

## Press Release

June 9, 2021

# XIAOYAN HUA-SCHWAB IS APPOINTED COMMUNICATION VICE PRESIDENT DACIA & LADA.

On June 7<sup>th</sup>, 2021, Xiaoyan Hua-Schwab joined the DACIA-LADA business unit as VP Communication. She joined its Management Committee under the guidance of Denis Le Vot, CEO of DACIA and LADA brands. Xiaoyan Hua-Schwab reports to Christian Stein, Vice President of Brands Communication at Renault Group.

Xiaoyan Hua-Schwab's missions will be to define and deploy the overall communications strategy in accordance with the brand strategic plan presented in January 2021. DACIA and LADA seek ambitious growth driven by strong products, new markets penetration, and stronger, more modern branding.

To complete these missions, Xiaoyan Hua-Schwab will be supported by:

- Oriane Tamburini, in charge of Dacia external communications and press relations
- Kalina Iordanova, in charge of international and internal communications for both brands.

A Sciences Po alumni, Xiaoyan Hua-Schwab held several marketing positions before joining the PSA Group in 2003 where she took on roles in international communications and marketing. In 2014, with the creation of the 'DS Automobiles' brand, she became VP Communications, Events, and Social Media.

## ABOUT DACIA:

Dacia is a Renault Group brand, present in 44 countries, mainly in Europe and the Mediterranean basin. Born in Romania in 1968, the brand was purchased by Renault Group and re-launched in 2004 with Logan. Dacia offers the best value for money on the market. Having leveraged its iconic models – Logan, Sandero, and Duster – the brand has been a commercial success. To date, Dacia has sold more than 7 million vehicles.