



SHORT NEWS

December 19, 2011

THE 100TH DACIA BOX

Dacia has inaugurated its 100th Dacia Box dealership with the opening of NGL (Nouveaux Garage Lensois) in Lens, in northern France on Tuesday December 13th.

Following the success which the brand is enjoying, and as it prepares to boost its range with launches of a new MPV and a small van in 2012, Dacia's network expansion policy takes the form of so-called Dacia Box dealerships, which employ dedicated sales forces.

By the end of December this year, 120 Dacia Box dealerships will be up and running as inaugurations pick up speed. Indeed, almost 30 new sites will have opened this month alone. By the end of June 2012, it is expected that 150 Dacia Boxes will be operational, providing good geographical coverage of those areas where potential for buoyant sales is strong.

Some 300 salesmen and saleswomen are currently entirely dedicated to the Dacia brand. This figure is likely to remain stable next year, and our objective is to step up the training programmes that have been tailor-developed for these teams.

GROUPE RENAULT PRESS OFFICE

Tel.: +33 (0)1 76 84 63 36

renault.media@renault.com

Websites: www.media.renault.com - www.group.renault.com

Follow us on Twitter : **@Groupe_Renault**