



PRESS RELEASE

June 26, 2017

THE DACIA FAMILY TOGETHER FOR THE 2017 GRAND PIQUE NIQUE

- **Close to 10,000 people attended Dacia's 2017 Grand Pique Nique on Sunday, June 25, at Domaine de Courson near Paris.**
- **Participants voted on a very limited edition version of the Sandero Stepway ahead of its launch which is scheduled for the end of 2017.**

A special set by French singer Amir for the Dacia family's annual picnic.

The Dacia community gathered on Sunday, June 25, for the brand's ninth annual big picnic. Close to 10,000 guests gathered at Domaine de Courson, south of Paris, for what has become a well-established tradition. The day's packed programme included:

- A big picnic and other activities including football, rock-climbing, a laser spy game, remote-controlled boats, X'trem jump and more
- A public vote on a brand new Very Limited Edition Sandero Stepway
- A giant Zumba dance class
- A free concert by Amir

A Very Limited Edition of the Sandero Stepway

Dacia is always delighted when it succeeds in bringing its customer fan base together at a single venue and, as the icing on the cake, this year it asked guests to choose their next 'very' limited edition. Three Sandero Stepway models – each with a new look: City, Navy and Pop Art – were put to a vote.

The vote will continue on social media (www.facebook.com/daciafrance) and on the Système Dacia community platform until July 12, 2017. 150 copies of the model that earns the most votes will be produced and released for sale before the end of the year.

Dacia wants to thank all of its customers who once again took part in this friendly, fun-packed event.

See you in 2018!

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