

OVER 1,000 DACIA SITES SHOWCASING THE NEW BRAND IMAGE



- In early 2022, Dacia began deploying its new identity across its sales network. The brand is seeking to boost the appeal and visibility of its sales points, while continuing to deliver the best value for money on the market. This more contemporary approach starts with restyled showrooms and eye-catching external signage.
- By November 2023, over 1,000 dealerships had already deployed the new brand image, with the pace increasing significantly in 2023. More than 750 sites in the primary network have adopted the new image this year, or three every working day.

A NEW GRAPHIC STYLE FOR DEALERSHIPS

Viewed from the outside, the dealerships catch the eye with their simple, striking graphics, designed for a smooth, intuitive customer experience. All the components of signage (flags, totems, panels, car parks, etc.) are easy to identify. This gives the dealerships a more appealing look, encouraging visitors to step into the showroom. The colour khaki takes pride of place, making it easy for customers to recognise the brand's presence anywhere.

In cases where the Dacia showroom is part of a Renault Group multi-brand site, the signage with the new brand image clearly indicates the brand's presence, directing customers to the service they are looking for.

Viewed from the inside, the new brand identity and graphics are equally striking. In the same way as the exterior signage, the interior design of Dacia showrooms showcases the new visual identity, with the D and C of Dacia combined in a chain logo, symbolising a robust link, and a new colour palette reflecting the brand's outdoor spirit. The new flexible, eco-responsible interior creates a more engaging customer journey, while underlining the Dacia brand markers: Eco-Smart, Robust & Outdoor, Essential & Cool.

MORE THAN 1,000 SITES SHOWCASING THE NEW BRAND IDENTITY

By November 2023, over 1,000 dealerships had already deployed the new brand image in over 30 countries. Deployment began on the outside in April 2022, continuing on the inside from April 2023.

The objective is for all Dacia sites to deploy the new signage, ready to host the launch of new Duster in June 2024, in all the countries where the brand is present. This represents a total of almost 2,000 dealerships.

The continuing roll-out reflects the brand's values of simplicity, strength and authenticity. The new brand identity will give new momentum to Dacia's ambitions.

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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, the most sold SUV to retail customers in Europe since 2018; Spring, the champion of the accessible electric mobility in Europe; Jogger, the versatile family car in the C segment. Present in 44 countries, Dacia has sold over 8 million vehicles since 2004.