



## PRESS KIT

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### THE NEW DACIA LOGAN MCV STEPWAY: THE LATEST ADDITION TO THE STEPWAY FAMILY



- Following in the tracks of the Sandero, Dokker and Lodgy, the Logan MCV joins now Dacia's Stepway family.
- The new Logan MCV Stepway enhances its credentials as a thoroughly modern and generously-proportioned estate car with a distinctly rugged look.
- The car's adventurous spirit is highlighted by a 50mm gain in ground clearance, front and rear skid plates, a Duster-like grille, side protective mouldings for the lower part of the bodywork and a specific interior.
- Playing to its major strength of practicality, the new Logan MCV Stepway carries over all the key qualities of the Logan MCV, from its impressively spacious interior space – including five full seats – to a 573-litre boot, which is amongst the largest in any segment of the market.
- New limited-edition versions for each member of the Stepway family and the Duster.
- Dacia will equip its new Sandero, Logan and Logan MCV models with its brand new, innovative petrol engine – the SCe 75. This modern, economical and affordable powerplant yields a reduction of almost 10 percent in terms of both CO<sub>2</sub> emissions and fuel consumption.

- The brand continues to grow and achieved record sales figures in 2016. In the 44 different markets in which Dacia is active, it sold 584,219 vehicles in total, representing a year-on-year increase of six percent.

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## 1. The new Logan MCV Stepway: the latest addition to the Stepway family



The Stepway family, one of Dacia's biggest success stories, maintains its growing momentum with the addition of a fourth member- the new Logan MCV Stepway- following the Sandero, the Lodgy and the Dokker. The car's adventurous spirit is highlighted by a 50mm gain in ground clearance, front and rear skid plates, a Duster-like grille, side protective mouldings for the lower part of the bodywork and a specific interior.

The new Logan MCV Stepway sports an undeniably muscular build, with an assertive personality that draws inspiration from the world of crossover styling, offering first class practicality and vast load space at an extremely competitive price.

The generously proportioned new Logan MCV Stepway carries over all the key qualities of the Logan MCV:

- Impressive interior space, with five proper seats
- A 573-litre boot – amongst the largest in any segment of the automotive market

On the design front, the new Logan MCV Stepway has a distinctly modern edge, including a new lighting signature, a new interior ambience, additional storage space and upgraded equipment specifications.

## Distinctive styling

With its rugged good looks, eye-catching features and generous specification, the new Logan MCV Stepway is clearly a member of the Stepway family.

For easier ingress, its ground clearance has been increased to 174mm – 50mm more than that of the Logan MCV, while its high-up driving position ensures outstanding visibility.

At the front, the new Logan MCV Stepway sports a two-tone bumper as well as a satin-effect chrome skid plate, plus the fitment of fog lights. The model similarly incorporates Dacia's new lighting signature unveiled at last year's Paris Motor Show and which imbues it with a dynamic and thoroughly contemporary appearance, with headlights that now incorporate LED Daytime



Running Lights (DRL) in the form of four stacked rectangles. This modern design results in a visibly wider look for the front end of the new Logan MCV Stepway.

The front bumper has been modified to exude an elegant yet athletic stance. Like the other models in the Stepway line-up, the new Logan

MCV Stepway's grille mirrors the black elements of the two-tone bumper, with the chrome rectangles rounding off its distinctive style in much the same manner as the Duster.

Meanwhile, seen from the side, the wheel arches and sills are accentuated by an exclusive trim that emphasises the model's bold, powerful feel. The new Logan MCV Stepway also comes with Dark Metal door mirror housings and Stepway decals on the front doors, along with Dark Metal longitudinal roof bars which further emphasise the model's estate car lines.

At the rear, the tail lights are picked out in black, while the new Logan MCV Stepway's two-tone bumper and satin-effect chrome skid plate are characteristic cues of Dacia's Stepway range.

The new Logan MCV Stepway comes in a choice of two colours at launch – namely the brand's iconic Azurite Blue and Vison Brown – combined with new, 16-inch Bayadere Dark Metal

Flexwheel wheels. This smart, economical and attractive system comprises a slotted wheel trim design that fits over a similarly slotted rim.

### **A modern interior with more features than ever before**

Inside the cabin, the new Logan MCV Stepway enjoys a new, more status-enhancing ambience first introduced several months ago in the new Sandero. This can be seen in the satin-effect chrome door releases, while the centre console fascia and air vents are trimmed by similarly-coloured surrounds.

The new Logan MCV Stepway comes with Dacia's new four-spoke steering wheel – complete with horn push in the centre – in the brand's Soft Feel finish, making it highly durable, easy on the eye and pleasant to the touch. The steering wheel mounted-controls are now better integrated, resulting in a more user-friendly and comfortable driving experience. In the middle of the wheel, beneath the Dacia logo, the word 'Stepway' is picked out in blue.



The upholstery fabric selected for the new Logan MCV Stepway first appeared inside the new Sandero Stepway. These seats feature a 3D weave for a greater sensation of depth, enhanced by top-stitching. The overall effect is an even more dynamic design.

### **More extensively equipped for enhanced comfort**

The new Logan MCV Stepway boasts new equipment that was introduced in Dacia's mainstream range towards the end of 2016, including rear parking sensors and hill start assist – now a standard fitment – with a reversing camera similarly available depending on version.

The vehicle's interior features have been conceived to take the strain out of everyday motoring. The door-mounted front and rear electric window switches fall more easily to hand than before. For enhanced comfort, drivers now benefit from a one-touch function and a retractable centre armrest incorporated into the seat. Last but not least, the model is fitted with one-touch direction indicators and a lit glove box.

In addition to the many stowage areas located conveniently throughout the cabin, rear passengers are pampered by a ceiling light and a 12V power supply to connect and charge portable devices.

The new Logan MCV Stepway will be available with a choice of engine and transmission options:

- Petrol<sup>1</sup> :

TCe 90 with Stop & Start (S&S) mated to a five-speed manual gearbox (combined cycle fuel consumption: 5.1 litres/100km / CO2 emissions: 115g/km).

TCe 90 S&S which drives through electronically-controlled Easy-R five-speed transmission (combined cycle fuel consumption: 5.1 litres/100km / CO2 emissions: 114g/km).

- Diesel<sup>1</sup> :

dCi 90 S&S coupled to a five-speed manual gearbox (combined cycle fuel consumption: 3.9 litres/100km / CO2 emissions: 100g/km).

An LPG version will go on sale in due course in selected markets.

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<sup>1</sup> Temporary Data

**The new Dokker, Dokker Van and Lodgy:**

**Avant-garde styling and even more extensively equipped but still at Dacia's famously low prices**

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 grille<sup>2</sup> which emphasises the cars' muscular lines. New Dark Metal Flexwheel wheels are available for 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 tailgate sports a chrome trim strip.

The cabin retains some of the styling elements found in the mainstream range: a new four-spoke steering wheel, touches of satin-effect chrome on the centre console and air vent surrounds and a one-touch electric window switch for the driver. The former two-tone dashboard has been replaced by a smart, more harmonious dark charcoal colour scheme. The new Stepway upholstery accentuates the more contemporary interior ambience, while the upholstery in the Stepway versions of the new Lodgy and new Dokker features the same 3D weave seen in the new Sandero Stepway and new Logan MCV Stepway. For enhanced comfort, the new Lodgy and the new Dokker are now fitted with two aviation-style folding tables for rear passengers and an additional stowage net for the front passenger. To make manoeuvring easier, finally, the new Dokker and the Dokker Van now come with a reversing camera (depending on version), a feature already available for the Lodgy.

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<sup>2</sup> Except the Dokker Van

## 2. New limited-edition versions for the Duster and Stepway ranges



At the Geneva International Motor Show, Dacia will launch a new limited-edition version for the Duster and each of its Stepway models (the Sandero, the Dokker, the Lodgy and now the Logan MCV). These limited-edition versions will be based upon the highest equipment level and will stand out in particular through two exclusive exterior colour options: iceland grey or ocher orange (Sandero Stepway only). In the Stepway range, these new colours will be complemented by 16-inch Erbe Grey Flex wheels, while the Duster will sport 16-inch diamond-cut black cyclades alloy wheels. Depending upon the market, new 16-inch Altica alloy wheels will be available as an option on both the New Lodgy and the New Dokker.

Inside the cabin, these limited-edition models boast exclusive dual-material upholstery. The seats are instantly recognisable thanks to their copper orange piping and top-stitching, plus the word 'Stepway' embroidered into the fabric in the same colour. The carpet mats are similarly finished with copper orange top-stitching.

The same copper orange detailing is to be found on the centre console cover and air vent surrounds.





This limited-edition version is generously appointed for everyday motoring, including climate control, the Media Nav Evolution multimedia system, rear parking sensors and cruise control with speed limiter (depending on market). The Duster also features Dacia's 'Baroudeur Pack' (depending on market) which incorporates wheel arch guards and protective side mouldings.

Depending on the market, this model will go on sale with a choice of petrol or diesel engines from the brand's range. The electronically-controlled Easy-R gearbox and EDC automatic transmission are available respectively on the Sandero and the Duster.

The name of these limited-edition versions will vary from country to country. In Belgium, Spain and Switzerland, Dacia has organised a competition across its social media networks to find the best name, calling upon the creativity and imagination of its legions of fans in an original and fun way to get them actively involved in the brand's activities. In Switzerland, for example, the name chosen for this family of limited-edition versions is Stepway Unlimited. This appellation was selected from almost 2,500 suggestions proposed by the brand's fan community after a Facebook poll in January. In just four months, Dacia's Facebook page in Switzerland has seen more than 6,000 fans register.

### 3. The all-new S Ce 75 engine: More economical

Dacia is the first brand in the Group to offer the all-new, naturally-aspirated S Ce 75 petrol engine, which complies with Euro 6 emissions standards. This 1.0-litre, three-cylinder unit delivers 75 horsepower at 6,300rpm and 97Nm of torque at 3,500rpm. Available at entry-level in the New Sandero, the Logan and the Logan MCV, it is impressively efficient as it cuts both fuel consumption and CO2 emissions by nearly 10 percent compared to its 1.2-litre 16-valve 75hp predecessor. In the New Sandero and the Logan, it uses just 5.2 litres of fuel per 100km (combined cycle) and emits only 117g/km CO2, while in the Logan MCV, it boasts a combined cycle figure of 5.4 litres/100km (120g/km CO2). For additional economy, it comes with a timing chain.

The Group's engineers have achieved these reductions in CO2 emissions and fuel consumption by focusing on several key areas, beginning with the weight of the engine which is 20kg lighter than its 1.2-litre 16-valve predecessor thanks to an all-aluminium block. A number of other advanced technologies have been employed, including a variable displacement oil pump which enables the oil flow to be regulated as closely as possible to match the speed of the engine. It also benefits from DLC (Diamond Like Carbon) coated cam followers and graphite-coated piston skirts, which minimise friction.



Double cam-phasing Variable Valve Timing (VVT) is another advanced feature, while the gear ratios generate better pick-up at low revs, in so doing providing an added boost to driving enjoyment.

The S Ce 75 engine is fully compliant with the Renault-Nissan Alliance's quality standards and this modern, economical and affordable powerplant is entirely consistent with Dacia's core values.

## 4. Dacia continues to break its own sales records

In 2016, in the 44 markets in which Dacia models are sold, the brand achieved sales of some 584,219 units, representing a year-on-year gain of six percent. This positive trend can be seen across all of the regions in which Dacia is active, with no fewer than 28 countries establishing either new market share or new sales records. Over the last 12 years, Dacia has sold more than four million vehicles. Today, the brand stands out as a major player in the automotive market thanks to its clear policy of manufacturing attractive models that provide real value for money for the equipment they pack.

The brand's share of the passenger car and LCV market expanded by 0.1 percentage points to 2.4 percent in Europe, by 0.2 percentage points to 7.9 percent in Eurasia and by 1.1 percentage points to 19.4 percent in the Maghreb region.

- **In Europe**, Dacia's sales totalled 415,010 units – a new record and an increase of 10.8 percent. The Sandero was ranked fourth in the B segment for retail customers, with the Duster second in the C segment for retail customers and the best-selling SUV in the same segment.

- In France, Dacia reported a 12.1 percent rise in overall sales to 112,111 vehicles, setting a new record as more than 110,529 passenger cars were sold to retail customers. Sales of the Sandero climbed by 24.2 percent to make it the number two model amongst retail customers in France, with Dacia the fourth-highest selling retail customer brand.

- In its other European markets, Dacia saw its sales increase by 10.4 percent to 302,899 units. In Italy, the brand posted record sales of 52,272 units – a gain of 11.6 percent. The brand was similarly successful in the UK, achieving sales of 26,562 (up 1.1 percent) in a stable, business customer-oriented market. A new record was also established in Poland, as sales rose an impressive 29.3 percent to 19,275 units.

In Switzerland, too, the brand enjoyed excellent growth, gaining 0.7 percentage points of market share to attain a new high of 2.2 percent. This represented Dacia's best year to-date in the country as it increased its sales by 39.9 percent to 7,824 units.

In those **Eurasian markets** where it has a presence, Dacia has gained 0.2 percentage points to earn a market share of 7.9 percent, with sales up by 5.8 percent to a total of 90,926 units. The brand remains the market leader in both Romania and Bulgaria. In the former, Dacia sold 38,861 vehicles in 2016 to claim a 29.6 percent share of the market. In Turkey, meanwhile, the brand broke new records in terms of both vehicle sales (47,529 units, up 6.3 percent) and market share (4.8 percent, up 0.2 percentage points).

**In the Maghreb**, Dacia's market share stands at 19.4 percent with 66,165 sales in 2016 – an increase of 1.1 percent. The brand is performing particularly well in Israel, where the first Dacia showroom opened its doors only two years ago and where 4,246 sales – a climb of 65 percent – provided the brand with a 1.5 percent share of the market. Dacia continues to lead the way, finally, in terms of vehicle sales in Morocco with a market share of 26.6 percent, translating into 43,408 vehicle sales in 2016 (up 16.1 percent).

Dacia's models are built at four different factories on two continents, with plants in Pitesti (Romania), Tangier and Casablanca (Morocco), and Oran (Algeria). The company's policy is to produce as close as possible to its markets in order to adapt to the different needs of its customers as closely as possible.

In its attractive product range, Dacia is a popular thanks to its active community of followers, with some 3.5 million fans across its various social networks.

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