

# GRUPE RENAULT

## Dacia sold more than 95,000 vehicles in 2004

With the success of the Logan model, Dacia's sales have surged by 38.6%, thus strengthening its leader position in Romania and becoming increasingly visible on an international level.

- 95,296 Dacia units sold in 2004, up 38.6% from 2003
- more than 40,000 Logan units sold and ordered from the launching thereof
- with 80,013 units sold in Romania, Dacia reaches a market share of 46.5%
- 15,283 exported vehicles, up 26.2% from 2003

A total of 95,296 Dacia vehicles were sold in 2004, of which 72,840 passenger cars and 22,456 commercial vehicles, up 38.6% from 2003. This success, both in Romania and abroad, is the result of a product offer marked by the successful launch of the Logan model and impressive sales of the Solenza model. Behind Dacia's achievements lies a commercial network that has been completely rebuilt and is nowadays among the most modern in Europe. Another important contribution is assignable to the complete offer of services, from the Original Spare Parts to the repairs and maintenance services, without overlooking the financing offers.

The Logan was the main driving force behind Dacia sales in 2004. From its putting on the market, 40,000 Dacia Logan units have been sold and ordered in Romania and abroad (23,000 units sold and 17,000 orders).

### **Dacia Strengthens its Leading Position in Romania**

The success of the Logan model is also mirrored in the customers' preferences, as 32% of them opted for the most powerful engine version, the 1.6 l 90 HP. Furthermore, the upper-class versions Laureate and Ambition account for 51% of these model's sales.

The success was confirmed not only with individuals, but at a corporate level, as well (administration, companies), seduced by the unique cost/performance ratio.

Boosted by the Logan "effect", Dacia recorded in 2004 a volume of sales of 80,013 units in Romania, reaching a market share of 46.5% (42.4% passenger vehicles and 65.2% commercial vehicles), up 32% from 2003. Although recently launched, with 20,274 units sold, Logan is the best sold vehicle in Romania in the second semester of 2004, accounting for 21% of Dacia's total sales volume over the entire year. Solenza sold 31,362 units in Romania in 2004, followed by the range of commercial vehicles, with 20,243 units.

The sales achievements in Romania are based upon a commercial network comprising 76 sales outlets, which also provide spare parts and post-sales services. The commercial network is completed by 24 authorized service points.

In 2004, the Dacia commercial network benefited by 150,000 hours of training in such fields as bodywork, mechanical and electrical installations, commercial and management.

### **Thanks to Logan, Dacia Cruises on World Markets**

As far as exports are concerned, within only two months from putting on the market, Logan has sold in 2,423 units to customers in Croatia, Hungary, Macedonia, the Czech Republic, Serbia, Slovakia and Turkey. Thanks to the Logan model, Dacia's export sales have surged by 26.2% from 2003.

On the international markets, Dacia benefits by the synergies provided within the Renault Group. The distribution is carried out through the partners in the Renault network. Specific products have been developed by Renault Credit International Banque. Depending upon the specific nature of each market, Dacia vehicles are marketed either under a Renault franchise having an area reserved for the

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brand, with its own visual identity, or within a separate showroom. A commercial in-charge is responsible for the Dacia brand in each country.

As of 2005, the future spare parts center of Renault and Nissan located in Győr, Hungary, will supply Dacia parts to all Central European countries.

The Year 2005 Will See the International Development Become a Fact

The Pitesti plant currently produces 300 Logan vehicles per day. In order to best meet the high volume of orders, this output pace will be gradually increased, as the introduction of the third shift - scheduled for February - will help reach 500 units per day.

Syria, Slovenia, Poland, Lebanon and the Baltic States will be among the countries where the Dacia Logan model will be marketed. Starting with the second half of 2005, the model will also be launched in Western Europe.

The success of the Logan model lays the proper foundations for starting the CKD collection center in Pitesti, which will supply components to the Moscow Plant in view of the scheduled marketing of the Logan vehicle in Russia starting in May 2005. The Pitesti Center will also supply components to plants in Morocco, Columbia and then Iran.