

# **GROUPE BENAULT**

## **World premiere: Dacia Logan Pick-Up at the 2007 Bucarest International Motorshow**

**Dacia will have two stands at the 6th edition of the Bucarest International Motorshow (SIAB) that will take place in the period October 5-14. On the occasion, Dacia will reveal, in world premiere, the Logan Pick-Up, an accessible, robust and practical vehicle. The public will be able to discover the current Logan range (Sedan, LCV and VAN), also comprising the latest 1.5 dCi 85 HP engine version, as well as the dynamics of after-sales, spare parts and service. Dacia has equally made available a virtual space accessible from [www.dacia.ro](http://www.dacia.ro).**

Dacia presents its new model, Logan Pick-Up, revealed in world premiere at the Bucarest International Motorshow. In 2008, Dacia Logan Pick-Up will be sold in Romania, Bulgaria, Turkey and Algeria. As of 2009, the model will also be available on the other European markets.

The new vehicles stand covers 840 m<sup>2</sup>, where the public will be able to discover eight Dacia vehicles: Logan Pick-Up, Logan MCV (5 and 7 places), Logan Sedan (Prestige, Prestige equipped with the Sport kit, Logan Kiss FM limited series and the LPG version). The latest 1.5 dCi 85 HP engine will also be exhibited at the stand.

Dacia is also present at the Spare Parts and Service stand, covering 150 m<sup>2</sup>, where an accessorised Logan Van will be exhibited. Thus, the public will also be able to witness the action behind after-sales, accessories and service - a modern, warm and professional realm.

Throughout the motorshow, those interested can connect to the atmosphere from the stand by directly accessing [www.dacia.ro/external/siab2007](http://www.dacia.ro/external/siab2007), to view the most important moments: the official launch on Press Day (4 October), the stars who have supported the promotion campaign of the Logan Kiss FM limited series (Andreea Banica, Andreea Balan, Anka Badiu, Miki and Delia).

During the first nine months of 2007, Dacia sold over 165 000 cars, of which 90 000 went to export.