



PRESS RELEASE

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ULTRA-LIMITED EDITION DUSTER BLACK COLLECTOR UNVEILED AT DACIA'S BIG PICNIC

- **The 11th Big Dacia Picnic brought together 10,000 brand fans on Sunday June 30, 2019 at the Chaalis Abbey near Paris.**
- **At the event, Dacia revealed *Duster Black Collector*, an ultra-limited edition model to be produced in 500 numbered units and set for launch in France in September 2019.**
- **In addition to a treasure hunt and test drives of new Duster 4x4, the participants got the chance to witness an outstanding show by the "Dacia Talents", joined on stage by the French singer Jenifer.**
- **Check out the highlights of the 2019 Big Dacia Picnic on the www.grandpiquenedacia.com website.**

Boulogne-Billancourt, July 1, 2019 – At the annual Big Dacia Picnic, held this year on June 30, 2019 at Chaalis Abbey in the Oise department north of Paris, Dacia revealed the new ultra-limited edition *Duster Black Collector* to its community. The event has become an annual highlight over the last ten years, drawing some 10,000 members of the Dacia community. This year's participants enjoyed a range of family activities together, and also got to test drive the 4x4 version of Duster.

Black Collector: Duster as “stylish adventurer”

Based on the Prestige trim level, Duster Black Collector boasts unique styling giving it a “stylish adventurer” look. The limited edition features metallic black paint and exclusive strips outside together with protective mats and a Focal audio system inside. Equipment levels are more than generous, with a hands-free card, multi-view

camera and multimedia screen compatible with Apple CarPlay™ and Android Auto™.

Available purely as a 4x2 version with a 1.3 TCe 130 PF petrol engine, the limited series will be marketed in France in 500 units with a numbered door sill underlining the car's exclusive nature.

And in a first for the brand, reservations for the limited edition model will be online only. Be sure to visit the duster-blackcollector.dacia.fr website in September.

Jenifer joins seven Dacia Talents on stage

The French singer Jenifer, having made eight albums and featured as a jury member on the TV shows *The Voice* and *The Voice Kids*, regaled the attendants of the Big Dacia Picnic with a concert of over an hour. Seven Dacia Talents, artistes from the Dacia community, who delighted the crowd with music, dance, song and magic did the opening act for the artist. This year, seven individuals picked from among 17 applicants were coached individually and supported by Jenifer. Once again this year, the Big Dacia Picnic put on an exceptional show for the Dacia community, which remains as committed as ever.

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