

PRESS RELEASES

07/12/2020

## THE ALL-NEW SANDERO WINS THE 'GOOD DEAL' AUTOMOBILE AWARD 2020



- By offering the essential car at an unbeatable price, The All-New Sandero is rewarded with the "Good Deal" prize at the Automobile Awards
- The saga continues with this renewed 3rd generation of Sandero
- All the spirit of Dacia concentrated in its new best-seller with more design, roominess, smart equipment ... and always without excess, even in terms of price

Unveiled last September, the All-New Sandero has already established itself as the "Good Deal" of the year 2020 at the Automobile Awards. The third generation of the All-New Sandero offers a more assertive look with new equipment, a new platform and a new ECO-G engine (bi-fuel gasoline-LPG). More than ever, the All-New Sandero defines the essential, contemporary automobile, true to the spirit of Dacia.

Dacia renews its best-seller, which has been the best-selling vehicle for private customers in Europe since 2017 and in France since 2016. With its resolutely modern and assertive design, the All-New

Sandero offers a redesigned cabin, new materials, clever and original equipment, as well as latest-generation gasoline and ECO-G (LPG) engines. Its new platform makes for even greater roominess, comfort, safety and driving pleasure. Because it meets the real needs of its customers, it is the embodiment of Dacia's DNA: an essential, contemporary car at the right price.

Named Good Deal of the Year, the All-New Sandero did not steal his victory. Starting at €8,690 including VAT and from only €3 per day, it offers more than ever access to a new model at the best price/equipment ratio on the market.

**«Dacia's recipe is to provide the best compromise between the right content and the right price. We are very grateful and proud to receive this Good Deal award from the Automobiles Awards for New Sandero because it confirms Dacia's commitment to always placing our customers at the heart of our approach and our vehicles, and thus remaining a brand that is close to its customers, an honest brand, a simple brand. Our renewed best-seller perfectly embodies all the DNA of the DACIA brand. "Denis le Vot, Regional Director, Sales and Marketing, Groupe Renault.**

[Follow or relive the Automobile Awards ceremony](#)

## **ABOUT DACIA:**

The Dacia brand is part of the Groupe Renault. Dacia is present in 44 countries, mainly based in Europe and the Mediterranean perimeter. Created in Romania in 1968, the brand was bought and relaunched by the Groupe Renault with the arrival of Dacia Logan in 2004. Dacia proposes the best value for money cars within the market. Thanks to its star models – Logan, Sandero & Duster – the brand has become a success story. In 2019, Dacia reached a new annual sales record with 737 000 vehicles sold and almost 7 million customers.

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