



## PRESS KIT

# Geneva Motorshow 2013

## MORE NEW DACIA VEHICLES: NEW LOGAN MCV AND DUSTER *AVENTURE*<sup>1</sup> LIMITED EDITION

After New Dacia Logan, New Sandero and New Sandero Stepway, Dacia goes from strength to strength with New Logan MCV, a large estate with a small price, and Duster *Aventure*<sup>1</sup> a practical and eye-catching limited-edition off-roader.



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<sup>1</sup> Duster Aventure is a limited edition model with a special accessories package

## **New Dacia Logan MCV**

Since it was released in 2006, the Logan MCV has sold close to 340,000 units in around forty countries. Encouraged by this strong market uptake, Dacia is now releasing New Logan MCV, following closely in the footsteps of New Logan, New Sandero and New Sandero Stepway.

Like New Logan and New Sandero, New Logan MCV boasts contemporary styling in an estate body and an attractive interior. It is generous and functional, with an ample interior (five full-size seats offering room for five adults) plus a boot volume of 573 liters.

With New Logan MCV, Dacia is as uncompromising as ever, offering more features for the same price as the outgoing model in most markets. Right from the first trim level, New Dacia Logan MCV comes with considerable comfort, safety and practicality enhancements such as ESC, power steering, side airbags (in Euro 5 countries) and a 2/3-1/3 split/folding rear bench (all countries).

Advanced new equipment includes the MediaNav multimedia system, cruise control with speed limiter, rear parking sensors, and an Eco mode function. New engines - diesel and TCe 90 petrol - keep running costs reassuringly low; driving pleasure comes without compromise on fuel economy or CO<sub>2</sub>.

The New Dacia Logan MCV order book opens in the second quarter of 2013.

### **Duster *Aventure*<sup>1</sup> limited edition**

**Duster *Aventure*<sup>1</sup> is a highly original take on an off-roader, with features such as roof-bar mounted spotlights, Garmin satnav with topographic map, and rubber interior floor mats, appealing to motorists who want to get away from it all.**

**For even greater incentive to get off the beaten track, this limited edition offers a choice of two colours - Glacier White and Pearl Black - both highlighted by special exterior décor and distinctive upholstery detailing.**

**Along with all the virtues that have made Duster such a resounding market success - style, interior space and offroad capabilities - Duster *Aventure*<sup>1</sup> adds distinctive looks in keeping with its rugged personality, at a highly attractive price.**

**The Dacia Duster *Aventure*<sup>1</sup> limited edition will go on sale in more than 16 countries from April 2013.**

**Dacia cars are an ideal choice for discerning motorists: limited running costs, three year / 100,000 km warranty and Dacia's strong reputation for reliability.**

*“With New Logan MCV and Duster *Aventure*<sup>1</sup>, Dacia pushes powerfully ahead with a strategy that is revolutionizing the motor market through an unflinching emphasis on simplicity and generosity. True to this strategy, which has already won over more than 2,300,000 customers, both new cars offer great equipment and great design, at great Dacia prices.”*

***Arnaud Deboeuf, Entry Programme Director***

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<sup>1</sup> Duster *Aventure* is a limited edition model with a special accessories package

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## NEW DACIA LOGAN MCV, A MODERN, FUNCTIONAL ESTATE

### Complementary product offering

Dacia is rounding off its range of family vehicles with New Logan MCV, a large estate with a small price.

After Lodgy, the modular 5/7-seat MPV, and Dokker, the 5-seat leisure utility vehicle tailored for both private and business usage, New Logan MCV further confirms Dacia's credibility in the field of spacious, practical vehicles.



This roomy five-seat estate is designed for motorists looking for a comfortable, practical, roomy car (as regards both passenger space and boot volume) for everyday and leisure use.

All that with very reasonable fuel consumption, (typically around 3.8 liters per 100 km<sup>2</sup> on Diesel versions).

**Its attractive design and modern features make it a valuable addition to the latest generation of Dacia cars.**

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<sup>2</sup> Consumption and emission figures certified to applicable regulations.

## Robust, attractive design

New Logan MCV features the new Dacia design identity, with its emphasis on strength and robustness.

### Generous and energetic exterior styling

New Logan MCV boasts an attractive design as well as offering record-breaking loading capacity (boot measuring 573 liters) and generous dimensions (4.49 meters long, 430 mm more than New Sandero), with the ability to carry items up to 2.7 m long.



*“New Logan MCV is more dynamic in appearance, with its slightly inclined rear window, for example, and, in side profile, styling cues, shared with Lodgy and Duster. The new design places New Logan MCV squarely within modern style trends, but without sacrificing the capacious interior. This is a large car, and proudly so!”*

**David Durand, Entry Programme Design Director**

From the outside, New Dacia Logan MCV has an energetic look, with design features, including roof rails, that evoke strength and vigour.



The black mask above the rear lamp units highlights the impression of spaciousness and robustness.





### **Spacious, functional, rational interior**

If New Logan MCV looks rugged and robust from the outside, this impression carries through to the interior, which boasts a high degree of perceived quality. The Dacia design team paid special attention to ensure the interior of New Logan MCV fulfils customer expectations on usability.



The driving position is comfortable, with fully adjustable driver's seat and steering wheel (on some versions). And the layout obeys sound ergonomic principles, with all controls readily accessible on the steering wheel or in the immediate vicinity.

The interior arrangement is clever, offering no less than 16 liters of handy, accessible storage features, such as front and rear door bins, cubbies and a storage tray on top of the dashboard. The luggage compartment cover (on some versions) has a rigid upper section with additional interior storage capability.

The easy-to-use 2/3-1/3 split/folding rear bench, standard on all versions, makes for maximum versatility.





## More features, same price

Ever true to the Dacia promise of offering more for less, New Logan MCV brings in all the new functional, easy-to-use and 100% useful equipment introduced on Lodgy, Dokker, New Logan and New Sandero.

- **MEDIA VAV**, (available on selected versions) is a full multimedia system with a large 7" touchscreen running a highly intuitive homepage menu for trouble-free navigation across the system's many useful functions, which include Bluetooth® technology and satnav with 2D and 3D (Birdview) display. Personal devices can be easily connected to a dashboard USB or jack connector.

- **Dacia Plug&Radio**, a straightforward and highly efficient multimedia solution, with a dashboard-mounted screen showing three lines of information. Dacia Plug&Radio comprises radio, MP3-compatible CD player, Bluetooth® technology and dashboard-mounted USB and jack connectors.



*Media Nav*

*Dacia Plug&Radio*

- **Cruise control with speed limiter** (on some versions), with steering-wheel control for both functions, and speed setting.

- **Rear parking sensors** (on selected versions), with sensors in the rear bumper to warn the driver when nearing an obstacle.

- **Power steering**, standard on all versions (Euro 5), for enhanced comfort and driving pleasure.

## New engines, for an even better economy/performance ratio

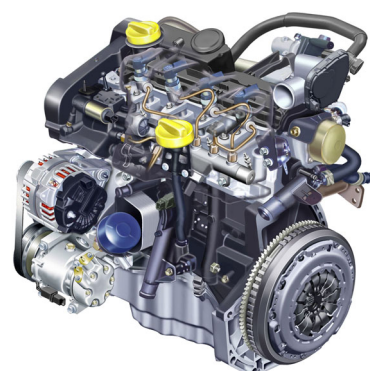
Just like New Logan and New Sandero, New Logan MCV comes with a choice of two petrol engines: **1.2 16v 75**, versatile and economical, both in terms of initial purchase price and running costs; and the **brand new TCe 90**, a **three-cylinder turbocharged petrol unit that epitomizes the Renault group's powertrain excellence.**



The TCe 90 is a featherweight marvel, weighing 15 kg less than a conventional engine of equivalent power. It offers crisp, supple acceleration to combine motoring pleasure with enviable fuel economy (5 liters per 100 km<sup>2</sup>) and low CO<sub>2</sub> emissions (116 g / km<sup>2</sup>).

By combining low fuel consumption with record loading volume of 573 liters, New Logan MCV gives the very best ratio between fuel economy and load capacity, making it the very best proposition for budget-conscious customers who need great load carrying capabilities.

New Logan MCV is also available with a **choice of two Euro 5 1.5 dCi diesel engines, rated at 66 kW (90 hp) or 55 kW (75 hp).** The 1.5 dCi is the Renault group's best selling power unit, renowned for reliability, performance and environmental credentials. Recent optimization brings further enhancements to acceleration, and fuel consumption remains among the lowest in this segment, at 3.8 liters per 100 km<sup>2</sup>, for a very low environmental impact of 99 g of CO<sub>2</sub> per km<sup>2</sup>.



At the same time, **Dacia continues to promote LPG as an economical alternative** to diesel. In some countries, New Logan MCV is available with a twin-fuel (petrol/LPG) 1.2 16v 75 engine, for even lower running costs and CO<sub>2</sub> emissions down to 120 g per km<sup>2</sup> in LPG mode. As on all Dacia LPG vehicles, the driver has a simple mechanism for selecting between petrol and LPG. With LPG selling at less than €1 per liter, this option is clearly more economical than petrol.

Around one in ten Dacia cars (made at the Pitesti plant) run on LPG, confirming the credibility of Dacia's efforts to bring competitive high-performance technologies to market.

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<sup>2</sup> Consumption and emission figures certified to applicable regulations.

### **Eco Mode function, for further advances in fuel economy**

With the Eco Mode function (on some engines), the driver can select optimized fuel economy at any time.

Eco Mode adjusts certain engine settings and climate control parameters, to suit the driver and passengers.

Depending on usual driving style and road conditions, Eco Mode can bring improvements of up to 10% in fuel consumption and CO<sub>2</sub> emissions.



**New Logan MCV further confirms Dacia as the most sensible purchase choice available to motorists: the economy/performance ratio is even better, the price/space ratio remains unrivalled, and pricing is as attractive as ever.**

## **Safety, a fundamental virtue**

New Logan MCV features further safety enhancements, as on New Logan and New Sandero.

### **Active safety**

Electronic stability control (ESC) appears as standard on all Euro 5 versions, compliant with European regulations. It ensures vehicle stability under difficult conditions such as obstacle avoidance, loss of grip when cornering, and slippery road surfaces. ABS (anti-lock brake system) is enhanced by Emergency Brake Assist (EBA), which adjusts the hydraulic system automatically to apply maximum brake pressure from the onset of braking through to the trigger point at which ABS switches in.

### **Passive safety**

For maximum protection, New Logan MCV offers front side airbags in addition to driver and front passenger airbags (on all Euro 5 versions). There's an audible and visual seatbelt reminder for both driver and front passenger on all versions in Europe, and Isofix fasteners on the two outer rear seats for fast, trouble-free fitting of child and baby seats. The body structure has programmed crumple zones to absorb impact energy. And the bumper and bonnet area are also designed, in terms of shape, rigidity and thickness, for optimum impact energy absorption, to achieve the best possible protection for pedestrians in the event of frontal impact.

## DACIA DUSTER AVENTURE<sup>1</sup>, AN EYE-CATCHING OFF-ROADER

With its rugged looks and robust design, Duster has made a great impression among motorists looking for a solid, attractive SUV. The Duster *Aventure*<sup>1</sup> limited edition goes one step further in go-anywhere appeal, promising fun plus utility for drivers seeking to get away from it all.

### Go-anywhere exterior styling

Without being ostentatious, Dacia Duster *Aventure*<sup>1</sup> boasts an original mix of great-outdoors features: roof bar-mounted spot lamps<sup>3</sup>, front and rear skidplates, black masks for rear lamp units, red arrows marking tow ring and jack locations, and side protection with Duster markings. Special decals proudly announce the vehicle's adventurous intent, evoking the spirit of the motor sport events in which Duster has excelled.



The Duster *Aventure*<sup>1</sup> limited edition is based on the Ambiance version, and is available in a choice of two colours: Glacier White and Pearl Black.

Further finishing touches include a special radiator grille with gloss black surround, wing mirror covers, 16" wheels, and tinted windows for protection against UV, breakage, glare and heat.

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<sup>1</sup> Duster *Aventure* is a limited edition model with a special accessories package

<sup>3</sup> The lamp bar and semi-integrated Garmin GPS are accessories offered on this limited edition.



### Rugged, practical Interior

The spacious, comfortable interior, an instrumental factor in the Duster success story, is further enhanced with special upholstery featuring white over stitching, the compass motif and the Duster signature. The gloss black centre console mirrors the exterior design details, while the air vent surrounds, steering wheel ring and door handles are in contrasting white.



### Great-outdoors functionality

The Duster *Aventure*<sup>1</sup> limited edition SUV is available in a 4x4 as well as a 4x2 version, for maximum go-anywhere capability. It features a Garmin satnav system semi-integrated<sup>3</sup> in the dashboard. This onboard GPS unit boasts a robust, waterproof design, and runs a 45-country Europe map system with free lifetime updates, plus a topographic map, ideal for getting off the beaten track. **This new limited edition marks phase two of the partnership launched with Garmin in 2012, following on from the Garmin limited edition unveiled at the Paris Motor Show.**



<sup>1</sup> Duster *Aventure* is a limited edition model with a special accessories package

<sup>3</sup> The lamp bar and semi-integrated Garmin GPS are accessories offered on this limited edition.

Duster *Aventure*<sup>1</sup> comes with foglamps and a removable roof-mounted spot lamp bar<sup>3</sup> for improved visibility in all circumstances.



Interior go-anywhere features also include easy-to-clean **rubber mats** in the passenger compartment and loading area.



#### **DACIA DUSTER ON THE TRACKS**

##### **Aïcha des Gazelles Rally**

Dacia Duster won the all-women Aïcha des Gazelles Rally event in 2010, and took second, third and fourth places in the SUV category the following year, plus second place in the crossover category.

It also won the Logica eco-driving prize, awarded to the team with the lowest fuel consumption. In 2012, Dacia Duster took all three podium places in the SUV category.

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## DACIA FUNDAMENTALS: GENEROSITY, RELIABILITY AND SIMPLICITY, FOR DISCERNING CUSTOMERS

Dacia is pioneering a new automobile consumption ethic that marks a radical departure from established practices. Instead of having to buy a second-hand car, customers on a tight budget can now buy a new Dacia.

This is a highly reassuring purchase choice, since Dacia vehicles are renowned for their reliability and economical, uncomplicated maintenance.

In December 2012, Dacia's revolutionary approach to the car market won it the Strategy Trophy from Automobile Magazine, in recognition of its brand dynamism and consistent launch programme of attractively priced new models.

### Recognized reliability

#### Renault group know-how

Dacia reaps the full benefit of Renault group know-how on quality, applying the advanced processes and standards developed through the Renault-Nissan Alliance. New Dacia Logan MCV and the Dacia Duster *Aventure*<sup>1</sup> limited edition will be manufactured at the Pitesti plant in Romania.



Like all Renault group production facilities, the Pitesti plant implements the Renault Production Way, a group-wide programme that addresses the primordial objective of making quality products.

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In addition, Dacia cars are powered by the highly reliable Alliance engines used on Renault and Nissan models, such as the Alliance's biggest-selling power unit, the 1.5 dCi, sold at 1.2 million units in 2011.

### **Long-term reliability**

Like Renault vehicles, Dacia vehicles are tested under extreme conditions. In addition to classic bench tests, all Renault group vehicles also undergo extreme tests under real-life conditions, to ensure that they will stand the test of time. Lodgy pre-release tests, for example, amounted to 1.9 million kilometres. According to a consumer survey (by *Union de Consommateurs*) in five European countries (France, Spain, Portugal, Belgium and Italy), Dacia ranked top for reliability in 2012.

### **Proven quality results**

Dacia achieves remarkable quality results to win customer trust. The latest findings (2012) of Europe's authoritative industry organization, ADAC, shows a consistent rise in Dacia vehicle quality over the last three years. And Dacia also excels in service quality, achieving the **best score for aftersales service quality ever obtained by an automotive brand in 25 years**, according to a July 2011 survey in Autobil, Germany's most influential motor magazine.

## **Experienced, reassuring dealer network**

All new Dacia vehicles are backed by a manufacturer's warranty running to three years or 100,000 km. This policy covers repair to the highest standard, using manufacturer's original parts, at any Dacia outlet.



3 Ans  
ou 100 000 km  
Garantie

*"With sales of 360,000 units in 2012, Dacia emerges as a winning brand. We are continuing our dynamic vehicle release programme with the release of New Logan MCV, which gives us the youngest line-up in Europe. In 2012 our market share rose across all the 40 countries we cover. Sales in 2012 were up by 17,000 units on 2011, and in 2013 we'll be pushing ahead with development both on existing markets and in new territories including the UK and Ireland, where operations began in January 2013."*

**Rafaël Treguer, Dacia brand development Director.**

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