

## NEW DACIA SPRING : MORE APPEALING THAN EVER, STILL AS ELECTRIFYING

- **Dacia introduces the new all-electric Spring**
- **More appealing than ever, with a brand-new exterior and interior design**
- **More convenient than ever, with the best loading capacity in its segment and many nifty features**
- **More digital than ever, with a customizable digital dashboard featuring a 7" screen and a 10" multimedia central screen**
- **More versatile than ever, with a 65 hp engine**
- **Still as efficient, with excellent fuel economy on WLTP mixed cycle: 14.6 kWh/100 km (approval pending)**
- **As affordable as ever, the New Spring remains the best value for money all-electric car in Europe**



Dacia's first all-electric model, Spring has made zero-emission mobility accessible to a wide customer base wherever it is sold. First launched in 2021, it was the third most sold electric car to individuals in 2022 and 2023. In total, more than 140,000 Dacia Spring have been registered worldwide since its launch.

Spring has received many awards. Its energy efficiency and carbon footprint were particularly praised in 2022 when it was given the maximum 5-star rating from the independent European organisation Green NCAP (see below).

**Dacia Spring has found its audience as a perfect solution for people looking for simple, affordable, and efficient zero-emission mobility.** Data collected via the vehicle's on-board connected systems shows that the average daily trip made by Spring users cover 37 km at a speed of 37 km/h. In 75% of cases, cars are recharged at home.

**The Dacia Spring has always found its audience because it has constantly evolved since its launch,** with a new brand identity in 2022, then a more powerful 65 hp engine in 2023. Yet it has always retained its fundamental strength: remaining the most affordable full-electric car on the market.

**Today, the New Dacia Spring passes another milestone, taking those qualities that made it a success to the next level.** Even more attractive than ever with an entirely renewed and more robust design, yet still as practical with exceptional interior storage space for its segment; more versatile than ever with a more accessible 65 hp engine, yet still as efficient thanks to a carefully managed weight, while remaining the most affordable full-electric model on the market.

## **A MORE ROBUST, MORE 'DACIA' DESIGN**

More than ever, Dacia wants to encourage drivers to make the shift to driving all-electric cars. A car's design – along with efficiency, price and practicality – is one of the essential pieces to the puzzle.

**The New Spring features the new Dacia design, first seen on the latest generation of Duster.** A robust and assertive style that makes the Spring more attractive than ever. The interior has undergone a spectacular metamorphosis with a complete overhaul of the entire space, just as the only part of the exterior body to remain unchanged is the roof.

**David Durand – VP, Dacia, Design:** *"As Spring embraces the brand's new design language, it is a resolute sign that it is here to stay as a key member of the Dacia family. We gave it a serious and confident design. Building on the success of the previous generation, the New Spring confidently asserts its own identity."*

### **Exterior design: solid, modern, smart**

The highly structured, highly constructed volumes of Dacia's new design style give renewed strength to Spring. A powerful look that comes from a clean, simple, pared-back silhouette, such as that seen on the highly sculpted hood.

**The new Dacia identity is evident in the two black bands,** one at the front, the other at the rear, which meet in a glossy finish, with specific matte stripes at the rear. The two strips are framed by the brand's iconic Y-shaped light signature, which is particularly striking with the full-LED daytime running lights at the front and the parking lights at the rear.



**The modern design on the New Spring is underpinned by the stickers featuring very contemporary style** that adorn the front and rear bumpers on the Extreme trim. The 15-inch wheels, now standard on versions with the 65 hp engine and fitted with highly crafted hubcaps, add to the robust feel of the New Spring.



**True to the Dacia philosophy, the New Spring cultivates a clever and durable design.** This is evidenced, for example, by the lower-door side protections which are light, affordable, easy to install, and easy to replace. As with all new Dacia models, decorative chrome parts have been removed. The same for the roof bars, as they are generally redundant on a car used mainly for short trips; removing them helps lower the car's mass, make it more aerodynamic, and therefore improve its range.

**The New Spring is available in a range of six shades,** including the new Beige Safari and Brick Red.

### **Interior design: fresh, practical, digital**

The dashboard has been totally reinvented, both to incorporate elements from Dacia's new interior design language, with its emblematic horizontal architecture, and to also integrate a new range of digital screens. Spring now features a customizable, digital dashboard with a 7-inch display on all versions and a large 10-inch multimedia central display in upmarket models. The colour palette and materials used for the interior have been reworked to offer superior quality, while reducing the diversity of options to better manage costs – a tenet of the Dacia philosophy.



**The New Spring also features full-body white elements that help create a fresh, modular atmosphere.** They are located around the instrument cluster, gear stick, and door bins. The iconic Dacia "Y", located at the heart of the central air vents, is in White (or copper on the Extreme trim). The central decorative accent on the instrument panel varies by trim: Alto Gray on Essential, Brick Red on Expression, Lichen Khaki on Extreme.

**The New Spring is design around notions of practicality.** The large multimedia touch screen has been positioned as high as possible for optimal ergonomics. The graphic design on the customizable, digital dashboard with 7-inch display has been designed to be simple and intuitive, giving the driver ready access to essential information.



The New Spring features innovative YouClip accessory mount for Dacia-specific designs (see below), also available on the New Duster. Finally, the Extreme trim comes with sturdy, rubber floor mats and door sills with its own unique 'topographic lines' design.

## ESSENTIAL AND COOL: SPRING WITH THE BEST VALUE FOR MONEY

More than ever, the New Spring remains true to the original concept: a widely affordable full-electric car adapted to real needs.

**The most affordable electric car on the market.** Just as it has always been since its launch in 2021, this new Spring iteration remains the cheapest full-electric car on the market (excluding government subsidies). As such, Dacia continues to encourage European motorists to transition to zero-emission mobility in a very concrete and effective way.

**The best storage capacity in its category.** Above all else, an electric car is a car, which is why Dacia never loses sight of its most essential feature: its usefulness. The New Spring offers the best storage volume in its class. With 308 litres (+6% compared to the previous model) – 1,004 litres with the rear seats folded down – its boot can fit much more than similarly sized rival vehicles and is on par with B-segment models. In addition, additional storage (double glove box, door bins, etc.) with an overall volume of nearly 33 litres is also greater than segment standards.



**Smart yet practical accessories** further optimize storage capacity on the New Spring. A bin housed under the front bonnet provides an extra 35 litres of storage space.



The centre console can fit an exclusive cup holder, made using cutting-edge, flexible, and resource-efficient 3D-printing technology.

**The New Spring can handle YouClip accessories.** The simple and clever system invented by Dacia engineers can be used to practically and robustly attach various dedicated accessories to key places inside the car. The New Spring standard fit out comes equipped with three YouClip anchor points (one on the dashboard, two on the centre console). They can be used to mount a storage pouch, smartphone holder (with or without an induction charger), or a nifty 3-in-1 attachment that combines a cup holder, bag hook, and portable light. All these accessories are available through the Dacia network.



For an easier driving experience, every New Spring features a customizable digital dashboard with a 7-inch display. Located behind the new steering wheel – now height-adjustable – the colour display shows essential information in a simple and efficient manner.

It can be customized to show additional information such as remaining range, energy consumption, or driving assistance systems (ADAS). When the New Spring is charging, the digital dashboard displays the battery level and remaining time until full charge.

**Enhanced connectivity and multimedia capabilities.** A standard feature on Essential and Expression trims, **Media Control** is a wheel-controlled multimedia system with media information and phone calls displayed on the digital instrument panel. It also incorporates two speakers, Bluetooth connection, and a USB port. When connected to the free Dacia Media Control app, drivers can use radio/media functions and access other features (e.g., navigation) via their smartphone, with ergonomics designed to be used when driving.

**The Media Nav Live system** – standard on the Extreme trim and optional on Expression – boasts a large 10-inch central touch screen that incorporates smart navigation for up to 8 years, with real-time traffic conditions and up-to-date European maps. Moreover, it can be used for wireless use of Apple CarPlay™ and Android Auto™. The Media Nav Live system also includes two USB ports.

**New ADAS** enhance the range of on-board equipment on the New Spring to meet the latest European safety standards: advanced emergency braking system (urban/peri-urban with vehicle, pedestrian, cyclist, and motorcycle detection), traffic sign recognition with speed alert, rear park assist, emergency stop signal, lane change alert, lane keeping assist, driver attention warning, and emergency call (eCall). To make life easier for drivers, Dacia has included the nifty 'My Safety' button for rapid access to their preferred ADAS settings.

## **ROBUST AND OUTDOORS: MORE 'SPRING' THAN EVER!**

The New Dacia Spring is even better equipped to tackle both the urban jungle and country roads.

**Exceptional handling.** Particularly compact (3.70 m long) and with one of the best turning circles in its segment (4.80m wall-to-wall), the New Spring is exceptionally agile, making it particularly easy to drive.

**Bodywork that stands the test of time... every time!** Thanks to the solid-colour protection strips that wrap around the body, especially the bumpers and wheel arches, the New Spring can withstand everyday wear and tear without compromising on appearance. Its high ground clearance is an asset when venturing over rough terrain.

**A more affordable 65 hp engine.** The New Spring expands the realm of possibilities by offering its most powerful engine – running at 65 hp/48 kW – on a wider range of vehicles. Now more widely accessible because it features on the new Expression mid-range trim, as well as the Extreme trim. It boasts dynamic acceleration, achieving 0-100 km/h in less

than 14 seconds. More affordable and perfectly suited for urban use than ever, the New Spring is fitted with the 45 hp engine for both Essential and Expression trims (0-100 km/h in less than 20 seconds ).



## **ECO-SMART: THE NEW SPRING ACHIEVES EFFICIENCY THROUGH LIGHTNESS**

The New Dacia Spring is resource-light and achieves greater efficiency through its light weight. In addition to changes made to all new Dacia models, such as the removal of all accent pieces in chrome and animal leather, or the increased number of full-dyed parts, the New Spring is designed according to very strict criteria to accurately meet the specific needs of A-segment customers. Including a battery calibrated to meet their criteria and which fits a compact platform.

**The only full-electric car to weigh less than a tonne.** The reduced weight is the leading feature that sees all other characteristics of the New Spring come into their own. Weighing 984 kg in the top-level Extreme trim, it is the only full-electric car in Europe to stay under one tonne. Compared to previous generation models with the same trim, the weight has only increased by 6 kg (or +0.6%), despite the numerous new ADAS added to meet regulatory requirements, the upgraded trims and standard equipment.

**Excellent energy use.** Having kept a close eye on the scales, combined with the efficiency of the engine on the New Spring, the car boasts excellent energy use, below 14.6kWh/100km, thereby keeping running costs in check.

**A perfectly suited battery.** The compact 26.8 kWh battery is precisely calibrated to meet the needs and lifestyles of New Spring drivers, without degrading the overall performance by adding excessive weight. Boasting a range of over 220 km for all versions (pending certification), its performance is largely sufficient for customers who travel an average of 37km per day (according to data collected by on-board computers).

**Brand-new regenerative braking.** To further optimize the car's range, the New Dacia Spring is equipped, for the first time, with a regenerative braking system that is activated by selecting the 'B-mode' via the new gearbox controls.

**Convenient and easy charging.** The New Dacia Spring is equipped as standard with a 7 kW AC charger that can charge the battery from 20% to 100% on a domestic outlet in less than 11 hours, or in just 4 hours on a 7 kW wall box. An optional 30 kW DC charger is available for fast charging from 20% to 80% in 45 minutes.



**How about a barbecue with your new Spring?** More practical than ever before, the New Dacia Spring now features a bi-directional V2L (vehicle-to-load) charger so it can be used as an energy source to power electrical devices. A specific adapter that plugs into the car's charging connector, located under the grille, acts as a traditional 220V/16A socket.

## A FULLER RANGE BUT STILL AS SIMPLE

For the launch of the New Spring, Dacia offers an expanded range so customers will find the model that perfectly meets their needs. Consistent with the brand's other models, a mid-range Expression trim has been added between the Essential and Extreme trims.

The 65 hp/48 kW engine comes with the New Spring Expression and Extreme trims, while the 45 hp/33 kW engine is available on the Essential and Expression trims.

### Main standard equipment

**Spring Essential:** 7-inch digital instrument cluster, height-adjustable 3-spoke steering wheel, power steering, Media Control system with USB port, speed limiter, cruise control, steering wheel radio control, central locking with remote control, electric front windows, rear parking radars, 12V socket...

**Spring Expression:** *Same as essential* + manual air conditioning, 15-inch wheels (65 hp engine) ...

**Spring Extreme:** *Same as Expression* + copper interior/exterior finishes, power rear mirrors and windows, Media Nav Live multimedia system (\*) with 10-inch centre screen, 2 USB ports and wireless connectivity with Apple CarPlay™ and Android Auto™, bi-directional charger (\*) ...

*The New Dacia Spring is also available in a 2-seat company version and a version specifically for car-sharing fleets.*

*(\*) Depending on the country*

## DACIA SPRING: GREEN NCAP 5 STARS AND BEST CAR GREEN NCAP 2022

Green NCAP awarded Dacia Spring its top 5-star rating in August 2022.

In its assessment, Green NCAP measured the impacts the vehicle and its use have on air quality, global warming, and energy efficiency. Spring excelled in each category, thanks mainly to its efficient use of energy and low environmental impact.

On February 2, 2023, Green NCAP unveiled their award for Best Car Green NCAP 2022 and Spring – the featherweight of European electric vehicles – overtook the market heavyweights.

This 5-star rating is not only symbolic, as it rewards Dacia for striving to fulfil its desire to offer vehicles that boast the market's best price-performance ratio, and which are more environmentally friendly to as many people as possible.

Orders for the new Dacia Spring will open in spring 2024.

Market launch is scheduled for summer 2024.

Highly anticipated by our customers in the UK, Dacia Spring will be available in right-hand drive for the first time.

### PRESS CONTACTS

**Grégoire Vitry**

Dacia Director of Product Communication

+33 6 79 67 20 95

gregoire.vitry@dacia.com

**Aurélie André**

Dacia Press Officer

+33 6 82 13 50 76

aurelie.andre@dacia.com

**Justine Kohr**

Dacia France Press Officer

+33 645 410 198

justine.kohr@dacia.com

### ABOUT DACIA

*Born in 1968 then relaunched by the 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: Sandero, the most sold car to European private customers each year since 2017; Duster, on the podium of SUVs sold to private customers in Europe since 2018; Spring, 3<sup>rd</sup> electric vehicle sold to private customers in Europe for the second year running; Jogger, 1<sup>st</sup> non-SUV C-segment vehicle sold to private customers in Europe for the first time. Present in 44 countries, Dacia has sold over 8 million vehicles since 2004.*

