



THE JOGGER WINS THE “GOOD DEAL” AWARD AT THE AUTOMOBILE AWARDS 2022

- **The Jogger won the “Good Deal” award - an honour previously given to the Sandero in 2020 and the Spring in 2021 - at this year’s Automobile Awards.**
- **Mindful of customer needs, Dacia has rewritten the C-segment rulebook with an affordable and multi-purpose family car.**
- **Since its launch, the Jogger has enjoyed considerable commercial success.**

The Automobile Awards seek to celebrate the most innovative, relevant and remarkable car and parts manufacturers.

In 2020, the Sandero won the “Good Deal” award at the Automobile Awards, outshining its rivals in terms of value for money. In 2021, the award went to the Spring, the most accessible electric city car on the market.

Having won the “Good Deal” award again this year, Dacia is clearly onto a winning formula. The brand may have given itself a new identity, but it has not abandoned its strategy of offering simplicity at an affordable price, confirming the importance it places on meeting customer needs.

The Jogger is true to the Dacia spirit. Available as a 5- or a 7-seater, this multi-purpose vehicle offers best-in-class spaciousness and modularity. With over 50,000 units sold since its launch in March 2022, the Jogger has enjoyed considerable commercial success and will no doubt continue to do so, particularly as a hybrid version will be arriving at dealerships in spring 2023.

“Like with all Dacia vehicles, we saw the Jogger as an opportunity to confirm the brand’s strategy of offering high quality at a fair price and keeping things simple. I would like to thank the Automobile Awards judging panel for choosing the Jogger for the “Good Deal” award in recognition of its affordability for families looking for a spacious all-rounder.”

Lionel Jaillet, VP, Dacia, Product Performance

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ABOUT DACIA

Born in 1968 then relaunched by Renault Group in 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 brand-new car at the price of a used one; Sandero, the most sold car to European private customers every year since 2017; Duster, the most sold SUV to European private customers since 2018; Spring, the champion of accessible electric mobility; and Jogger, the multi-purpose C-segment family car.

Present in 44 countries, Dacia has sold more than 7.5 million vehicles since 2004.

