



Renault and Dacia, for 15 years in prime-time

Wednesday, October 1, 2014

More than 250 guests participated in the anniversary event “Renault and Dacia, for 15 years in prime-time”, held on Tuesday 30 September 2014 at the Technical Centre in Titu. The guests included Călin Popescu Tăriceanu, president of the Romanian Senate, Mircea Drăghici, honorific counsellor of the Romanian Prime Minister, Ion Georgescu, mayor of Mioveni, Tudor Pendiuc, mayor of Pitești, Senator Ecaterina Andronescu, journalists, central and local authorities, representatives of the business and university environment, partners, suppliers, dealers, former and current Dacia employees. In other words, those who wrote, watched or created the news about Renault and Dacia celebrated the 15 years since the privatisation success and lived again the journey of the company with the highest turnover in the country.

The event was organised as a TV journal presented by Lucian Mândruță and Magda Vasiliu. This included the highest rating moments since the time when Renault transformed Dacia, the car cherished by each Romanian, into an international brand, until present.

The journal also had special guests in the studio who contributed to the company's progress over the 15 years: Christian Estève and Constantin Stroe, in their capacity of former general managers of Dacia and key players in the privatisation process, Călin Popescu Tăriceanu, president of the Romanian Senate, Mircea Drăghici, representative of the current prime-minister of Romania and Nicolas Maure, chief executive officer of Dacia, who spoke about the company's plans.

After a short break with commercials of the car manufacturer, the second part of the event consisted of a concert given by artists within the “Young Talents” project of the Princess Margareta of Romania Foundation, a project sponsored by Dacia starting this year. During the event the guests also had the opportunity to see some of the works of the young artists within the same programme.

The event was organised with support from Pastel Age agency, who proposed the concept “Renault and Dacia, for 15 years in prime-time”.

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