



## **PRESS RELEASE**

September 9, 2010

# **September 19, 2010, second Dacia Community Picnic**

- **Dacia is organizing its second annual picnic on Sunday September 19, at two French sites: Mousseaux-sur-Seine (west of Paris) and Cublize (west of Lyon).**
- **Last year's picnic, on September 27, 2009, drew more than 4,000 people, and this second Dacia Community Picnic is expected to be just as successful.**
- **The Dacia Community Picnic is an original event at which Dacia customers and their families meet up to enjoy special features and attractions, for young and old. All Dacia owners in France are invited to come along for a fun day out at a leisure centre offering free activities such as canoeing, pedal boating and bouncy games. There will be a demonstration of Duster's off-road capabilities on a special 4x4 track (with instructor), and other Dacias will also be on show.**

In the six years since its French debut in 2005, Dacia has become a major player on the French automotive market. At the end of August 2010, Dacia ranked fourth (behind Renault, Peugeot and Citroen) in the consumer sales charts, with 70,000 registrations, a 125% surge on the first eight months of 2009 for market share of 8.2%. In 2010 so far, Sandero is the biggest-selling car on the French consumer market. And Duster, the latest in the Dacia line-up, already ranks third in the off-roader charts, after just six months on the market.

The rise of the Dacia brand reflects a definite shift in consumer mindsets. Motorists' reticence with regard to low-cost vehicles seems to be lifting. According to a C etelem survey in 2010, an average 29% of customers across the major European markets planning to buy a new car intended to spend less than €8,000. Although the

economic crisis has highlighted the importance of value for money, a lasting trend toward more thoughtful, more thrifty consumption patterns is clearly visible. Dacia has been quick to tune into this shift, with a range of reliable vehicles offering unbeatable performance for the price.

As Bernard Cambier, France Sales & Marketing Director, puts it, "We're looking at a new sociological movement, the Dacia Attitude, displayed by on-the-ball motorists demanding a practical vehicle at a fair price. Dacia owners are rightly proud of this."

More information on the Dacia Community Picnic, Sunday September 19: [www.grandpiquequedacia.com](http://www.grandpiquequedacia.com)

Dacia Community on Facebook: [www.facebook.com/dacia](http://www.facebook.com/dacia)

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