

PRESS INFORMATION

5/02/2021

DACIA NEWS - FEBRUARY 2021

- **Back on January main news**
- **Focus on... Bigster Concept**
- **Upcoming News**
- **Press fleet vehicles available for testing**

"Dacia is the brand that constantly redefines the essentials. After Logan, Sandero and Duster, Dacia is set to revolutionise mobility once again with Spring, the most affordable electric car on the European market.

But Dacia will always remain Dacia. The brand will continue to offer products that make sense to customers, at the right level and at an unbeatable price". Denis Le Vot, CEO Dacia brand.

BACK ON MAIN JANUARY RELEASES AND NEWS

- **MORE DACIA, STILL DACIA** (14/01/2021)

As part of Groupe Renault's Renaulution strategy, Dacia unveiled its 5-year plan. ...

[Link to the press release](#)

- **ALL-NEW DACIA SANDERO CROWNED CAR OF THE YEAR BY L'ARGUS** (29/01/2021)

The All-new Sandero has just been crowned Car of the Year 2021 by the French automotive magazine *L'argus*...

[Link to the press release](#)

- **THE ALL-NEW SANDERO, BEST-SELLING PC IN FRANCE IN JANUARY**

The All-new Sandero has just been launched and already received a warm welcome from public.

The Sandero is the best-retail selling vehicle in Europe and France since years.

With the success of this new generation, a Dacia vehicle became in January, for the first time, the best-selling Passenger Car (PC) in France.

FOCUS ON...

BIGSTER CONCEPT,

DACIA ENTERS THE C-SEGMENT WITH AN OUTDOORSY TOUCH OF COOLNESS



Dacia will shake up the C-Segment!

Bigster Concept prefigures the SUV, which will break the codes and make the C-segment accessible, at the cost of a vehicle from the segment below.

The vehicle will be robust and spacious. It will be a true C-Segment SUV with no more, no less than the essential.

"Dacia Bigster Concept embodies the evolution of the brand. Essential with a touch of coolness and an outdoor spirit. It proves that accessibility is not the opposite of attractiveness".

Alejandro Mesonero-Romanos, Dacia Design Director

[More information about Bigster Concept](#)

COMING SOON

In March, *Spring is coming* ...

PRESS FLEET VEHICLES AVAILABLE FOR TESTING THIS MONTH

Contact [Jérôme Delgrange](#) +33 176 846 876

- Duster TCe 130
- Duster TCe 150
- Duster dCi 115
- Duster TCe 100 ECO-G (LPG)
- All-new Sandero TCe 90
- All-new Sandero Stepway TCe 100 ECO-G (LPG)
- All-new Sandero Stepway TCe 90 CVT AT

Other vehicles on request

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. To date, Dacia has sold more than 7 million vehicles.

DACIA PRESS

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