
Head of Dacia Germany: "We remain on record course"

Von Walther Wuttke

Dacia can look back on another record year. The Romanian Renault offshoot sold 68,585 vehicles in Germany last year and achieved a market share of 2.4 percent. The figure for private customers is 5.5 percent. Dacia is also planning further records this year. "We want to grow," explains Dacia Germany boss Thilo Schmidt in an interview with Autoren-Union Mobilität. The new Duster, which arrives at dealerships in the summer, plays an important role in this.

The Dacia philosophy of selling models without discounts and not participating in price wars remains unchanged. "Our catalog price applies nationwide - and we still don't offer any discounts," says Schmidt. In addition to the new Duster, this year will also see the launch of the revised Spring small electric car, and next year Dacia will venture into a new segment with the Bigster.

In order to improve the ratings in the main TÜV inspections, Dacia is planning a loyalty guarantee in Germany for customers who have their car serviced regularly. "Our customers will receive an additional year of warranty if maintenance is carried out in the workshops of Dacia partners. Vehicles that come out of warranty soon will also benefit from this measure," says Schmidt. (aum)

Images for article



Head of Dacia Germany Thilo Schmidt.

Photo: Autoren-Union Mobilität/Dacia
