

ECO-FRIENDLY DESIGN FOR THE DACIA NETWORK

- **Flexible and functional eco-friendly dealerships**
- **A customer journey that matches the brand's strategy**
- **Key milestones in Dacia's brand revamp**



ECO-FRIENDLY DEALERSHIPS

After starting, at the beginning of 2022, the implementation of the new Dacia visual identity outside the points of sale, it is now the interior of the showrooms which begins its transformation.

The new look inside Dacia dealerships is based on principles of being functional, flexible, eco-friendly, and cost effective. The showrooms were designed to be pared back, with only those features that are essential to the space and to the customer journey remaining.

The Dacia showroom must be able to change over time and adapt to any size dealership, big or small. As such, three formats were drawn up in order to cover the main differences in terms of showroom size and the number of cars on display.

It is for this reason also that the furniture is readily moved about and changed. For the most part, the materials used for panels, rugs, flooring, lights, paint, etc. are recycled and sustainable, chosen as part of an ongoing concern for the environment.

Stands used for panels are made out of recycled tyres and pieced together using the brand's emblem. True to its name, the Dacia Link  serves to tie the whole design together – both physically and metaphorically.



Branded merchandise will also be available for purchase within dealerships. This marks a new shift for the brand, which stopped merchandise sales back in 2019. The relaunch collection will include items suited for the great doors: backpacks, caps, water bottles, raincoats. Everything is eco-friendly, from they are designed to the way they are sold.

The interior design revamp was entrusted to Studio 5•5 for their responsible approach to design. The collective gained considerable notoriety back in 2003 for their inspired project 'Réanim, la médecine des objets' [*Resuscitation ward for things*]. The collective 'healed' furniture in an effort to shed light on the excesses of overconsumption and waste.

Now a global design collective, it still operates according to the same mindset as it advocates for responsible design by creating new with old. Its goal being to offer a range that is eco-friendly and sustainable. This approach is in perfect harmony with Dacia's values and its permanent quest to focus on the essentials.

A SIMPLIFIED PHYGITAL CUSTOMER JOURNEY, NOW MORE IN LINE WITH CUSTOMER NEEDS THAN EVER

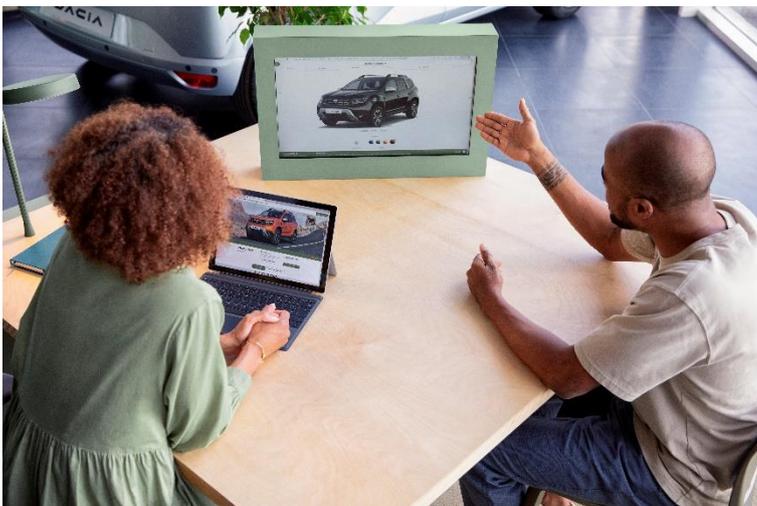
In rethinking the customer relationship, the purchasing journey both online and in the showroom has been entirely revamped. Messaging is clear at every step of the way, each zone is readily identified, and clear signage helps customers know exactly where to go, from the second they enter the dealership through to the final stages of after-sales care.

Orange 'DACIA & ME' signs provide a clear summary of the customer journey:

1. I choose & test
 2. I adapt my financing & services
 3. I order my car & keep in touch
- I drive in Dacia!**

To further enhance the customer experience, sales staff will share a screen with customers as they sit down next to them – not opposite.

This will help facilitate discussions vehicle features while also building a greater sense of trust and transparency.



Sales representatives can use the Dacia AR augmented reality app to enhance the customer experience, for example, by showing them a vehicle that is not available show in the showroom. As such, customers can explore the vehicle (1:1 scale), getting a close look at the finer details, and even get a feel for what it is like to sit inside. Yet another ingenious way of being more in synch with customers' needs.

ROLL-OUT MILESTONES

- **June 2021:** the new Dacia brand identity is rolled out across all brand websites, advertising, and brochures.
- **Early 2022:** Dacia dealerships phase in the revamped exterior design, increasing brand visibility. The interior design roll-out is now taking place with bold graphic and visual elements. As with the exterior design, the new Dacia dealership interior will feature the minimalistic logotype, the new emblem that reflects the strong links in a chain with combined the 'D' and 'C' of Dacia, and the new colour palette that evokes the brand's outdoor style.
- The dealerships' new interior – warmer and more inviting – is yet another part of the brand's overall revamp, built on the values sought after by Dacia customers: simplicity, authenticity, and robustness at a fair price.
- **16 June 2022:** all orders placed on Dacia vehicles will feature the new emblem, logotype, and brand colours, with deliveries starting late 2022.

A new chapter awaits a prouder, more modern Dacia.

“ Our ambition is to quickly roll out the new brand identity across all Dacia dealerships. Our aim is to have 70% of all 2,500 primary sites completed by the end of 2023. We have already completed 700 exteriors, and numbers are rising fast. We are now going to help country networks roll out the interior revamp for the showrooms ever faster.

Thomas Brient, VP Sales and Marketing Efficiency, Dacia



The revamp of Dacia dealership interiors marks a clear step forward towards realising the brand’s ambitions. There are currently two locations in France - Nanteuil Les Meaux and Reims – and a third in Pitesti, Romania, that have been entirely revamped as part of a pilot run. The full roll-out will continue for the remaining countries and locations as of early 2023.

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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