

PRESS RELEASE

29/01/2021

ALL-NEW DACIA SANDERO CROWNED CAR OF THE YEAR BY L'ARGUS

- ***L'argus* has just named the All-new Dacia Sandero as its Car of the Year and City Car of the Year.**
- **The Sandero, Dacia's bestselling car, has been the most popular car among retail buyers across all brands and market segments in both France and the rest of Europe for many years now.**
- **Truer than ever to the Dacia style, the All-new Sandero continues to define modern essential cars.**

Boulogne-Billancourt – 29 January 2021. French car magazine *L'argus* has just named the All-new Dacia Sandero its overall Car of the Year 2021, as well as City Car of the Year 2021. The brand's bestselling car, Sandero is a smart buy that gives customers the best value for money.

The All-new Sandero has just been crowned Car of the Year 2021 by *L'argus*. Out of the 32 models in the running, it was picked as the winner by a panel of motoring journalists from different media outlets (including *La Tribune, Le Monde, L'Équipe, RTL* and *La Voix du Nord, etc.*).

Racking up almost 2.3 million sales – including over a third in France – since it was launched in 2008, Dacia Sandero remains the vehicle of choice for retail buyers in France and the rest of Europe year in, year out.

With a bolder, more modern look, the All-new Sandero stays true to the accessibility of its two forerunners even though it has been given a complete overhaul – a new design, new equipment and the latest-generation ECO-G LPG or petrol engines for greater efficiency and lower fuel consumption. The CMF-B platform has improved the car's interior space, quality, particularly interior quality, comfort and driving experience.

As well as the Car of the Year 2021 award from *L'argus*, the car won other awards across Europe in the past, including *Whatcar?*'s overall Car of the Year in England, the Good Deal award at the *Automobile Awards* in France and Car of the Year in Romania.

"The All-new Sandero has just been launched, with the aim of continuing the success story of the generations that preceded it with nearly 2.3 million sales, and thus continue to be the best retail selling vehicle in France and Europe every year.

By being the first Dacia vehicle to use the Alliance's CMF-B modular platform, while remaining true to Dacia's DNA, the All-new Sandero is more than ever in line with the smart purchasing aspirations of customers.

The Car of the Year award rewards our work and reinforces our vision that a fair price is compatible with a modern and attractive car. The All-new Sandero is the perfect illustration of this."

Denis Le Vot, CEO of the Dacia brand

More information on the All-new Sandero – [Press Pack](#) (available in French only)

ABOUT DACIA: The Dacia brand is part of the Groupe Renault. Dacia is present in 44 countries, mainly based in Europe and the Mediterranean perimeter. Created in Romania in 1968, the brand was bought and relaunched by the Groupe Renault with the arrival of Dacia Logan in 2004. Dacia proposes the best value for money cars within the market. Thanks to its star models – Logan, Sandero & Duster – the brand has become a success story. Since it was acquired by the Groupe Renault, Dacia has sold over 7 million vehicles.

Press Contacts

Christophe Lavauzelle

christophe.lavauzelle@renault.com

+33 609 092 544

Orianne Tamburini

orienne.tamburini@renault.com

+33 626 632 814