



DACIA LOGAN VAN AND DACIA LOGAN PICK-UP OUT TO WIN SALES IN EUROPE'S LIGHT COMMERCIAL VEHICLE SEGMENT

- **Dacia is expanding its range in Europe with two Light Commercial Vehicles (LCVs) from November 2008. Logan van and Logan pick-up feature the best in Renault's LCV engineering and inherit all the simplicity, robustness and equipment-for-money that characterize the Dacia range.**
- **Logan van has already been available in Romania and Bulgaria since February 2007 and Logan pick-up since March 2008.**
- **Logan van boasts all the assets of Logan MCV with a load volume of 2.5 m³ and sets new standards in terms of "price per cubic meter" thanks to an unrivalled price tag.**
- **Logan pick-up is a practical compact pick-up with a cargo bed boasting 800 kg payload and 1.8-meter load length, together with almost 300 liters of storage space in the cabin behind the seats.**
- **The Dacia LCV line-up will of course be commercialized in Europe with a 3-year or 100,000 km warranty.**
- **Dacia Logan van and Dacia Logan pick-up are both manufactured at Dacia's ISO 14001 certified Pitesti plant in Romania. Both models are 95% recoverable by weight and contain 5% recycled plastic. Logan van and Logan pick-up dCi 70 and dCi 85 have CO₂ emissions of 140 g/km and 137 g/km, respectively, which qualifies them for the Dacia eco2 signature.**

1. AN ENTRY-LEVEL OFFERING IN THE LIGHT COMMERCIAL VEHICLE SEGMENT

With Logan van and Logan pick-up, Dacia is launching a new entry-level offering in the European light commercial vehicle segment. Both models remain true to the key Dacia brand values of simplicity, robustness and roominess at competitive prices, and bring customers all the brand's cleverness and generosity.

Logan van and Logan pick-up are aimed primarily at self-employed tradespeople and shopkeepers looking for a simple and practical LCV. Logan pick-up could also appeal to private customers who want a vehicle for outdoor leisure activities. All these customers will be won over by the newcomer's versatility in use, outstanding robustness, and retail price. Most carmakers for some mysterious reason have abandoned the pick-up market in Europe over the last few years. A few large pick-ups are available, like the Nissan Navara, but the compact pick-up segment, unlike that on other continents, is practically non-existent apart from the Fiat Strada. Dacia Logan pick-up will no doubt ably fill this gap with its exceptional price/features ratio and loyalty to the Logan concept.

Both vehicles started their careers in Romania and Bulgaria, in early-2007 for Logan van and March 2008 for Logan pick-up. Logan van and Logan pick-up have also been marketed in Turkey since July 2008. Dacia has sold more than 12,000 units of Logan van and 3,600 units of Logan pick-up since launch, most of them in the brand's domestic market. The two models lead their respective segments in Romania.

An economical LCV range that respects the environment

Like all the models in the Dacia range, some versions of Logan van and Logan pick-up carry the Dacia eco2 signature, because they:

- emit 140 g/km of CO₂ or less,
- are produced in a plant with ISO 14001 certification,
- are 95% recoverable by mass at end-of-life and contain at least 5% recycled plastic.

This is further proof that an economical vehicle, in terms both of fuel consumption and price, can also be environmental at every step in its life cycle, from design to production through to use and end-of-life.

The Dacia eco2 LCV range includes 4 vehicles today:

Dacia Logan van dCi 70

Dacia Logan van dCi 85

Dacia Logan pick-up dCi 70

Dacia Logan pick-up dCi 85

Optimized development and industrial production

Logan van and Logan pick-up benefit from all of Renault's engineering expertise in light commercial vehicles and economical vehicles. Developed on the B0 platform (Logan platform), Logan MCV, Logan van and Logan pick-up share a high number of common components, which allowed to reduce development lead-times and costs.

- 90% of Logan van parts are also found on Logan MCV, main specific elements on Logan van being strengthened rear axle, two-part mounted floor and lateral paneled doors.
- Logan van and Logan pick-up share more than 80% of common parts.

The two models are manufactured exclusively at the Pitesti plant, which assembles all the vehicles in the Dacia range. - Industrial investment common to Logan MCV and Logan van totaled €110 million, for initial outlay of €154 million for the two models. - Some €51 million was invested in developing (€22 million) and manufacturing (€29 million) Logan pick-up. Investments at the plant primarily concerned stamping. A special, 100% manual Logan pick-up assembly line was created in body assembly. In the paintshop and final assembly, Logan pick-up shares the same line as the other models in the range.

2. THE HALLMARK OF DACIA

Keyword: robustness

As with all the vehicles in its range, Dacia developed Logan van and Logan pick-up to respond to diverse and often severe conditions of use. Both models feature the spirit of simplicity and robustness that characterize the Dacia brand and all its vehicles. The materials used inside, on the dashboard, door panels and seats, were chosen for their solidity and excellent durability, essential for LCVs. Outside, the new models are fitted with classic Dacia protection systems: wax injection of substructure and opening panel hollow sections, mastic sealing of body panel matings and uprated underbody gravel protection. The Logan pick-up and Logan van bodies are protected against corrosion with door panels and roof in galvanized sheet metal. And depending on the version, both models feature wide protective strips on the doors.

Dacia's LCVs also boast raised suspension systems, higher than average ground clearance, and protective skid plates under the engine, together with a dustproof gearbox housing. Dacia Logan van

and Dacia Logan pick-up are prepared to take on all types of road all over the world.

Reliable engines

The vehicles in Dacia's LCV range are fitted with the 1.4 MPI 75 petrol engine (only available on Logan van), the 1.6 MPI 90 petrol engine, and the dCi 70 and dCi 85 diesel units, all of them from the Renault group's powerplant bank.

The 1.4-litre petrol engine develops power of 55 kW (70 hp) at 5,500 rpm with 112 Nm of torque at 3,000 rpm. The 1.6-litre powerplant develops 64 kW (90 hp) at 5,500 rpm and generates torque of 128 Nm at 3,000 rpm. Both units are robust and easy-maintenance, which are essential qualities for light commercial vehicles. They also provide generous torque at low engine speeds, available across a broad operating range from 3,000 rpm to 4,500 rpm.

Both engines are equipped with a life-lubricated 5-speed manual gearbox. The 1.4 MPI 75 engine (only available on Logan van) and the 1.6 MPI 90 engine (available on Logan van and Logan pick-up) have respective fuel consumption figures of 7.9 l/100 km and 8.1 l/100 km over a combined cycle.

The 1.5 dCi is a benchmark diesel engine at the cutting edge of technology. It is equipped with a second-generation Common Rail direct injection system that brings comfort, flexibility and low fuel consumption. This powerplant is fitted on Logan van and Logan pick-up in a 70 hp version and a more dynamic 85 hp version.

With controlled fuel consumption (5.3 l/100 km for the dCi 70 and 5.2 l/100 km for the dCi 85 over a combined cycle) and low CO₂ emissions (140 g/km for the dCi 70 and 137 g/km for the dCi 85), Logan van and Logan pick-up diesels are positioned competitively in the LCV segment. The compact dCi unit is also recognized for its low weight, at just 127 kg in running order. Developing 50 kW (70 hp) at 4,000 rpm, this powerplant achieves maximum torque of 160 Nm from 1,700 rpm, of which 85% is available between 1,500 rpm and 3,500 rpm. The life-lubricated 5-speed manual gearbox is well adapted to the diesel unit, with ratios that get the most out of the 1.5 dCi. Pulling away and accelerating are dynamic, even when the vehicle is fully loaded. Lastly, Logan van and Logan pick-up dCi have a standard-setting range of around 1,000 km thanks to a generous, 50-liter fuel tank.

Safety first

Logan van and Logan pick-up have the active and passive safety levels of their predecessors, Logan and Logan MCV. The entire Dacia range is built on the Alliance's B0 platform, derived from the B platform (on which Modus, Clio II, Clio III and the Nissan Micra are built). The front suspension uses the MacPherson layout featured on Clio II, with wishbone arm and non-damped cradle. As on other B0 platform vehicles, the reinforced rear suspension uses a programmed deflection H-type torsion beam, with coil springs and extended-travel vertical dampers adapted to the worst road conditions. The chassis is equipped with a front anti-roll bar as standard. The system as a whole gives Logan van and Logan pick-up poised road behavior in all circumstances.

The brakes have been resized to take account of the models' increased weight and payload. All versions of Logan van and Logan pick-up get disc brakes at the front and 9-inch drums at the back. Both models are equipped with latest-generation Bosch 8.1 ABS incorporating Electronic Brakeforce Distribution (EBD).

Passive safety features on Logan van and Logan pick-up include a front driver airbag as standard and a front passenger airbag as an option, depending on the version, as well as a restraint system that naturally includes three-point seatbelts. Logan van and Logan pick-up also benefit from Renault's

renowned engineering expertise in impact resistance and the dissipation of kinetic energy. The engine compartment layout is designed so that its contents will stack up under frontal impact. The dashboard also plays a protective role, made out of a highly absorbent polypropylene honeycomb structure to minimize the risk of knee injury on impact. Enhanced lower limb protection is afforded by underfoot padding on driver and passenger sides, while the B-pillar structure, the seats (with enhanced lateral resistance) and the door padding protect the hips.

3. LOGAN VAN, AN ECONOMICAL AND ROBUST COMPACT VAN WITH UNBEATABLE LOAD CAPACITY / PRICE RATIO

Logan van is a modern, robust and economical vehicle that fully benefits from the Renault group's expertise in light commercial vehicles. It is extremely competitive on load capacity in its segment and ships with two petrol engines, the 1.4 MPI 75 and 1.6 MPI 90, and two standard-setting diesel units, the dCi 70 and dCi 85.

But Logan van's biggest strength is its price tag, which sets new standards in terms of "price per cubic meter". The newcomer is the perfect choice for self-employed tradespeople and shopkeepers looking for generous load capacity at an affordable price.

Innovative doors

Dacia Logan van has the same design and dimensions as Logan MCV. This synergy was used to keep costs down – a key aspect of the Logan program. Like Logan MCV, Logan van has "passenger car-style" side rear doors. These doors give generous access to the load area from both sides, providing more versatility than the conventional set-up of one sliding door on one side. Inside, the door panels are covered in protective plastic trim.

Access at the back is via two 60-40 split swing doors. As on Logan MCV, these doors open to three angles – 40°, 90° and 180° – depending on loading needs and methods. The 40° angle makes loading easier in tight spaces (for example, in a garage or when another vehicle is parked right behind Logan van) while the 180° opening is more suited to loading large objects.

Dacia Logan van's rear side doors and rear swing doors are paneled, as are the rear quarterlights, to protect the load area from indiscreet eyes. But customers can also choose a glass option for the rear swing doors (according to markets). All the opening panels were put through durability tests to ensure they were fully adapted to van use. As when developing Logan MCV, the front doors were opened and shut 75,000 times, the rear side doors 50,000 times and the rear doors 100,000 times.

Outstanding load volume

The body structure of Logan MCV and Logan van was developed from the outset of the design phase both for passenger and commercial vehicle use. Resistance and stiffness are geared to LCV constraints, while offering high levels of comfort and roadholding. The body structure enables a maximum payload of 800 kg, entirely in line with standards in the compact van segment. Logan van is 200 mm longer than Logan saloon, boosting load length to a segment-leading 1.94 m. Along with payload, load length is extremely important to tradespeople and shopkeepers because they often have to transport long objects.

With maximum load width of 1.42 m and load height of 1.04 m, Dacia Logan van has a total load volume of 2.5 m³. The load sill has been lowered to 582 mm for more practicality.

Simple and practical load area

Unlike Logan MCV, Logan van has a special two-part floor mounted on a frame welded to the original floor. This architecture provides a completely flat load area that can be easily washed thanks to drainage conduits in the subframe. Also for flat-floor purposes, the spare tire is located in a storage space accessible from the exterior only. All load-area wiring is safely installed in the box section or covered by robust plastic protection. The cabin is separated from the load area by a tubular partition or an SMC (Sheet Moulding Compound) partition - except for the glass rear door option - that completely seals off and protects the cabin. Optional equipment includes a watertight plastic mat that covers the load area.

4. LOGAN PICK-UP, A PRACTICAL AND COMFORTABLE PICK-UP

Dacia Logan pick-up has all the classic Dacia traits. With Renault-designed petrol and diesel engines (1.6 MPI 90, dCi 70 and dCi 85) and Logan MCV rolling chassis, it is a modern and robust vehicle.

Dacia Logan pick-up will appeal to professional customers, notably tradespeople and shopkeepers, and to private customers looking for a leisure vehicle. Dacia Logan pick-up also offers outstanding practicality thanks to a cargo bed with 800 kg payload and 1.80 m load length, together with almost 300 liters of cabin storage space behind the seats.

"Clever" cabin

Dacia pick-up's cabin makes life easier for passengers with its large dimensions (worthy of the C segment), saloon-like comfort, driving position, and highly ergonomic controls. Based directly on Logan and Logan MCV, Logan pick-up also has its own, singular assets, such as an impressive array of stowage compartments. Besides the glovebox, door bins and central console-mounted cupholders, it has a huge, 300-liter stowage space behind the seats. Easily accessed via the tilting driver seat back (depending on the version) and/or passenger seat back, this space adds to the load capacity in the cargo bed. It can be used to transport compact objects or more valuable objects (such as toolboxes), while heavier and bulkier objects can be loaded in the cargo bed. Above the 300-liter storage compartment, two hooks located next to the doors (so as not to block visibility) can be used to hang work clothes. In addition, occupants can store small objects in a net positioned at the centre of the partition.

To prevent loads from entering the cabin area, the rear window is fitted as standard with a double-barred partition, which can be reinforced on the Ambiance trim level with a roll cage with a load stop. These features naturally comply with European LCV standards.

Robust and ingenious

One of Dacia Logan pick-up's strong points is its built-to-last cargo bed. It has a payload of up to 800 kg and is fitted as standard with a plastic surround on the upper rim that effectively protects the body when loading and easily resists loads of up to 100 kg. Robustness and load safety are also ensured by the rear opening panel, which can support 300 kg when folded out, a figure generally associated with large pick-ups. To protect against corrosion, the cargo floor, cabin partition and the side panels are fitted with galvanized sheet metal. Water is evacuated via a system of two drainage conduits at the front.

Dacia Logan pick-up can obviously transport tall objects. But professional and private customers will also be impressed by its other dimensions, namely 1.80 m load length and 1.37 m width, which, again,

rival those in the large pick-up segment. With the opening panel down, load sill height is a low 64 cm, making loading a lot easier. The step below this panel gives users quick and fast access to the cargo area, which is equipped with up to 16 attachment points for securing all types of loads. Four points are located on either side of the vehicle on the plastic cargo bed surround, two hooks are fitted on the roll cage, and a total of six anchor points are laid out on the cargo floor. Apart from the roll cage hooks, all these attachment points are fitted as standard from the first trim level.

Because pick-up customers are interested in conversion possibilities, Dacia designed Logan pick-up to easily adapt to coachbuilder conversions, including refrigerated and insulated transport and high-volume box loads. Agreements planned with coachbuilders will make it easier for the network to propose top-quality conversions that correspond to each customer's needs.

An array of accessories will be available from launch, including load organizers (cargo compartments), long-range lights, cargo mats, attachment equipment and parking assist. Inside, Logan pick-up can be fitted with Carminat Nomade or TomTom navigation system, special seat covers, and a central armrest.

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