater for its own use. Domestic wastewater undergoes biological treatment in an external facility before it is discharged.

The Group has a second production facility – SOMACA – in Morocco. It is based in Casablanca and produces the new Logan, the new Sandero and the new Sandero Stepway.

The Group opened its most recent plant two years ago in Oran. The facility started building the new Sandero Stepway there for the Algerian market in June 2016.

⁵ Calculation based on 15 markets which account for 94 percent of the European market.

4. An active brand community

Dacia has grown significantly since 2004 and has carved out a unique place for itself in the automotive market. The Dacia brand currently boasts a product range comprising seven models, four production facilities, 44 markets and total global sales of more than four million vehicles. Dacia also has 3.3 million fans on social media. This highly active community has made a considerable contribution to the brand's commercial success.

Dacia and the sharing economy



Dacia is a popular brand because of its attractive product range and thanks to its active community of followers. This community formed spontaneously 11 years ago when the first Dacia picnics were organised in the wake of the Logan's launch. More than 11,000 customers gathered to take part in the eighth Dacia picnic to be organised in France, while a further 3,000 and 5,500 convened for similar events in Denmark and Germany respectively. These picnics combine a programme of entertainment with an opportunity to dialogue with fellow enthusiasts and are now a tradition as Dacia seeks to give members of its community an even more active role as brand ambassadors.

In France, Dacia uses the 'Système Dacia' community platform to engage with the community and reach out to an even broader customer base. The website provides a space for sharing deals, tips and other information between current and future Dacia customers. To test-drive a model, it is now possible to contact a Dacia owner directly as a first point of contact. In just one click, you can connect with a member of the Dacia community for a test-drive and answers to your questions.

Peer-to-peer car rental is another important way for Dacia to spread the word about its car range. This is the rationale behind Dacia's partnership with Drivy, a major player in the peer-to-peer car rental market in France. Meanwhile, the 'Dacia Jeunes' programme targets 18-to-29-year olds. One of its goals is to make it easier for young people to buy a new car thanks to special offers like the first year's insurance at just €1, automatic motorway toll payment badges, servicing vouchers, etc.

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