



PRESS RELEASE

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THE DACIA STORY CONTINUES

- Dacia launches Dacia eco², proof that marketing affordable cars that are respectful of the environment is achievable.
- 53% of Dacia vehicles sold in Western and Central Europe during the first half of 2008 would today qualify for the Dacia eco² signature.
- The Dacia range has seen the addition of two new models in 2008: Dacia Logan Pick-up, which was introduced in March, and Dacia Sandero, which went on sale in June. Two other models have been, or will shortly be renewed: Logan (in July) and Logan MCV (November).
- The Brand continues to win over new customers across the globe: Dacia's worldwide sales over the first six months of 2008 were up 13.6%.
- The Brand's growth in Western Europe has resulted in changes to the network, with a gradual shift towards separate Dacia showrooms.

DACIA eco²: ECONOMICAL AND ECOLOGICAL

Logan eco² Concept – which is on show on Dacia's stand at the Paris Motor Show – profited from the Michelin-organized 2007 Challenge Bibendum in Shanghai, China, to demonstrate that it is **possible to combine economical and ecological considerations** without detracting from performance and equipment. The event saw **Logan eco² Concept** return combined cycle CO₂ emissions of just 71g/km following optimization work to its technical specification and the introduction of inexpensive technical solutions.

Today, a year and a half after the launch of the Renault eco² badge, **Dacia has launched the Dacia eco² signature.** The Brand's strong growth means that it is making a direct contribution to the commitment set out in the Renault Commitment 2009 plan **to figure among the top-three carmakers with regard to CO₂ emissions.** Dacia, which stands out as the benchmark Brand in the field of affordable, smart-buy vehicles, has broken new ground with the public announcement of its pledge to offer a line-up of **economical, ecological** vehicles.

- Its vehicles are **economical** inasmuch as they return low fuel consumption while at the same time supplying customers with affordable technology and making it possible to profit from the different tax incentives that have been put into place in several countries.
- They are **ecological** because they deliver measurable results across their full lifecycle.

To qualify for the Dacia eco² signature, vehicles must comply with **the same strict criteria** that apply to Renault eco² vehicles:

- their **CO₂ emissions must be equal to or less than 140g/km.**
- they must be manufactured in an **ISO 14001-certified factory.** Dacia vehicles are produced in one of two ISO 14001-certified factories: the Somaca de Casablanca factory in Morocco, which has been certified since February 2008, and the Dacia factory in Pitesti, Romania, which has enjoyed certification since May 2005.
- they must be **95% recoverable by weight**, while at least **5% of the plastics they contain must be sourced from recycling.** For the record, Dacia Sandero features 5kg of recycled plastic.

53% of the Dacia vehicles sold in Western and Central Europe over the first half of 2008 return CO₂ emissions equal to or less than 140 g/km.

Current **Dacia eco² product line-up** includes the following models:

Sandero	dCi 70	120g of CO ₂ /km
Sandero	dCi 85	120g of CO ₂ /km
Logan	dCi 70	120g of CO ₂ /km
Logan	dCi 85	120g of CO ₂ /km
Logan MCV	dCi 70	140g of CO ₂ /km
Logan MCV	dCi 85	137g of CO ₂ /km
Logan Pick-up	dCi 70	140g of CO ₂ /km
Logan Pick-up	dCi 85	137g of CO ₂ /km
Logan Van	dCi 70	140g of CO ₂ /km
Logan Van	dCi 85	137g of CO ₂ /km

The 1.6 PMI 90hp **E85** engine due for release in 2009 under the bonnet of Sandero and Logan will add to the number of Dacia models which qualify for the Dacia eco² signature. The use of E85 bioethanol reduces 'well to wheel' CO₂ emissions (production, including the plant's growth, transport, distribution and end-use) by up to 70% compared with a 100% petrol use.

The 'well to wheel' CO₂ emissions of this E85 engine are 130g/km using an E85 wheat/beet-based blend produced in France, or 60 g/km using an E85 sugarcane-based blend available in Sweden.

Last but not least, the 1.4 MPI 75hp **LPG** engine is already available for Dacia Sandero in Italy and will shortly be released in other markets.

The Dacia eco² signature will be introduced in showrooms from the start of 2009. This will include signage of Dacia eco² vehicles to ensure that they are readily identified by customers.

A RENEWED RANGE

Dacia's range of **affordable, reliable, robust and extremely spacious vehicles** matches the needs of a pragmatic customer base. All its models are positioned as entry level vehicles in their respective segments, yet that doesn't stop them from representing an unrivalled performance/equipment/room package for their price. Depending on market, the Dacia line-up features up to **five models**: three passenger cars (Logan, Logan MCV and Sandero) and two LCVs (Logan Van and Logan Pick-up).

Dacia extended its range in 2008 with the introduction of two new models: Dacia Sandero and Dacia Logan Pick-up.

- The most recent addition to the range is the compact Dacia Sandero which has been on sale in Europe since mid-June. 10,400 cars have been sold as at end of August. Dacia Sandero targets rational, pragmatic and slightly younger customers than Dacia Logan ones. Dacia Sandero was initially available with the 1.4 MPI and 1.6 MPI petrol engines, but the **dCi 70 and dCi 85 engines are gradually being added to the catalogue** (depending on market).

- Dacia Logan Pick-up is the second LCV of the range after Dacia Logan Van and has been available in Romania and Bulgaria since March. Just three months after its launch on its home market, Dacia Logan Pick-up has already emerged as the bestselling vehicle of its segment, with total sales of 2,200 units.

Meanwhile, Dacia is renewing its flagship models Logan and Logan MCV. This programme includes exterior and interior styling changes and upgraded equipment (**standard emergency brake assist**, height-adjustable steeringwheel). Since their respective launches, almost 550,000 Dacia Logans (between September 2004 and June 2008) and **150,000 Logan MCVs** (between October 2006 and June 2008) have been sold. By offering new, more contemporary lines and more modern, more functional cabins for an **entry level price which remains unchanged in the majority of cases**, Dacia seeks to maintain its edge over its rivals.

A FAST-GROWING BRAND

Dacia continued its worldwide growth in the first half of 2008, during which time it sold more than 127,000 vehicles, an **increase of 13.6%**. Following the Brand's introduction in Portugal at the beginning of 2008, Dacia is poised to arrive in two more new markets this autumn, namely Sweden and Greece. By the end of 2008, it will be marketed in more than **50 countries** in Western, Eastern and Central Europe, the Maghreb region, the Near East, Africa and Oceania.

The Romanian carmaker continues to enjoy outstanding success and **the generous, clever Brand** – which features the slogan "**Think Big, Pay Little**" - is a hit with customers on very different markets.

- In **Romania**, Dacia continues to stand out as the **number one Brand**, with a market share of 28% (passenger cars and LCVs) over the first half of 2008. Three-box Logan continues to top its home market with the sale of 30,265 units during this period.

- In **France** and **Germany**, the Brand's second and third biggest markets, Dacia sales increased spectacularly over the first half of 2008: +43.2% in France and +24.9% in Germany. In both countries, **Logan MCV accounted for more than two-thirds of the Brand's sales.**

- The Brand's sales have also increased by more than 20% in the Maghreb region: +26.7% in Morocco and +23.6% in Algeria, thanks essentially to the three-box saloon.

In addition to the products themselves, the Dacia Brand intends to position itself as **the affordable Brand with no unpleasant surprises.** Accordingly, customers can plan their expenditure relating to running a car in advance thanks to the **Dacia Pack** which combines a finance plan and a 36-month or 50,000km maintenance plan to cover servicing and repair expenses.

THE DACIA NETWORK IN WESTERN EUROPE: A SHIFT TOWARDS SEPARATE SHOWROOMS

To match the Brand's growth (up to three models in 2008: Logan, Logan MCV and Sandero), the Dacia network is evolving, too. In addition to the familiar existing Dacia 'corners' (1,100 points of sale in total), Renault is extending the principle of bespoke Dacia showrooms, without losing sight of the Brand's low-cost business model. The Group's long term aim is to differentiate between the showrooms of the two Brands with specific sales staff for each range. However, the same after-sales service will continue to be shared by the two Brands.

This strategy is gradually being rolled out in Western Europe as a function of the Dacia range's sales potential and the availability of premises. Dacia vehicles are displayed in a separate showroom, either alongside the Renault dealership or in another building, which can be some distance from the Renault outlet. Meanwhile, Dacia's **new visual identity**, which was unveiled at the Geneva Motor Show, is being deployed across the network.

Up to the end of June 2008, **some 50 dealerships in France** were displaying Dacia vehicles in distinct showrooms, including 22 in bespoke buildings. Around a dozen showrooms have also opened in Belgium and Germany.

APPENDIX

Dacia sales by country (first half of 2008):

	Country	Vehicle sales
1	Romania	45,828
2	France	21,442
3	Germany	10,903
4	Morocco	7,939
5	Algeria	6,876
6	Ukraine	6,297
7	Turkey	4,525
8	Italy	3,339
9	Spain	3,030
10	Holland	2,730

Dacia sales by model:

Model	2004	2005	2006	2007	2008 (first six months)	Total
Logan saloon	22,833	135,184	180,564	141,260	62,614	542,455
Logan MCV			3,908	81,154	57,574	142,636
Logan Van				7,335	3,675	11,010
Logan Pick-up					2,218	2,211
Sandero					1,532	1,532
	22,833	135,184	184,472	229,749	127,613	699,851

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