



Dacia Logan Car of the Year 2005 in Serbia and Montenegro

Tuesday, March 8, 2005

Dacia Logan has been named "Car of the Year 2005" in Serbia and Montenegro by a jury made up of seven journalists specialising in the auto field, who appreciated especially the performance of the vehicle and the tailor-made adjustments for the respective markets.

Already at its third edition, the "Car of the Year 2005" award for Serbia and Montenegro was handed over on Monday, March 7, in Belgrade, to Mr. Jean-Michel Sicre, the Dacia international commercial manager, for the Dacia Logan model, by a jury made up of seven journalists specializing in the auto field. The jury appreciated the model's price-quality ratio, roominess and the customisation for the local markets. With an absolute record of 57 points, Dacia Logan was ranked ahead of models such as Toyota Prius, Ford Focus, Opel Astra, Citroen C4, Renault Modus.

Launched in Serbia and Montenegro in November 2004, Dacia Logan enjoys an excellent commercial debut on these markets. 1,081 units have been sold so far, with the Laureate Pack 1.6 I version being the most sought after. Ever since its commercialisation in Serbia and Montenegro, Dacia Logan has become a leader on the local market over the imported vehicles segment. Dacia's market share in Serbia and Montenegro surged from 8.37% in December 2004 to 14.29% in January 2005.

Ever since its commercial launching in September 2004, more than 50,000 units of Dacia Logan have been ordered and sold in Romania and abroad.

Dacia Logan is currently sold in 13 countries: Romania, Bosnia, Hungary, Macedonia, the Czech Republic, Serbia and Montenegro, Slovakia, Slovenia, Poland, Turkey, Syria, Lebanon. Dacia's international expansion will continue in 2005, as the Logan will be sold in 35 countries by the end of the year.

The Dacia Logan model has already gathered several international awards: "Autobest 2005", "Best Buy" in Croatia and in Bosnia, "Most Desired Car" in Macedonia.

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