

MEDIA KIT – 2012 GENEVA MOTOR SHOW

DACIA, AN EXPANDING BRAND

Dacia has chosen this year's Geneva Motor Show to unveil an impressive selection of new models:

- **Lodgy... this is the world premiere for the brand's all-new MPV, which is available as a genuine five- or seven-seater, with prices for entry-level models starting from €9,900**
- **Duster DELSEY... an invitation to travel**
- **Sandero Stepway 2... an evolution of the adventurer-themed Sandero**

A GROWING FAMILY

In the slipstream of Logan, Sandero and Duster, Dacia is delighted to introduce Lodgy, a new model which provides an attractive option for families who have traditionally purchased used cars. It is tailored to meet the needs of those who seek a versatile new vehicle at an affordable price.



LODGY: A COMPACT MPV FOR AN UNPRECEDENTED PRICE

Once again, Dacia is flouting convention by offering genuine five- and seven-seater variants of its new Lodgy from just €9,900, a revolutionary price for a car of this type.

SPACIOUS AND PRACTICAL

Lodgy is stamped with Dacia's trademark DNA: unbeatable value for money, reliability and practicality.

Measuring 4.5 metres in length and 1.75 in width, Lodgy's contours and proportions above all reflect its size and strength. With the grille moulded around the Dacia logo and sharp lines that highlight the sculptured wheel arches, Lodgy provides a preview of Dacia's new corporate look.

Optimal use of Lodgy's generous external dimensions has created a roomy interior, with the result that each of its seven seats can accommodate a passenger in total comfort. The third row features class-leading space in terms of knee



and head room (144 and 866mm respectively), which is more than enough to seat two adults comfortably.

The two rearmost seats are equipped with Isofix fittings, so that child seats and booster cushions can be attached safely and securely.

Lodgy's modular interior is particularly versatile. In seven-seat configuration, the third-row bench seat can be removed completely or else folded up against the front seat backs, depending on the requirements of the moment.

The size of Lodgy's spacious boot will not come as a surprise to those who are familiar the Dacia brand. Indeed, it one of the biggest in its segment, with capacity ranging from 2,617dm³ in two-seat configuration, to 827dm³ as a five-seater and 207dm³ when all seven seats are installed.

Lodgy also features 30 litres of storage space in the cabin, in the form of various pockets and cubbies. Of particular note are the new, three-litre area on top of the dashboard and, in the back, a drinks holder and large storage pocket.

A DACIA FOR THE TODAY'S GENERATION

Lodgy heralds the arrival of a new generation of Dacia vehicles, a range that will benefit from attractively designed interiors and modern equipment. Great care has been taken to express the cars' inherent strengths, with sophisticated materials featuring ever more widely as you move up the range (notably chrome detailing), high quality fit-and-finish and ergonomically placed controls.

In line with Dacia's philosophy, standard features are added in a straightforward, comprehensible manner as you move up the range. As always, the specification is carefully tailored to stick as closely as possible to what customers really want.

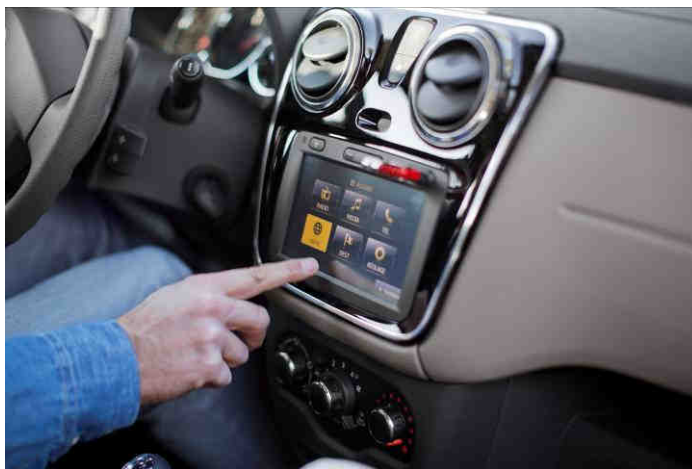
Innovative, practical technology

Dacia Lodgy features a brand-new multimedia system: MEDIA NAV. Competitively priced in the brand's tradition, at an unbeatable €430, MEDIA NAV incorporates a radio, auxiliary sockets (for MP3 players, etc), Bluetooth connectivity and satellite navigation via a seven-inch (18cm) touch-sensitive display.

The main menu permits simple access to six essential functions: radio, media, telephone, route map, satellite navigation and settings.

Thanks to **Bluetooth**[®] technology, drivers can make hands-free telephone calls and synchronise their contacts book and previous call registry. It is also possible to audio-stream remote music players through the car's own speaker system.

Furthermore, there is the option of connecting an iPod or smartphone through USB or jack sockets located on the dash panel. They can be operated via either the touch-sensitive display or the steering wheel-mounted controls, while track titles are displayed on the MEDIA NAV screen.



The **intuitive navigation system** has both **2D and 3D (Birdview)** graphics. A dedicated website enables drivers to access information updates and upload them via the USB port.

In keeping with the spirit of the Dacia brand, which makes a point of providing customers with equipment they really need, a second multimedia option is available: **Dacia-Plug&Radio**.

This system features a new radio with large screen, an MP3-compatible CD player, Bluetooth® technology, dash-mounted USB and jack sockets and steering wheel-mounted fingertip remote controls.

Lodgy incorporates another feature that is new to the Dacia range – a speed limiter, available on higher trim specifications. This device permits drivers to programme a maximum speed they do not want to exceed, enabling journeys to be completed in stress-free safety.

And while on the subject of giving customers a range of technology suited to their needs, some versions of Lodgy are fitted with **rear parking sensors** – a practical touch on large vehicles of this type.

A REVISED ENGINE RANGE

Lodgy is available with a selection of petrol and diesel engines that will suit the needs of customers in all the countries where the model is marketed.

There are two petrol engines: the 1.6 MPI and the **new, turbocharged TCe 115 with direct fuel injection**.

The TCe 115 represents the Renault Group's very best petrol engine technology, including the turbocharged, direct-injection combination first introduced with the Mégane and Scénic Collection 2012 line-ups.

With its 1.2-litre capacity, but the kind of performance more usually associated with a 1.6, the TCe 115 combines an impressive driving experience with excellent fuel economy and low CO₂ emissions.

There are also two diesels, both based on the 1.5 dCi block that has received worldwide acclaim for its reliability and performance. The dCi 90 and dCi 110 powerplants qualify for the Dacia eco² signature – a symbol of low fuel consumption and CO₂ emissions.

Widely acknowledged by customers and the media, reliability is a core element of Lodgy's DNA. Like other members of the Dacia family, the newcomer benefits from technology that is well proven on other Renault Group vehicles. During pre-launch endurance tests, the equivalent of 1.9 million kilometres was covered in extremely demanding climates and conditions: the result is a car with a comprehensive range of features and peerless reliability.

OTHER NEW CARS...

LIMITED EDITION DUSTER DELSEY



Each a ground-breaking brand in its own right, Dacia and DELSEY have joined forces to create the Duster DELSEY, a limited-edition car that combines sharp design with user-friendly functionality. Developed from the Lauréate version of Dacia's high-selling SUV, Duster DELSEY has a distinctly sporty look.

Externally, this is reflected by details such as the door mirror housings, dark-metal alloy wheels, black headlight masks and chrome exhaust tailpipe. Bespoke olive-grey metallic paintwork provides the finishing touch to this exclusive look.

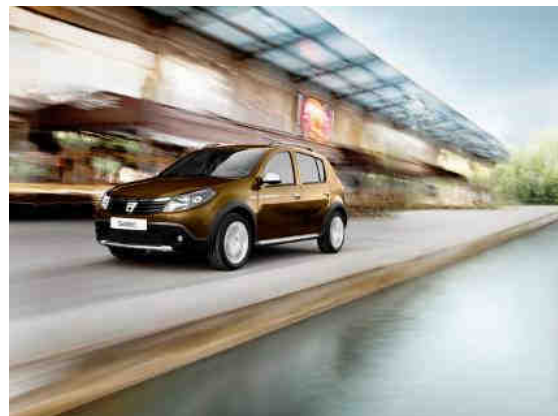
In the cabin, are an exclusive trim and some thoughtful detail touches, such as the red-edged mats, visible red stitching for the leather-trimmed steering wheel and gear lever knob, plus gunmetal grey finish to the dashboard fascia and air-vent surrounds.

The DELSEY logo appears on the C pillars and door sills and, in the boot, buyers will find a DELSEY Cross Trip suitcase, the perfect complement for an short break.

SANDERO STEPWAY 2

Sandero Stepway, the 'adventurer' version of Sandero, is evolving into Stepway 2 thanks to an even more distinctive style palette. As well as the current metallic paint options (Feu Red, Platine Grey and Comète Grey), customers can now choose Cajou Brown (commonly associated with Duster) for an even sportier look.

Sandero Stepway 2 features a completely reworked interior that reflects its taste for the great outdoors: this includes Stepway badging, new TEP/fabric upholstery, netted storage pockets and so on. Customers may now choose between two interior themes differentiated by alternative colours for the centre console, door handles, seat belts,



seat sides and stitching; grey for the discreet or red for the more extrovert. There is an optional trim pack that adorns the seats, steering wheel and gear lever knob in black leather.

Sandero Stepway 2 also comes with a new radio with steering wheel-mounted controls, dashboard connectivity for USB and jack, plus Bluetooth® mobile phone compatibility. Finally, a new 1.6 105bhp bioethanol engine, meeting Dacia eco² emissions standards, will be available in certain markets – proof that you can blend ample power with an environmental conscience.

DACIA AND MOTORSPORT

Dacia's outside-of-the-box approach to the automobile has seen it emerge as a highly popular brand which conveys values of conviviality and enthusiasm. Its involvement in motorsport quite naturally favours competitions with a difference, with the accent on ambience and proximity to the public. France's Trophée Andros ice-racing championship and the Rallye Aïcha des Gazelles fit this brief perfectly.

At the end of January, Dacia's third year in the Trophée Andros saw it secure the brand's first motorsport title thanks to a faultless performance from former F1 star Alain Prost and his team-mates Evens Stievenart and Nicolas Prost. Alain Prost's third Trophée Andros title enabled Dacia Lodgy Glace to become the first MPV to take ice racing's supreme prize. That success was impeccably timed, too, since it came just weeks before the production version's official launch at the Geneva Motor Show!

In the space of just eight years, from being a local brand that was given a fresh lease of life by the Renault Group with the launch of Logan in 2004, Dacia has become a recognised mainstream player in the global automotive industry. As the pioneer of the 'smart buy' approach, Dacia soon won over the confidence of its customers by showcasing its clear brand values:

- 1) Generosity, by delivering the market's roomiest cabins for the price of its different models.*
- 2) Simplicity, thanks to equipment specifications which deliver what customers really want.*
- 3) Reliability, through the use of technical solutions proven on other Renault Group models.*

Keep a check on the highlights of Renault's presence at the International Geneva Motor Show:

Live via Twitter @renault_live http://twitter.com/renault_live

Daily updates on Facebook <http://www.facebook.com/dacia>

Press Department :

Global Communication

68 quai Georges Gorse – 92109 Boulogne Billancourt Cedex

Tél. : + 33 1 76 84 63 36

www.renault.com & www.media.renault.com