

OVER 100,000 DACIA CUSTOMERS HAVE GONE FOR THE UP&GO OFFER

- **UP&GO: an offer structured around highly equipped vehicles (UP) delivered as a priority (GO) and true to Dacia's value-for-money proposition**
- **Over 100,000 UP&GO deliveries made by Dacia between September 2021 – when the offer was launched – and summer 2023**

UP&GO

**EVEN BETTER
EVEN SOONER**

OFFER STRUCTURED AROUND HIGHLY EQUIPPED VEHICLES DELIVERED AS A PRIORITY AND TRUE TO DACIA'S VALUE-FOR-MONEY POSITIONING

The UP&GO offer responds to the needs of Dacia customers looking to buy a new vehicle that is highly equipped (UP) and can be delivered faster (GO).

This offer simplifies the buying process for customers. When configuring their vehicle, they just need to choose the colour, the engine and the dealer - a simple and efficient solution that is on-brand for Dacia.

While the offer may differ from country to country depending on market characteristics, it is always synonymous with simplicity - demonstrated by vehicles that are pre-configured based on customers' favourite versions and options and true to Dacia's value-for-money proposition.

The shorter delivery times associated with the UP&GO offer are achieved through an optimised industrial and distribution process that facilitates vehicle delivery. UP&GO models are given priority both in manufacturing facilities and in transit to dealers.

This enables customers to receive a highly equipped model in a shorter amount of time.

OVER 100,000 UP&GO DELIVERIES SINCE THE LAUNCH OF THE OFFER

The UP&GO offer was launched in September 2021 in four countries, France, Spain, Italy and Germany, applying to the Duster only.

In 2022, due to its success, it was extended to new countries, Romania, Belgium, Morocco and Portugal, and new models, the Jogger and the Sandero Stepway.

In 2023, it was further extended to five other countries - Poland, Austria, the Netherlands, Switzerland and the United Kingdom.

An UP&GO version of the Logan is now available in Romania.

Customers can choose between the following engines (subject to availability in their country):

- the Duster: LPG ECO-G 100, diesel DCi 115, petrol TCe 130 or 150 4x4 or EDC
- the Jogger and the Sandero Stepway: LPG ECO-G 100 and petrol TCe 110

Two years after its launch, the UP&GO offer has proven to be a success, as demonstrated by the 100,000-plus deliveries made to customers. This offer is available in dealerships and online.

PRESS CONTACTS

Grégoire Vitry

Dacia Director of Product Communication

+33 (0)6 79 67 20 95

gregoire.vitry@dacia.com

Aurélie André

Dacia Press Officer

+33 (0)6 82 13 50 76

aurelie.andre@dacia.com

Justine Kohr

Dacia France Press Officer

+33 (0)6 45 41 01 98

justine.kohr@dacia.com

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: 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 8 million vehicles since 2004.

