



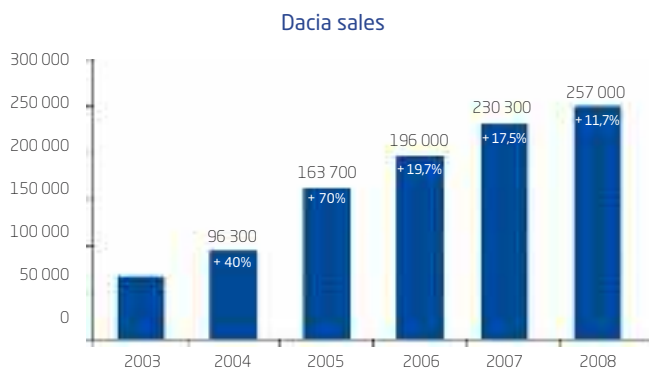
# Dacia, a major automobile industry player

- Since the launch of Logan in 2004, the Dacia brand has emerged as the benchmark in a fresh approach to the automobile for consumers.
- Dacia's strength lies in the power it gives buyers to choose:
  - all the basics at the right price,
  - a range of five vehicles: Sandero, Logan, Logan MCV, Logan van and Logan pick-up.
- In the space of just six years, Dacia's sales have increased practically fourfold.

## 1 Dacia, the small but rapidly expanding brand

Dacia sales in 2008 were up **11.7 per cent**. Since Renault's acquisition of the Romanian brand in 1999 and the launch of Logan in 2004, Dacia sales have increased continuously.

The Dacia brand is currently marketed in almost 50 countries.



In 2008, Dacia benefited from the introduction of Sandero. The range's compact hatchback was launched in June 2008 and was immediately given a positive welcome with sales of almost 40,000 units.

## 2 Dacia - the power to choose

Dacia is acclaimed as a clever, generous brand for the excellent equipment/performance package, cabin space, comfort, quality and reliability its models offer for their price. Dacia delivers all the basics without making any compromises in such fundamental domains as safety and quality.

The brand's line-up currently features five models:

- three passenger cars: Sandero, Logan and Logan MCV,
- two light commercial vehicles: Logan van and Logan pick-up.

In the current financial and economic climates, customers are more than ever on the lookout for genuinely smart purchases. Dacia gives car buyers the possibility to acquire only what they really need, at the right price.

## 3 Dacia offers consumers a fresh approach to the automobile

Dacia made its entry in western Europe and the Maghreb region in 2005 and is therefore a new brand in the majority of its markets, with the exception of its home territory which is eastern Europe.

Western Europe: Dacia is winning over two new types of customer:

- the majority formerly bought used cars aged five years or more,
- although they are fewer in number, the brand also attracts pragmatic buyers for whom acquiring a Dacia is a logical choice because it means they get just what they want without features that are superfluous to their real needs. For this category of customer, price stands out as the principal factor in the decision to purchase.

Romania and neighbouring countries, plus the Maghreb region:

Dacia offers the rapidly expanding middle classes the chance to acquire a new, status-enhancing vehicle that symbolizes access to more comfortable, safer and more reliable mobility.

## 4 A trend towards bespoke sales outlets in western Europe

At the end of 2008, 65 bespoke Dacia showrooms were operational in France, two-thirds of which were located in separate buildings. Belgium and Germany each boasted nine distinct showrooms, the majority being in specific buildings.

Key figures		
	Country	2008
1	Romania	84,707
2	France	43,682
3	Germany	25,506
4	Morocco	14,996
5	Ukraine	13,755
Model		
		2008
	Logan	106,335
	Logan MCV	101,029
	Logan van	6,207
	Logan pick-up	4,514
	Sandero	38,928
		<b>257,013</b>