

# **DACIA AR: THE SMART AND USEFUL AUGMENTED REALITY APP**

- **Dacia AR, augmented reality for all to use**
- **Dacia AR, seeing the new face of Dacia vehicles... and more**



## **DACIA AR, AUGMENTED REALITY FOR ALL TO USE**

New colours, new logo **DACIA**, and new 'Dacia Link' emblem **DL** ... As of this morning, Dacia vehicles now proudly display the brand's new visual identity across Dacia locations websites throughout Europe, as well as on sales and advertising media.

While most European customers can already discover and specified their desired models, they will have to wait until October before getting to physically see the vehicles. First at the *Mondial de l'Auto* in Paris, then soon after at their local Dacia dealerships.

Till then, Dacia has once again proven its ingenuity with the launch of an augmented reality app for smartphones and tablets: **Dacia AR**. Simple, fun, modern: **Dacia AR** allows people to see vehicles up to 1:1 scale and to even climb inside.

In a garage or parking lot, out on the street... just place the vehicle in any chosen real-world environment. Get up close, move around, go inside, zoom in on a specific detail... everything is possible!

In addition to their usual techniques, dealerships now have a whole new way of presenting vehicles. **Dacia AR** will prove particularly useful when a dealer wishes to show a prospective customer a model that does not happen to be available in the showroom. **Dacia AR** includes all models in every single colour.

The app is free and available on the App store and Google Play. It requires nothing more than a smartphone or tablet. Dacia is going digital for greater accessibility. The Dacia brand has collaborated with *SCALE-1 PORTAL*, a French Tech start-up specialising in immersive experience tools.

## **DACIA AR, SEEING THE NEW FACE OF DACIA VEHICLES... AND MORE**

Starting today, **Dacia AR** can be used to get a closer look at the Dacia range's new visual identity, including new equipment that will feature on some upcoming models:

- ➔ Sandero Stepway
  - first Dacia vehicle to be fitted with a glass roof
  - and thus, less visible with the App, the arrival of the TCe 110 engine
- ➔ Duster
  - new air vent shape for vehicles with left-hand steering wheel
  - first Dacia vehicle to be equipped with folded power side-mirrors
  - rain sensor & automatic windscreen wipers

With the arrival of the new visual identity, the Media Nav and Media Display screens receive their own visual update and navigation map updates are now offered for the first three years (compared to three months previously).

Lastly, Dacia is revamping the names of the various trims. Depending on the model and country, the range features up to four different trims, true to Dacia's DNA, which always offers the best value for money, no matter the chosen trim.

- *Access* and/or *essential* for the more affordable versions
- *Expression*, for the mid-range
- *Journey*, for models with the most equipment

With its new visual identity, entirely renewed range, and new augmented reality app, Dacia proves capable of constantly reinventing itself and boosting its appeal.

[DOWNLOAD DACIA AR \(App Store / Google Play\)](#)

[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 SUV to European private 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.*