



COMMUNIQUÉ DE PRESSE

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NOW WE ARE FOUR! THE STEPWAY FAMILY WELCOMES THE NEW DACIA LOGAN MCV STEPWAY

Building on its popularity, the Stepway family has now been expanded to include a new model: the new Logan MCV Stepway. Dacia will be presenting this modern, spacious and affordable estate car with an adventurous spirit at the Geneva Motor Show from March 7, alongside a new limited edition available across several models.

- **The new Logan MCV has been added to Dacia’s crossover-inspired Stepway family, joining the Sandero, the Lodgy and the Dokker.**
- **Five full seats and a boot capacity of 573 litres, one of the biggest boots on the market.**
- **New limited-edition versions for the entire Stepway line and the Duster.**

February 22, 2017, Boulogne-Billancourt – After presenting last month a new sales record for 2016, Dacia today announced the launch of the new Logan MCV Stepway at the Geneva Motor Show to bring a new segment of the brand to Dacia customers.

“Following the hugely successful year we enjoyed in 2016, not to mention the new products we have launched in recent months and the record sales levels we have reached, Dacia is laying the foundations to ensure this trend continues in the future. The rugged New Logan MCV Stepway is an estate car that delivers record interior space for a hallmark low price tag. In the space of just 12 years, Dacia has carved out a real place in the market, with more than four million customers across the world already and a unique community of Facebook fans that is fast approaching the same figure,” notes Jean-Christophe Kugler, EVP, Chairman of Europe Region, Groupe Renault.

Dacia’s hugely popular crossover-inspired Stepway family has been expanded with the introduction of the new

Logan MCV Stepway which features modern styling, including all the major updates presented in late 2016. 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 is extremely generous and functional, providing all the acclaimed benefits of the Logan MCV, including the latter's spacious interior and a boot capacity that figures amongst the market's very biggest.

The Geneva Motor Show will also see Dacia unveil a new limited-edition version of all the models in the Stepway line including the Sandero, Dokker, Lodgy and now the Logan MCV, as well as the Duster (the name of this limited-edition version will be different in each market). The limited-edition version will come in two exclusive body colours – Iceland Grey, available across all the models, and Ochre Orange, for the Sandero Stepway only. Other features will include exclusive upholstery in a combination of materials and new wheels, plus copper orange detailing for the centre console fascia trim strip, air vent surrounds, top-stitched floor mats and upholstery.

These new products will build on the brand's strong momentum which generated record sales in 2016. Dacia sold 584,219 cars in 2016 in the 44 countries where it is active, posting an increase in sales of six percent. The Dacia brand saw its sales grow in every region and 28 markets established records for either market share or sales.

For a closer glimpse of these models, join Dacia at the 2017 Geneva Motor Show from March 7 (the show opens to the public on March 9th). Dacia spokespeople will be available.

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