

# 2022-H1 SALES RESULTS: DACIA CONTINUES ITS GROWTH AS THE BRAND SHORES UP ITS PODIUM POSITION FOR EUROPEAN RETAIL SALES

- With 277,885 registered vehicles by the end of June 2022, Dacia's sales increased by 5.9% compared to the first half of 2021 in a market marred by supply crises.

This result is driven by the success of the bestselling models, Sandero (112,000 units, +1.8% vs. H1 2021) and Duster (99,000 units, +5.5% vs. H1 2021) and the two new models, Spring (20,000 units) and Jogger (21,700 units).

This makes Dacia the only European brand among the 20 largest brands in the European PC and LCV market to experience growth.

- In Europe, Dacia shores up its 3<sup>rd</sup> place in terms of retail sales.

Sandero has remained the best-selling model for retail customers in Europe, every year since 2017, while Duster solidifies its position as the best-selling retail SUV in Europe since 2018.

This performance is based on conquest and loyalty rates at the best market level (76% of Dacia buyers previously owned a different brand of vehicle, and 64% of Dacia owners stay with Dacia at renewal time)<sup>1</sup>.

- The success of the new models is confirmed with more orders than car registrations.  
Dacia Spring, the 100% electric city car, continues to make electric mobility accessible to all with an average of more than 5,000 orders per month for the first half of the year.  
The All-New Dacia Jogger, the 5- and 7-seater family vehicle, saw an order intake of more than 50,000 for the first 6 months of 2022.
- The new brand identity across all models was announced on June 15<sup>th</sup>, with orders starting on June 16<sup>th</sup> and the first vehicles reaching dealerships during the final quarter of 2022.

<sup>1</sup> Data 2021 G5

## INCREASING VOLUMES AND MARKET SHARES

Up 5.9% on the previous year, Dacia's volumes reached 277,885 units in 2022 in a market heavily marred by the pandemic and electronic components crisis. Within the scope of its distribution coverage, Dacia increased its market share by 0.8 points to 3.9% despite a market drop of 14.6%.

Dacia's growth can be explained in particular by the success of its new range. In the first half of 2022, Dacia shored up its position as the 3<sup>rd</sup> best-selling brand in the European passenger car market with retail customers.

To be specific, Dacia is on the podium for retail passenger car sales in France (2<sup>nd</sup>), Romania (1<sup>st</sup>), Italy (3<sup>rd</sup>), Portugal (1<sup>st</sup>), Poland (3<sup>rd</sup>), Croatia (3<sup>rd</sup>), Czech Rep. (3<sup>rd</sup>), and Hungary (3<sup>rd</sup>). It is close to taking out a podium position in Spain (4<sup>th</sup>) and Belgium (4<sup>th</sup>). Compared to the first half of 2021, the brand gained 4 places in Germany (9<sup>th</sup>), boasting the 2<sup>nd</sup> best growth in the local retail passenger car market.

Outside Europe, Dacia maintains its leadership in Morocco.

The combined orders of Dacia Spring and petrol-LPG Bi-fuel models (ECO-G, up to 10% less CO<sub>2</sub> emissions) account for nearly half of all orders (48% of Dacia orders placed outside excluding Morocco). The mix increased by 7 points compared to the first half of 2021.

“ The growth of Dacia's sales despite a steeply declining market confirms the relevance of its positioning built on the best value for money on the market. Electric and LPG ECO-G versions accounted for almost half of all orders in the first half of 2022, reflecting Dacia's push to advocate for a smarter way of consuming automobiles.

**Xavier Martinet**, SVP, Dacia, Marketing, Sales & Operations



## A STRONG RANGE BUILT ON FOUR PILLARS

- Spring: on the podium for all-electric retail passenger cars in Europe<sup>2</sup>
- Sandero: the most-sold retail passenger car in Europe since 2017
- Duster: the most-sold retail SUV in Europe since 2018
- Jogger: the most affordable 7-seater family car on the market, most often ordered with the highest trim level (64%)

<sup>2</sup> Vehicle registrations between January and May 2022 in Europe (end of June data not yet available)

## THE NEW BRAND IDENTITY

- June 2021: the new Dacia identity is rolled out across the brand's websites, advertisements, and brochures
- Early 2022: dealerships phase in the new identity on the exterior of its sites, boosting the visibility of the Dacia network
- 16<sup>th</sup> June 2022: orders open for all Dacia models (excluding Lodgy) with the new identity (new emblem, logotype, colours). First deliveries will take place late 2022.
- October 2022: the new line-up bearing the brand's new visual identity and *Dacia Link* emblem will be shown at the Paris auto-show. Dacia customers can already view the upcoming models in augmented reality thanks to the *Dacia AR* app (downloaded 12,000 times):

[bit.ly/DaciaAR](https://bit.ly/DaciaAR) or



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## ABOUT DACIA

*Born in 1968 then relaunched by Renault Group from 2004 all across Europe and Mediterranean countries, Dacia has always offered the best value for money cars, by constantly redefining the essentials.*

*As a game-changer, Dacia proposes simple, multi-purpose, reliable cars in tune with customers' lifestyles.*

*Dacia models became a reference on the market: Logan, the new car at the price of a second-hand one; Sandero, the best-selling retail car in Europe every year since 2017; Duster, the best-selling retail SUV to European customers since 2018; Spring, the champion of the accessible electric mobility; Jogger, the versatile C-segment family car.*

*Present in 44 countries, Dacia has sold more than 7,5 million vehicles since 2004.*