

PATRICE LÉVY-BENCHETON IS APPOINTED VP, DACIA, PRODUCT PERFORMANCE

From 1 October 2023, Patrice Lévy-Bencheton will serve as VP, Dacia, Product Performance, joining Dacia's Management Committee, headed by CEO Denis Le Vot, and taking over from Lionel Jaillet, set to take up the position of Platform Global Leader CMF-A.



ENSCP engineering school and French Institute of Petroleum graduate Patrice Lévy-Bencheton began his career in Renault Group's Product Cost Analysis Department in 1999, alongside his studies in oil, energy and automotive industry management.

After holding successive strategic roles in the Product and Programme departments, he became Global Access Segment Chief Product Specialist for Renault Group worldwide in 2016. In 2018, within the Eurasia Division, he was promoted to the position of Product Planning Director before becoming Eurasia Programme Director.

When the Dacia business unit was created in January 2021, Patrice Lévy-Bencheton was appointed Product Performance Leader for the Duster and the Bigster.

On 1 October, he will take over from Lionel Jaillet as VP, Dacia, Product Performance.



"It is with much pleasure and great confidence that I welcome Patrice Lévy-Bencheton to the position of VP, Dacia, Product Performance. His extensive product and programme knowledge and experience will prove invaluable for the deployment of the Dacia product strategy in the coming years.

I would like to extend a heartfelt thanks to Lionel Jaillet for his unwavering professionalism and dedication since the Dacia business unit was created. He succeeded in developing the product strategy and implementing a number of key projects for the brand. I wish him all the best in his new role."

Denis Le Vot, CEO of Dacia

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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: 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.

