

DACIA ACHIEVES HIGHER SALES VOLUMES AND MARKET SHARES IN Q1 2023

- **Dacia sold 171,789 vehicles in the first quarter of 2023, registering an impressive 34.3% growth. The brand's share of the European Passenger Car (PC) market grew 0.8 percentage points to 4.6% - the largest increase among the top 30 automotive brands**
- **68,318 Dacia Sandero were registered, up 26.1% relative to the same period last year. The Sandero retained its number one spot in the European retail market.**
- **With 57,660 units sold, Dacia Duster saw growth of 23.9% relative to the first quarter of 2022 and maintains its podium position for retail SUVs in Europe.**
- **With 23,330 sales in Q1, the Dacia Jogger is now more popular than ever, having reached beyond the 80,000 units sold since launch.**
- **Holding onto its strong position in the European retail EV podium, the Dacia Spring maintained its sales momentum with 14,494 sales**

EVER-INCREASING SALES VOLUMES AND MARKET SHARES

Dacia, the best value for money car brand, has recorded considerably higher sales volumes and achieved record-breaking market shares, with significant growth, in the first quarter of 2023. Across the markets in which Dacia is available, the brand sold 171,789 units (PC + LCV), up 34.3% on the same period last year.

Thanks to the successful launch of its new brand identity, Dacia's share of the European PC market grew by a significant 0.8 percentage points to 4.6% - the largest increase among the top 30 automotive brands.

In **France**, the brand's largest market, 38,938 Dacia vehicles were registered in the first quarter, representing an increase of 32.6% on 2022. This performance pushed Dacia's (PC + LCV) market share up 1.2 percentage points to 7.6%. The brand reported record-breaking sales volumes and achieved its highest-ever market share, strengthening its third place position in the retail market across all sales channels. Four Dacia models were

among the ten bestselling cars in the retail market - the Sandero, the Spring (the bestselling all-electric vehicle), the Duster and the Jogger ranked first, fourth, fifth and tenth respectively.

In Italy, Dacia sold 25,142 units in the first three months of the year (up 29.7%) and achieved a market share of 5.3% (PC+LCV), up 0.2%. For the first time, Dacia has become the best-selling brand in the retail PC market with a 9.6% market share.

Dacia also saw strong growth in Germany, where it sold 16,399 units (up 30.4%) and reached a market share of 2.2% (PC+LCV), up 0.4%. It was the brand's second most successful quarter ever in the country.

Sales in Spain increased significantly - by 140.1% - in the first quarter. Dacia sold 11,650 units and achieved a (PC + LCV) market share of 4.3%, up 1.7%

In Romania, Dacia models took all top five spots in the PC market. The brand registered 13,651 units, an increase of 81% (PC+LCV). This represented a market share of 33.1%, up 9.8 % on the same period last year.

AN ENERGETIC START TO THE YEAR FOR DACIA

In the first quarter, Dacia maintained its momentum by expanding its range of electrified vehicles. This included the Jogger HYBRID 140, the brand's first-ever hybrid and the most accessible hybrid family car on the market, and the introduction of the new ELECTRIC 65 motor (65 hp/48kW) for Spring. The recently introduced ELECTRIC 65 engine is coupled with a new unique gearbox to increase the torque delivered to the wheels. It provides greater acceleration and recovery, offering improved versatility and driving pleasure.

A clear affordable electric mobility solution, nearly 110,000 orders have been placed for the Dacia Spring since its launch.

Launched on four key Dacia models on 1 March, the Extreme trim level embodies the brand's outdoor spirit, boasts a unique adventurous look and new features. The *Sleep Pack*, the first accessory to be launched as part of the new *InNature* accessories range, also reinforces this outdoor spirit.

“Dacia continues its success story with volume increases exceeding 30% in our strategic countries. We recently rolled out our new brand identity across our models and our network, extended our range of electrified vehicles and launched the popular Extreme trim level. We strongly believe in our offering, which is why our momentum is stronger now than ever.”

Xavier Martinet, Dacia Marketing, Sales & Operations Director



Total units sold worldwide in Q1 2023:

DACIA Sandero	68 318
DACIA Duster	57 660
DACIA Jogger	23 330
DACIA Spring	14 494
DACIA Logan	6 862
Others	1 125
Total	171 789

ABOUT DACIA

Born in 1968 then launched throughout Europe and the Mediterranean region in 2004, Dacia has always offered cars with the best value for money, while constantly redefining that which is essential. A disruptive brand, Dacia designs vehicles that are simple, versatile, reliable, and that suit the lifestyles of its customers. Dacia models have become market benchmarks: Sandero, the best-selling private car in Europe every year since 2017; Duster, the most sold SUV to retail customers in Europe since 2018; Spring, European champion of affordable electric mobility; Jogger, the versatile C-segment family car. Present in 44 countries, Dacia has sold more than 8 million vehicles since 2004.