

## THE DACIA SPRING AWARDED “GOOD DEAL” AT THE AUTOMOBILE AWARDS 2021

- The Dacia Spring wins the “Good Deal” award at the Automobile Awards 2021.
- With the Spring, Dacia makes electric mobility accessible to all.
- Since its launch, the Spring has notched up considerable commercial success.
- The Bigster Concept also picked up a prize, named as Judge’s Pick in the Concept Car category!



### THE DACIA SPRING WINS THE “GOOD DEAL” AWARD

Just launched in spring 2021, the Dacia Spring has already gained acknowledgment from the industry winning the “Good Deal 2021” at the Automobile Awards. Presented by a judging panel of 18 journalists, the award recognises the car that offers the best value for money among the models on sale for less than €20,000. After the Sandero took the title in 2020, it is now the Spring that tops the podium this year. As a full electric vehicle, it offers the blend of affordable purchase price (available from €89/month in France) and low running costs.

## THE ELECTRIC REVOLUTION BY DACIA

With the Spring, Dacia is making waves as it is the most accessible electric city car on the market. A contemporary vehicle that meets essential needs, the Spring is light, compact, and comes at an unbeatable price. It is versatile and flexible, with its small size and impressive range (up to 305 km according to WLTP City) making it ideal for day-to-day usage.

## A SPECTACULAR START

After clocking up more than 40,000 orders in eight months, the Spring has enjoyed an excellent commercial reaction. By making electric mobility available to all, the Spring has attracted customers who are already familiar with the Dacia brand, as well as a majority of new customers.

"Since its launch, the Dacia Spring is a huge success. We would like to thank the Automobile Awards for this second Good Deal award, which confirms the appetite our clients have for our models. The Spring is making electric vehicles accessible to all with its unbeatable price and its attractive, adventurous look. In short, it's electric r-Evolution by Dacia!"

Denis Le Vot, CEO of the Dacia & LADA brands



## THE BIGSTER CONCEPT WINS THE HEARTS OF THE JURY

The judging panel also named the Bigster Concept as its "Coup de Coeur" for 2021 in the Concept Car category. True to the Dacia spirit, the Bigster Concept is a 4.6 m long, rugged and roomy vehicle. In its element on the dusty roads and conquering uncharted territory, it offers a no-frills package of everything you need to embark on your next adventure!

## CONTACTS

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## ABOUT DACIA

*Born in 1968 then launched from 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 its customers lifestyles. Dacia models became a reference on the market: Logan, the brand-new car at the price of a used one; Sandero, the most sold car to European private customers; Duster, the most affordable SUV; Spring, the champion of the accessible electric mobility in Europe. Dacia is a Renault Group brand, present in 44 countries. Since 2004, Dacia has sold more than 7 million vehicles.*