



SALES RESULTS: DACIA GREW BY 16.7% OVER THE FIRST 9 MONTHS OF 2023



- **Dacia totalled 493,511 private and utility vehicle sales in the first 9 months of 2023, up 16.7% on the same period in 2022. In the third quarter alone, Dacia recorded 148,124 sales, with volumes up 2.4% compared to Q3 2022, the year's strongest quarter in terms of market share.**
- **The brand's four pillar models show positive growth over the first 9 months of the year: Spring up +40.6%, Sandero up +18.3%, Duster up +4.1%, and Jogger up +76.1%.**
- **Dacia's private vehicle market share was stable in Europe over the first 9 months of 2023, despite a slight contraction of the retail market (private customers in European mix down from 44% to 40%*).**
- **In its core private customer market, Dacia shores up its 2nd place on the European Top 3 with an 8.4% market share*, up 0.8 point compared to 2022.**

THE FOUR PILLAR MODELS STILL GROWING

Dacia Sandero sales totalled 199,516 vehicles, up 18,3% compared to the same period last year. Sandero maintains its position as the market leader for private vehicle sales in Europe since 2017*.

With 154,460 units sold, Dacia Duster grew by 4.1% compared to the same period in 2022. It holds onto its place in the top-three European private SUV sales*.

With 70,932 units sold in the first 9 months of the year, Dacia Jogger recorded an increase of 76.1%. It is leading C-segment retail sales (excluding SUV)*.

With 44,262 vehicles sold, Spring is up 40.6% on the same period last year. It holds onto its place in the top-three European private electric vehicles sales*.

PROGRESS IN ALL MAJOR EUROPEAN MARKETS

In the European private vehicle market, Dacia grew 19.6% in a market that was up 16.9%.

Dacia's market share for European private-vehicle sales reached 4.4%, +0.1 point compared to the same period (2022) despite an unfavourable channel-mix effect in the market.

For its historical core customer base in retail sales, Dacia remains in the European top-three with a market share of 8.4%*.

In **France**, Dacia's largest market, the brand saw private and utility vehicle registrations reach 118,495 in the first 9 months of 2023, an increase of 23.2% compared to 2022. With its private vehicle market share reaching 9.1%, up 0.5 points, Dacia held on to its 3rd place for private vehicle sales in France.

In the retail sales market, Dacia is France's leading brand.

Sandero is the most-sold model to private individuals and the 3rd most-sold model across all channels.

Spring is the 2nd most-sold electric vehicle in terms of both private and all-channel sales.

Duster is the most sold SUV sold to individuals.

Jogger is #1 in C-segment retail sales.

In **Italy**, 66,160 private and utility vehicle units were sold in the first 9 months of 2023, up 29.3%. The private vehicle market share increased by 0.3 points.

In the consumer market, Dacia is still #1 with a penetration of 9.3% and two models in the Top 3: Sandero #2 and Duster #3.

In **Germany**, volumes totalled 51,703 units in private and utility vehicles, up 25.2% compared to the same period 2022. The private vehicle market share increased by 0.2 point.

Dacia ranks 4th for retail sales with 3 models in the Top 15.

Sandero is the 3rd best-selling vehicle to private customers and Duster the 3rd best-selling SUV on the same channel.

Spain also recorded an increase of 23% with 34,624 private and utility vehicles sold in the first 9 months 2023. The market share increased by 0.2 point.

In terms of sales to private customers, Dacia is ranked 4th.

Sandero leads both retail and all-channel sales for the first 9 months of the year.

In **Romania**, the brand sold 36,069 private and utility vehicles, an increase of 29.2%.

The private vehicle market share increased by 3.0 points compared to 2022.

The retail market share reached 40.1%, up 4.6 points.

5 Dacia models are in the Top 5 of the private vehicle market.

4 Dacia models are in the Top 5 of the retail sales market.

Dacia is #1 in retail sales.

Each Dacia model is No. 1 in its respective segment.

MORE THAN 8 MILLION CUSTOMERS WON OVER BY DACIA

In 2023, Dacia exceeded the threshold of 8 million vehicles sold.

The positioning and strategy of the Dacia brand continue to win over customers.

The Extreme trim, introduced in early 2023, has been a great success and now accounts for 1/3 of customer orders.

The UP&GO offer meets the needs of Dacia customers: buy a new vehicle with plenty of equipment (UP) and fast delivery (GO). An offer already chosen by more than 100,000 customers.

"The Dacia success story continues with volumes up 16.7% over the first 9 months of 2023. With its strategy of constantly redefining the essential while offering the best price for service ratio, Dacia has won over more than 8 million customers since 2004 and shores up its position as Europe's second-best retail seller. We greatly appreciate the trust our customers bestow upon us."

Xavier Martinet - SVP, Dacia, Marketing, Sales & Operations



Global volumes 9 months 2023 (private + utility):

DACIA Sandero	199,516
DACIA Duster	154,460
DACIA Jogger	70,932
DACIA Spring	44,262
DACIA Logan	20,789
Miscellaneous	3,552
Total	493,511

**Results as of end of August 2023 / Results for end of September not available*

Retail private vehicles in Europe = Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

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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.

