



SHORT NEWS

October 16, 2018

SANDERO STEPWAY ESCAPE: THE NEXT VERY LIMITED EDITION OF DACIA

The Sandero Stepway Escape by Flora Jammes has won Dacia's Very Limited Edition contest, initiated by the brand for its best seller.

Once again, Dacia has called on its vast community to choose its next limited edition. In July 2018, the brand first addressed young designers via the Creapills platform in order to propose new looks on the Sandero Stepway. Among these proposals, three had been selected and were presented to the Dacia community for a vote at the opening of the Mondial de l'Auto on 2 October 2018. In the end, more than 100,000 people (Internet users and visitors to the show) voted to elect Flora Jammes' Escape design with nearly 38,000, neck and neck with the other two finalists (Aurélie Abric and Pierre Lancien). This young designer is co-creator of a collective called Automne Studio. It will thus be able to see its creation in the streets very soon, because 400 copies of the Sandero Stepway Escape will be produced and marketed in France by the end of 2019.

"This Dacia Very Limited Edition contest showcased young talents and proposed unique designs for the Sandero Stepway. An event that was very welcomed by the community, which was, as always, very active and voted massively online to elect their favourite design." said **Sandrine Paraliou, Senior Brand Manager Dacia France**, at the reveal of the winning model at the Mondial de l'Auto this Sunday, October 14.

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