

DACIA AT MONDIAL DE L'AUTO: INTRODUCING THE NEW BRAND IDENTITY TO CUSTOMERS



- Dacia will attend Mondial de l'Auto in Paris showcasing the entire range with the brand's new identity
- Following its recent reveal, the MANIFESTO concept car, embodying Dacia's brand values, will be on display
- For the first time, a Duster "Mat Edition", a collector car
- Dacia's first hybrid engine
- A range of eco-designed merchandising

Between 17 to 23 October, Dacia will attend the Mondial de l'Auto at the Paris Porte de Versailles Exhibition Centre. Located in Hall 6, the brand will showcase its models and exciting new developments.

The full range with the brand-new identity will make a world premiere alongside the recently revealed MANIFESTO concept car. For the first time, a collector edition Duster will take centre-stage and Dacia's first HYBRID 140 engine will also make its debut. Eco-designed branded merchandising will also be on display adding to a truly immersive experience on a stand that strongly explores the brand's new direction.

THE ENTIRE DACIA RANGE TAKES ON THE NEW BRAND IDENTITY

Dacia has recently started a new chapter as it adopts a new brand identity. To date, this has included a new logo, rolled out simultaneously across its entire range (Spring, Sandero, Logan, Duster, and Jogger), new dealerships, new design and new colours. The Mondial de l'Auto is the chosen venue where Dacia will introduce these exciting developments to the general public for the very first time. On display will be the full vehicle range, now bearing the new emblem - the Dacia Link - where the sleek lines of a 'D' and 'C' join together like the links of a chain, symbolising robustness and simplicity. Through its logo, Dacia underscores its values: an essential brand that is cool, robust, outdoor and eco-smart (economic and ecological).

THE MANIFESTO CONCEPT CAR, AN EMBODIMENT OF DACIA'S VALUES

The Dacia MANIFESTO concept car will make its world premiere on the Dacia stand. While the MANIFESTO does not prefigure a future production model, it embodies Dacia's vision of essential, cool, robust, affordable, and environmentally friendly vehicles. It is a testing ground for the latest innovative features, some of which will end up on production models. The MANIFESTO is a very compact, lightweight, car, more agile than it is fast, designed for the wilderness and great outdoors. It is a free expression of Dacia's vision that serves as a tangible representation of its values and brand markers.

MANIFESTO is **ESSENTIAL** and **COOLER** than ever with its extractible single headlight, Media Control system, and YouClip accessory interface that will debut on the upcoming generation of Duster.

MANIFESTO is **ROBUST**, able to tackle any terrain with its airless tyres. It is waterproof and can be easily hosed down both inside and out.

MANIFESTO is **ECO-SMART**, using Starkle®, a unique material which is made using 20% recycled plastic with a speckled appearance. It will also make its debut on the next generation Duster.

"MAT EDITION" DUSTER, A COLLECTOR CAR

Duster has sold more than 2 million units since its launch in 2010 and has become a Dacia iconic model.

In light of demands from car enthusiasts, Duster will be given pride-of-place on the Dacia stand with the car collector's "Mat Edition", a showcase of the model's personality.

The exclusive edition will feature a unique set up, harnessing the powerful and efficient TCe 150 engine with EDC gearbox, the best Dacia equipment on offer, and an exclusive body colour. Duster's distinctive "Mat Edition" design will once again boost the brand's appeal with orders opening at the end of 2022.

THE HYBRID 140 ENGINE SOON ON JOGGER

The HYBRID 140 engine will be showcased on the Dacia stand with a dedicated demonstrator. The Jogger will become Dacia's first hybrid next year. An expanding range of **ECO-SMART** solutions now includes, for the first time, a 140HP hybrid engine. The technology, already mastered within the Renault Group, is yet another opportunity for Dacia to leverage tried and tested components, and proven technology.

Orders will begin early 2023 with start of sales in spring 2023.

AN ECO-DESIGNED RANGE OF MERCHANDISING

The Dacia range of merchandising includes backpacks, water bottles, caps, and raincoats. Only the essentials to help reconnect with nature, and champion the brand's values: simplicity, robustness, and authenticity. True to the new brand identity, the range uses recycled materials (raincoats and backpacks made of recycled polyester, caps made of recycled poly-cotton) and sustainable materials (aluminium water bottles).

The entire merchandising range is environmentally friendly at every step of the way, from product design to distribution channels. In fact, the collection will be available in dealerships, in a recycled and recyclable cardboard display that already features other merchandising. Once again, Dacia's hunt to get rid of everything superfluous applies to its entire value chain.

Orders can be placed via a dedicated e-commerce site starting with the opening of the Mondial de l'Auto on October 17th by clicking [here](#). What's more, the Dacia brand is once again demonstrating its eco-responsible approach through the fact the online platform is hosted by Infomaniak, a service provider with a 360° approach to achieve carbon neutrality throughout the tool's life cycle.

Access the Dacia event platform at the Mondial de l'Auto: <https://events.dacia.com/en/>

CONTACTS PRESSE

Grégoire VITRY

Responsable Communication Produit Dacia

+33 679 672 095

gregoire.vitry@daciacom

Aurélien ANDRÉ

Attachée de Presse Dacia

+33 682 135 076

aurelien.andre@daciacom

Christophe LAVAUZELLE

Attaché de Presse Dacia

+33 609 092 544

christophe.lavauzelle@daciacom

À PROPOS DE DACIA

Née en 1968 puis relancée par Renault Group en 2004 dans toute l'Europe et les pays du bassin méditerranéen, Dacia a toujours proposé des voitures offrant le meilleur rapport valeur / prix, en redéfinissant constamment ce qui est essentiel.

Marque disruptive, Dacia conçoit des véhicules simples, polyvalents, fiables et en phase avec le style de vie des clients. Les modèles Dacia sont devenus des références sur le marché : Logan, la voiture neuve au prix de l'occasion ; Sandero, la voiture la plus vendue aux particuliers européens chaque année depuis 2017 ; Duster, le SUV le plus vendu aux particuliers en Europe depuis 2018 ; Spring, la championne de la mobilité électrique accessible ; Jogger le véhicule familial polyvalent de segment C.

Présente dans 44 pays, Dacia a vendu plus de 7,5 millions de véhicules depuis 2004.