

## DACIA ENTERS DAKAR RALLY FROM 2025

- In 2025, Dacia will compete in the World Rally-Raid Championship, culminating with its participation in the Dakar Rally as a manufacturer in the T1+ category
- For the entire season, the Dacia Factory program will draw on in-house technical expertise, and on British motorsport and engineering group, Prodrive, for the development of the brand's entries
- From 2024, including during the test phases, nine-time French rally world champion Sébastien Loeb and Spanish rally driver Cristina Gutiérrez Herrero will officially race for Dacia
- Dacia's race car entry for the Dakar Rally will run on synthetic test fuel supplied by Aramco



« Dacia and Dakar are a perfect match! Not only is this a test of Dacia's true robustness, it is a showing of our commitment to low-carbon mobility. We are very excited to take part in Dakar with synthetic fuel technology. Dacia, alongside the best team and drivers in the game, are serious contenders for the rally. » Denis LE VOT, DACIA CEO.

## DACIA ENTERS FACTORY PROGRAM FOR DAKAR RALLY

Dacia has confirmed that from 2025, it will compete as a manufacturer in the World Rally-Raid Championship, culminating in the Dakar, the ultimate test of endurance and robustness. Dakar, an extraordinary human adventure has brought together more than 60 nationalities and 500 adventurers for a unique competition every year, for over 40 years.

The Dakar is a perfect illustration of the balance between the 'rational' and the 'emotional' that lies at the heart of the Dacia's DNA.

The rally-raid is a human and sporting adventure, clearly in keeping with Dacia's brand territories: it is a **robust and outdoor** adventure at the wheel of a 4-wheel drive prototype developed to cope with the most extreme conditions; it's an **eco-smart** adventure, with Dacia's race car running on synthetic fuel, and an **essential but cool** adventure with an ambitious goal that leaves no room for the superfluous.

The Dakar Rally will be a testing ground and a laboratory of ideas for Dacia. It will be an opportunity to test and try out new clever solutions "à la Dacia", in terms of outdoor functionalities, but also in terms of energy choices.

Before taking up the challenge of the 2025 season, Dacia prototypes will be put to the test as early as 2024 at the Rallye du Maroc.

## DACIA RELIES ON A ROBUST AND EXPERIENCED TECHNICAL BASE

Dacia will approach this exciting project by relying on the skills of Renault Group, and by drawing on British motorsport and engineering group, Prodrive, whose experience in developing prototypes for rally-raid is world-renowned

For almost 40 years, Prodrive has been one of the major players in motorsport worldwide, helping to lead brands to win numerous international championships.

Prodrive has been involved in the Dakar Rally and Rally-Raid since 2020, taking part in the last three Dakar rallies with cars designed and managed by their own teams, achieving second place overall in 2022 and 2023 with Sébastien Loeb, who is now part of the new Dacia team.

## SÉBASTIEN LOEB AND CRISTINA GUTIERREZ HERRERO WILL BE THE DACIA DRIVERS

Spanish rally driver **Cristina Gutierrez Herrero** became the first Spanish woman in the car category to finish the Dakar Rally in 2017. Aged just 31, she has already participated in 7 Dakar Rallies between 2017 and 2023. Cristina has also been the all-terrain rally champion (women's category) in Spain since 2012.

French rally driver **Sébastien Loeb**, 49, won the World Rally Championship 9 times in a row from 2004 to 2012. He is one of motorsport's most successful drivers and is often considered the greatest rally driver of all time.

Loeb has taken part in the Dakar since 2016. From 2021, he took part in the Dakar Rally at the wheel of *the Bahrain Raid Xtreme Hunter* designed and run by the British Prodrive team.

The success story between Sébastien Loeb and Prodrive will now continue at the wheel of a Dacia.

## DACIA PROTOTYPE TO RUN ON SYNTHETIC TEST FUEL SUPPLIED BY ARAMCO

The Dacia prototype will run on a synthetic test fuel supplied by Aramco, a world leader in the energy and chemicals sector.

Aramco's synthetic fuel solutions are produced by combining renewable hydrogen with captured CO<sub>2</sub>, resulting in a lower-carbon, drop-in fuel compatible with today's engines.

The Dakar Rally is the ideal testing ground for this technology for the Dacia brand.

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### 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: Logan, a new car at second-hand prices; 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.*

