

RALLYE AÏCHA DES GAZELLES: 3 DUSTERS TAKE TO THE PODIUM AS THE DUST SETTLES ON INTENSE JOURNEY FOR ALL INVOLVED

- **A three-way win for Duster!**
- **A different and no-frills vision of motor sports.**
- **A journey of people, solidarity, and responsibility.**



A SIXTH CONSECUTIVE WIN FOR DUSTER!

Crew 310 (Hajar Elbied and Malika Ajaha) finished the 31st edition of the Rallye Aïcha des Gazelles victorious, despite hundreds of kilometres of dunes and rocky terrain, punctures and even a sandstorm. The Dusters of the 301 & 304 teams, also supported by Dacia, completed the podium in their first participation in the rally. The final return to the bivouac was marked by horns and shouts of joy, with smiles on the tired but happy faces of Hajar, Malika, Juliette, Marie, Sabine and Isabelle. Our 3 teams have lived their dream of adventure and surpassing themselves to the full. Thanks to this new victory, Dacia Duster remains unbeaten since 2017 in the Crossover category.

A NO-FRILLS VISION OF MOTOR SPORTS

The Rallye Aïcha des Gazelles is a motor race like no other, one that focuses on the fundamentals: people, sport, nature. The challenge lies in using age-old navigation techniques with the help of just a map and a compass. With neither stopwatch nor GPS, speed is not a factor in determining the winner. All one needs to do is master off-road driving and find the shortest possible route between checkpoints. Uncompromisingly reliable and robust, Duster shows yet again that it is made to overcome such challenges.

"Congratulations to our "gazelles" for this Dacia Duster hat-trick! We are very proud of them for their perseverance and team spirit: values we share at Dacia."



Denis Le Vot, Executive Vice-President, CEO, Dacia & Lada

MORE THAN A SPORTS CHALLENGE, A JOURNEY OF PEOPLE, SOLIDARITY AND RESPONSIBILITY

The 'Gazelles' defend causes that are dear to them; some advocating for charities, such as Marie Dumas and Juliette Crépin from the 301 team who support *Solidarity Féminine*, a Moroccan-based not-for-profit that helps single mothers.

In terms of environmental issues, the event has its own Committee for Social and Environmental Responsibility. The aim being to foster collaboration between partner companies in order to pool together ideas and accelerate environmental initiatives. There is also a Charter of Environmental Conduct that is designed to keep everyone involved in the event accountable. Lastly, since 2010, the Rallye Aïcha des Gazelles du Maroc is the only automotive sports race competition in the world to have obtained the ISO-14001 standard.

CONTACTS

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ABOUT DACIA

Born in 1968 then relaunched by Renault Group 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 customers' lifestyles.

Dacia models became a reference on the market: Logan, the new car at the price of a used one; Sandero, the best-selling retail car in Europe each year since 2017; Duster, the best-selling SUV to European private customers since 2018; Spring, the champion of the accessible electric mobility; Jogger, the C-segment versatile family car.

Present in 44 countries, Dacia has sold more than 7,5 million vehicles since 2004.