



PRESS RELEASE

February 17, 2020

HAPPY DACIA TO YOU!

AN ANNIVERSARY SPECIAL SERIES “DACIA 15 YEARS” AND A LIMITED EDITION SANDERO “CITY +”

- 15 years already! To celebrate its presence in Europe, Dacia is launching an anniversary limited series on Duster and its entire Stepway range (excluding Dokker), available from €13,390 including VAT (Sandero TCe 90).
- Dacia is also releasing a fully equipped limited edition “City +” on its best-seller Sandero, making it even more affordable at as low as €9,990 including VAT.
- Orders have been open for the two limited series since February 4, 2020.

Boulogne-Billancourt, February 17, 2020 – With a market share of 3.6% and 564,854 vehicles sold (+10.4%) in Europe in 2019, Dacia has gone from success to success since the launch of Logan in 2004. To celebrate its 15th year of presence in Europe, Dacia is launching an anniversary edition with all-new Iron Blue body paint and sporting the number 15! Duster, Lodgy Stepway, Logan MCV Stepway and Sandero Stepway are fitted as standard with even more useful equipment and boast a special “15 Years” signature. The range-spanning series will be marketed in 2020 in all the brand’s sales countries. Limited series are decidedly in the limelight at Dacia at the moment, as the brand is also launching in France a “City +” limited edition Sandero, the top-selling car in consumer sales in France in 2019.

A limited edition celebrating Dacia’s 15 years in Europe

Based on the Stepway trim level and Prestige trim level on Duster, the limited series is available in seven body colors (*six on Duster), including a color making its début in the range, Iron Blue. The limited series is fitted with standard equipment and useful Dacia technologies, including a reversing camera and radars, automatic air conditioning, a 7-inch touchscreen with a navigation system and traffic news, a radio, USB socket and Bluetooth. It also boasts a hands-free card and the City Plus Pack on Duster, comprising a blind spot monitoring system and a multi-view camera.

Outside, the models feature 16-inch alloy wheels (17-inch on Duster), lower-door side strips (on Sandero only), the “15 Years” signature on the front door sills, and an anniversary badge. In a further plus, the door mirrors sport pearlescent black shells.

The interior design is equally sophisticated, with special upholstery, blue design trim on the air vents, door-handle surrounds, and front and rear protective mats.

The limited series has been available in France since February 4, 2020 from €13,390 incl. VAT for Sandero TCe 90 to €22,050 incl. VAT for Duster dCi 115 4x4.

Prices for the Dacia 15 Years limited series:

Sandero 15 Years	Price (incl. VAT)
Petrol / TCe 90 / 5-sp. man.	€13,390
Petrol / TCe 90 / 5-sp. auto	€13,390
Petrol / LPG / TCe 100 / 5-sp. man.	€13,690
Diesel / Blue dCi 95 / 5-sp. man.	€15,290

Logan MCV 15 Years	Price (incl. VAT)
Petrol / TCe 90 / 5-sp. man.	€14,260
Petrol / TCe 90 / 5-sp. auto	€14,860
Petrol / LPG / TCe 100 / 5-sp. man.	€14,560
Diesel / dCi 95 / 5-sp. man.	€16,160

Lodgy 15 Years	Price (incl. VAT)
Petrol / TCe 130 / 6-sp. man. / 5-seater	€16,000
Petrol / TCe 130 / 6-sp. man. / 7-seater	€16,600
Diesel / dCi 115 / 6-sp. man. / 5-seater	€17,850
Diesel / dCi 115 / 6-sp. man. / 7-seater	€18,450

Duster 15 Years	Price (incl. VAT)
Petrol / TCe 100 / 5-sp. man. / 4x2	€17,400
Petrol / LPG / TCe 100 / 5-sp. man. / 4x2	€17,400
Petrol / TCe 130 / 6-sp. man. / 4x2	€19,200
Petrol / TCe 130 / 6-sp. man. / 4x4	€21,200
Petrol / TCe 150 / 6-sp. man. / 4x2	€19,700
Petrol / TCe 150 / 6-sp. man. / 4x4	€21,700
Diesel / dCi 115 / 6-sp. man. / 4x2	€20,050
Diesel / dCi 115 / 6-sp. man. / 4x4	€22,050

Limited edition Sandero “City +”

Dacia launched an all-new edition on Sandero in France on February 4, 2020 at an even more affordable price. Distinguished by its body-colored door mirrors and bumpers, as well as its mid-range equipment levels, Dacia Sandero City + is available starting at €9,990 incl. VAT. The “City +” Pack includes the R-Plug & Music system (radio, jack and USB sockets, Bluetooth, DAB), manual air conditioning, fog lamps, electric door mirrors, and new 15-inch wheels.

Prices for the City + limited series:

Sandero City +	Price (incl. VAT)
Petrol / SCe 75 / 5-sp. man.	€9,990
LPG / ECO-G 100 / 5-sp. man.	€11,590
Diesel / Blue dCi 95 / 5-sp. man.	€13,190

New sales records in Europe

In 2019 the Dacia brand reported record sales in Europe for the seventh year in a row, with a total of 564,854 units sold (up 10.4%). The increase was driven by the performances of Duster and Sandero. Dacia scored a market share of 3.16% (up 0.3 points) and remained in the European top five in consumer sales with a 3.4% share of the market (up 0.5 points on 2018).

After several record years, sales stabilized in France in 2019, with 140,548 registrations (passenger cars and light commercial vehicles). In passenger cars, Dacia ranked number-five with a 6.3% share of the market. Sandero remained the top-selling model in consumer sales in France, while Duster once again placed in the overall top ten.

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