

DACIA GOES EXTREME

- **Faithful to the Renaulution plan, Dacia continues to conquer new territory**
- **The brand-new Extreme trim takes Dacia's "robust and outdoor" brand marker even further**
- **Dacia Extreme boasts design subtly inspired by the great outdoors with new materials and innovative features**
- **For optimal traction on all road surfaces, the Sandero Stepway Extreme and Jogger Extreme come with the Extended Grip as standard, while the Duster Extreme can count on its very capable 4x4 transmission**
- **The innovative Sleep Pack turns the Dacia Jogger into a bedroom in minutes, giving adventurous customers the opportunity to stay longer in the outdoors**
- **Exclusive to the Dacia Spring Extreme is the new, performance-enhanced ELECTRIC 65 motor**



Dacia, the brand synonymous with the outdoors, has introduced a range of updates to its range including a new Extreme trim level, an exclusive ELECTRIC 65 motor for Spring and an innovative *Sleep Pack*.

The Renaulution strategic plan presented in January 2021 by Luca de Meo, CEO of Renault Group, set a clear roadmap for Dacia: expand its territory by capitalising on the past 15 years of the brand's success, its reaffirmed values, and a resolutely modern sense of desirability.

For the past two years, Dacia has been executing the Renaulution strategy with precision. First, by introducing the Bigster Concept as a clear signal that the brand was stepping into the C-segment. Then, in 2022, by reaffirming its modern and unique brand positioning with the unveiling of its new visual identity, followed by the introduction of clear guiding values. These three values – "essential and cool", "robust and outdoor" and "eco-smart: affordable and ecological" – set a clear direction for Dacia as it embarks on its new chapter.

DACIA GOES EXTREME, REMAINING TRUE TO ITS VALUES

The launch of the Extreme trim is part of Dacia's strategy to leverage its renewed appeal and expand its territory, while carefully respecting its values. The Extreme trim takes the brand's "robust and outdoor" approach a step further, not only in terms of design but also in terms of features, without losing any of the parts that made it essential, cool, affordable, and ecological.

The Extreme trim, which tops the Dacia range, serves to appeal to new customers looking for a way to further enjoy the great outdoors. Its introduction answers to many of the brand's customers who adopt an outdoor lifestyle and continues to offer excellent features for the 70% of Dacia buyers who opt for high-end trims.

DACIA EXTREME: A RANGE IN ITS OWN RIGHT

Dacia's four flagship models are now available with the Extreme trim: Spring, Sandero Stepway, Duster and Jogger. The trim can be paired with all engine types, except for the Spring Extreme which is exclusively available with the brand-new ELECTRIC 65 engine.

The Extreme trim tops the Dacia range. For the Sandero Stepway and Jogger, it sits above the current Essential and Expression finishes. For the Duster, the Extreme trim comes after Essential, Expression and Journey. Last but, not least, the Extreme trim on the Spring stands on top of the Spring Essential ELECTRIC 45.

DACIA EXTREME: A SUBTLY OUTDOOR DESIGN

The Extreme trim applies unique design elements across all four models, subtly hinting at the outdoors. The design team, many of whom spend their spare time adventuring themselves, wanted to create distinctive elements that worked across the entire range.

On the exterior, these include:

- **New paint colours:** *Cedar Green* for the Sandero Stepway, Duster, Jogger and *Slate Blue* for the Spring. The new colours are in addition to existing options.
- **Numerous features in *Copper Brown*,** a colour specially developed for the Dacia Extreme. *Copper Brown* appears on the door mirrors, wheel centre caps, and the DACIA logo on the tailgate, amongst other decorative features.

- **"Topographical" decorative elements**, a nod to the contour lines found on topographical maps. The pattern can be found on the side stickers as well as the snorkel stickers on the Spring, Sandero Stepway and Jogger Extreme, and on the B-pillar stickers on the Duster Extreme.
- **Shiny Black alloy wheels**, 16-inch on the Sandero Stepway and Jogger, and 17-inch on the Duster.

On the interior, these distinctive elements include:

- **Brand-new *MicroCloud* fabric**. A first for Dacia, this soft to the touch, velvet-like fabric is highly resistant and easy-to-clean making it less of a fuss when you get muddy on your next adventure. It has been used on the dashboard of the Sandero Stepway and Jogger, as well as the door panels and seats of the two models plus Duster.
- **Topographical decorative elements** on the door sills as well as the front and rear rubber floor mats including the third row on the Jogger, and in the front on the Spring.
- **Copper Brown decor** on door panels and air-vent contours.
- **Dacia Link logo embossed** on the front seats.

DACIA EXTREME: FEATURES THAT UPHOLD DACIA VALUES

Dacia's new Extreme range is characterised by a design influenced by the outdoors and by features that enhance and bring the brand's values to life in a very real way.

The line-up is more robust than ever, with the introduction of key features including:

- **Innovative, sturdy and easy-to-maintain materials**
The new washable *MicroCloud* fabric featured on the Extreme trim was specifically designed to offer significant resistance to external wear and tear such as stains and snags and to be much easier to clean.
The rubber floor mats are not just aesthetically pleasing with their original "topographical" design, they are also very practical. The mats are ultra-resistant and easily removable – all they need is a quick hose down after a family's next muddy adventure.
- **Extended Grip for off-road exploring**
Because snow and mud can be harder to push through in a 2WD vehicle, the Sandero Stepway Extreme and Jogger Extreme now come with the Extended Grip as standard. An innovative solution that is activated via controls on the centre console, it adapts how the ESP and ASR work so the wheels can rotate more freely and find better grip under loose surfaces.
For drivers who venture through particularly tough terrain, the iconic Duster with the 4X4 transmission is available with Extreme. Its famed capabilities are tried and tested in the most inhospitable landscapes.
- **The *Sleep Pack*, so the adventure can continue through the night**
Why should you have to leave behind a stunning view or a romantic spot on the banks of a river at the end of a beautiful day away from home? Dacia customers can now go from just being outdoors to living outdoors! Dacia's first item from the *InNature* accessory range, the innovative *Sleep Pack* can turn the Jogger into a bedroom for two in a matter of minutes.

The *Sleep* Pack consists of a wooden box, made to fit inside the Jogger's boot, which unfolds in minutes to form a **large double bed** with mattress. The mattress covers the entire rear section of the car, from the back of the front seats, over the folded-down row-2 bench seat*, and out over the tailgate. The final sleeping space is particularly generous, boasting 190cm long, up to 130 cm wide, with a roof clearance of minimum 60 cm.

When the *Sleep* Pack box is completely closed in the Jogger's boot area, it can provide up to **220 litres of storage**, kept safely out of sight under the luggage cover.

The door of the *Sleep* Pack box can flip back to form a **tray table** that can be used to enjoy a meal comfortably under the protection of the Jogger's open rear tailgate.

The *Sleep* Pack box weighs only 50 kg, so it can easily be removed from the car if required. It can fit any Jogger, including those already purchased by customers. Buyers can enhance their 'bedroom' with additional accessories to optimise comfort. Accessories include blackout blinds for all windows and an outdoor tent that connects to the back of the Jogger for more spacious accommodation under the stars.

Smart, simple, and practical, the *Sleep* Pack is also excellent value for money. Priced at €1,490 if ordered when purchasing a brand-new Jogger or €1,790 when bought as an accessory to fit to a previously bought vehicle, sleeping under the stars has never been so appealing.

**On the 7-seater Jogger, the two third row seats must be removed to install the Sleep Pack*

THE SPRING SAGA CONTINUES WITH THE EXTREME TRIM

Launched in 2021, the Dacia Spring has been very popular with car buyers. With over 110,000 orders since launch, the car has democratised electric vehicle ownership across Europe. In 2022, it was Europe's third best-selling electric car to individuals. It has received numerous awards, with its fuel efficiency recognised in 2022 when it was awarded the maximum 5-star rating by the independent European body Green NCAP.

The Dacia Spring has not only made full-electric mobility accessible to countless people, but has also perfectly met customer needs. Data collected via connected services shows that the average Spring user travels 31km at a speed of 26 km/h. Of them, 75% charge their car at home, and 66% on a domestic socket.

To conquer new territories, Dacia has included the Extreme trim on its fully electric Spring. To emphasise its importance to the brand, it has been given its own Extreme trim design with the exclusive all-new ELECTRIC 65 engine.

The Spring Extreme ELECTRIC 65 is for customers looking for greater performance, pleasure, and versatility. It boasts more power (65 hp/48 kW) than the Spring ELECTRIC 45 (45 hp/33 kW), which is still available with the Essential trim. Wheel torque is higher and makes for a more dynamic acceleration either in the city or when merging onto motorways.

A main feature of the new ELECTRIC 65 engine is its higher RPM – 14,700 rpm compared to 8,500 rpm for the ELECTRIC 45 – for enhanced power output. The new technical specifications for the reducer (with a ratio that has increased from 7,162 to 12,057) increase torque transmitted to the drive wheels.

On city roads, the Spring Extreme ELECTRIC 65 accelerates from 0 to 50 km/h in 3.9 seconds, 1.9 seconds faster than the Spring ELECTRIC 45. On the open road, the recovery time to go from 80 to 120 km/h has been almost halved (13.5s compared to 26s). The Spring Extreme ELECTRIC 65 boasts a range of 220 km in WLTP combined cycle, and 305 km in WLTP City cycle.

The Dacia Spring Extreme ELECTRIC 65 is available for just €22,300 (excluding environmental bonus), while the Dacia Spring Essential ELECTRIC 45 remains excellent value at €20,800 (excluding environmental bonus).

ENDS

Notes To Editors:

The Dacia Extreme range in detail:

Dacia Spring Extreme

Dacia Spring Extreme is available exclusively with the new ELECTRIC 65 engine.



Exterior Design

1. *Copper Brown* deco-part on roof bars
2. *Copper Brown* door mirrors
3. "Snorkel" sticker with topographic pattern
4. *Copper Brown* deco-part on front
5. Lateral sticker with topographic pattern
6. *Copper Brown* Dacia logo on wheels centre caps
7. *Copper Brown* DACIA on tail gate



Interior Design

1. *Copper Brown* animation on air vents
2. *Copper Brown* animation on central dashboard
3. *Copper Brown* door deco-parts
4. New front rubber mats with topographic pattern
5. Specific upholstery: TEP with *Copper Brown* stitching with DC logo embossed
6. New door sills with topographic pattern



Dacia Spring: current prices in France

Dacia Spring Extreme ELECTRIC 65: €22,300

Dacia Sandero Stepway Extreme

Dacia Sandero Stepway Extreme is available with TCe 90, TCe 90 CVT, TCe 110 petrol engines and LPG ECO-G 100.



Exterior Design

1. *Shiny Black* shark antenna
2. *Copper Brown* "Stepway" marking on roof bars
3. *Copper Brown* door mirrors
4. "Snorkel" sticker with topographic pattern and Dacia Link *Copper Brown*
5. *Copper Brown* deco part on fog lamp area
6. Lateral sticker with topographic pattern
7. *Copper Brown* Dacia logo on wheel centre caps
8. 16-inch *Full Black* alloy wheel
9. *Copper Brown* DACIA on tail gate



Interior Design

1. *Copper Brown* animation on air vents
2. NEW *MicroCloud grey* fabric on dashboard and front door
3. *Copper Brown* front door deco-parts
4. "Extended Grip" switch
5. New rubber carpets with topographic pattern (front + rear + thirdrow Jogger)
6. Specific upholstery: NEW *MicroCloud grey* fabric + specific stitching + DC embossed
7. New door sills with topographic pattern



Dacia Sandero Stepway: current prices in France

Sandero Stepway Extreme TCe 90: €17,400

Sandero Stepway Extreme TCe 90 CVT: €19,000

Sandero Stepway Extreme ECO-G 100: €18,150

Sandero Stepway Extreme TCe 110: €18,150

Dacia Duster Extreme

Dacia Duster Extreme is available in 2WD with TCe 130 and TCe 150 EDC petrol engines, LPG ECO-G 100 and Diesel Blue dCi 115. The Duster Extreme with 4x4 transmission comes with a Blue dCi 150 diesel engine.



Exterior Design

1. *Shiny Black* shark antenna
2. B-Pillar sticker with topographic pattern
3. New specific "X" *Copper Brown* animation on snorkel deco part
4. Wheel arches protection in standard*
5. 17-inch *Full Black* alloy wheel
6. *Copper Brown* Dacia logo on wheel centre caps
7. *Copper Brown* DACIA on tail gate



Interior Design

1. *Copper Brown* animation on air vents*
2. Copper Brown stitching on handbrake, gear shifter and central armrest
3. Copper Brown gear shifter base deco part
4. New rubber carpets with topographic pattern (front + rear)
5. NEW Micro-Cloud grey fabric with Copper Brown stitching on door armrest
6. Specific upholstery: NEW Micro-Cloud grey fabric + specific stitching + DC embossed
7. New door sills with topographic pattern



Dacia Duster: current prices in France

Dacia Duster Extreme ECO-G 100 4X2: €21,300

Dacia Duster Extreme TCe 130 4X2: €23,000

Dacia Duster Extreme Blue dCi 115 4X2: €23,500

Dacia Duster Extreme TCe 150 EDC 4X2: €25,300

Dacia Duster Extreme Blue dCi 115 4X4: €25,800

Dacia Jogger Extreme

The Dacia Jogger Stepway Extreme is available as a 5- or 7-seater with TCe 110, ECO-G 110 LPG and HYBRID 140 petrol engines.



Exterior Design

1. *Shiny Black* shark antenna
2. *Copper Brown* "Jogger" marking on roof bars
3. *Copper Brown* door mirrors
4. "Snorkel" sticker with topographic pattern and Copper Brown Dacia Link
5. *Copper Brown* deco part on fog lamp area
6. Lateral sticker with topographic pattern
7. *Copper Brown* Dacia logo on wheel centre caps
8. 16-inch *Full black* alloy wheel w.o. Extreme sticker
9. *Copper Brown* DACIA on tail gate



Interior Design

1. *Copper Brown* animation on air vents
2. NEW *MicroCloud grey* fabric on dashboard and front door
3. *Copper Brown* front door deco-parts
4. "Extended Grip" switch
5. New rubber carpets with topographic pattern (front + rear + 3rd row Jogger)
6. Specific upholstery: NEW *MicroCloud grey* fabric + specific stitching + DC embossed
7. New door sills with topographic pattern



Dacia Jogger: current prices in France

Dacia Jogger Extreme ECO-G 110 5-seater: €20,900€*

Dacia Jogger Extreme TCe 110 5-seater: €20,900*

Dacia Jogger Extreme HYBRID 140: €25,900*

*7-seater version: + €900.

PRESS CONTACTS

Gregoire VITRY

Dacia France Communications Officer
+33 6 79 67 20 95
gregoire.vitry@dacia.com

Aurelie ANDRÉ

Dacia Press Officer
+33 6 82 13 50 76
aurelie.andre@dacia.com

Justine KOHR

Dacia France Press Officer
+33 6 45 41 01 98
justine.kohr@dacia.com

ABOUT DACIA

Born in 1968 then launched throughout Europe and the Mediterranean region in 2004, Dacia has always offered cars with the best value for money, while constantly redefining that which is essential. A disruptive brand, Dacia designs vehicles that are simple, versatile, reliable, and that suit the lifestyles of its customers. Dacia models have become market benchmarks: Sandero, the best-selling private car in Europe every year since 2017; Duster, the most sold SUV to retail customers in Europe since 2018; Spring, European champion of affordable electric mobility; Jogger, the versatile C-segment family car. Present in 44 countries, Dacia has sold more than 8 million vehicles since 2004.