



DACIA

OUR BRAND STORY

JULY 2025

DACIA

THE PEOPLE WE WANT TO SERVE

THE FREE SPIRITED FRUGALISTS

- › Pragmatic, down-to-earth
- › Optimizing by making the most out of simple small pleasures in life
- › Care for their inner-circle [family & friends]
- › Stability, sense of control
- › Budget conscious, avoid superfluous consumption

THEIR TENSION

How do I sustain the freedom of a simple life between
race of overconsumption and fear to be left behind ?



DACIA BRAND AMBITION

VISION

CHAMPION THE ACCESSIBLE
MOBILITY FOR ALL

POSITIONNING

DACIA IS THE BEST VALUE FOR MONEY
BRAND THAT CONSTANTLY REDEFINES
THE ESSENTIALS

BRAND MARKERS

ESSENTIAL BUT COOL
ROBUST AND OUTDOOR
ECO-SMART

HOW DACIA ANSWERS TO THEIR MAIN TENSION

There is literally no one like
us on the market

Accessible and affordable,
as key differentiators

DACIA IS THE BEST VALUE
FOR MONEY BRAND THAT
CONSTANTLY REDEFINES
THE ESSENTIALS.

We adopt and adapt our proven
technology every time it's necessary,
to stay contemporain

We offer just what you need,
but everything you need, what
is the most important for you

DACIA PEOPLE ARE...

FOR BUDGET
CONSCIOUS
PEOPLE

A penny is penny

AVOIDING
SUPERFLUOUS
CONSUMPTION

I choose how
I fulfil my needs.
I don't need more
to be happy

DACIA BRAND IS...

PEACEFUL,
SERENE

My grounded choices
make me feel tranquil
and content

KIND CARING

Thoughtfulness is
the best way to live
with the people
around me

GOOD VALUE FOR
MONEY / AFFORDABLE

I want to make the best use
of my money

DOWN-TO-EARTH

Let's keep it simple

DELIVERING
THE ESSENTIALS

I want to be sure
that I am not trapped
in overconsumption
and that what I truly
need is always there

AUTHENTIC
SINCERE

I do not cheat people
I do not want to be cheated

FEATURES THAT THE BRAND BRINGS...

LONG LASTING,
RELIABLE

I don't want a
disposable car

DELIVERS WELL
ON BASIC
FEATURES

I want a car that
simply does what it
is supposed to do

ROBUST,
STUDY

I want a car I can rely
on in any condition

SPACIOUS
INTERIOR

I want a car that adapts
to my multiple uses

DACIA BRAND PERSONNALITY

DOWN TO EARTH

We have our feet firmly on the ground.
We are practical, close to people an their reality.



AUTHENTIC & HONEST

We are not building a fake world. Understanding us is simple. We do not use tricks to sell our cars and services. We are Perfectly clear and transparent about what we bring you.



COOL & WITTY

We design for real life, so we don't do the fancy features no one will use. But we add a smile into life with little twists that others miss, and make you feel good about your choice.



GAME CHANGER

We have chosen the path we want to follow, to surprise the automotive world. We dare to challenge the codes and habits, to be a game changer.





DAKIA

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