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First Half 2009 vehicle sales :

**Worldwide sales of 1.6 million vehicles
Market share in Europe* stable at 13.6%
Solid performance from new models**

Highlights

- Sales of new vehicles and CKD units of 1,587,000 units.
- Market share in Europe* stable at 13.6%, but up 0.3 points versus second-half 2008
- Solid performances by the new Citroën C3 Picasso, Peugeot 3008 et 206+
- European leader in light commercial vehicles with 22.1% of the market

The first half of 2009 saw a sharp decline in automobile markets worldwide, with Europe* down 14.4%, Russia down 48.9% and Latin America down 12.6%. There were a few exceptions to the rule, including France, down just 4.1%, Germany up 22.5%, China up 18.4% and Brazil up 4.1%.

However, automobile markets in Europe improved over the period, down just 9.3% in the second quarter versus 19.5% in the first, benefiting from the scrappage incentives introduced in 13 European countries.

In this context, with 1,578,000 worldwide sales of assembled and CKD vehicles for the first half of 2009 (650,000 Citroën and 937 000 Peugeot) compared with 1,845,000 for the same period in 2008, PSA Peugeot Citroën sales fell 14%.

Sales of assembled vehicles fell 17.5% to 1,386,000 units (643,000 Citroën and 743,000 Peugeot) while sales of CKD units increased by a sharp 21.7% to 201,000 versus 165,000 in first-half 2008, thanks to strong demand for the Peugeot brand.

*Europe = EU + EFTA + Croatia

Market share in Europe remains stable

In a European **car and light commercial vehicle** market that declined by 14.4% in the first half, registrations of PSA Peugeot Citroën vehicles contracted 14.7% to 1,116,000 units (530,000 Citroën and 586,000 Peugeot). The Group's share of the European market remained stable at 13.6%, but represents a 0.3-point increase over second-half 2008.

Group market share increased in France and Germany (up 0.9 and 0.7 points respectively) contracted in Spain and the UK (down 0.9 and 0.5 points respectively) and remained stable in Italy (up 0.1 points).

First-half 2009 was shaped by the scrappage incentives gradually introduced in 13 countries across Europe – covering around 90% of the **car** market in volume terms – which lifted demand in the second quarter, particularly in France and Germany. While the European car market was down a sharp 17.4% in first-quarter 2009, thanks to these incentives the decline was limited to 5.6% in the second quarter, for an overall drop of 11.5% in the first half.

In a European light commercial vehicle market down 35.7%, PSA Peugeot Citroën consolidated its leadership by increasing its market share to 22.1% from 19.3% in first-half 2008, thanks to the success of its new models.

Sales outside Europe accounted for 34% of the total

Outside Europe, sales of assembled vehicles and CKD units contracted by 2.7% to 536,000 units, but represent 34% of worldwide sales.

Latin America: mixed performance and slight decline in market share

Group registrations reduced by 14.3% in Latin America, in a market down by 12.6%. Robust demand in the Brazilian market, which grew 4.1%, was not enough to offset sharp declines in the rest of the region, particularly in Argentina where unit sales fell 17.6%. As a result, the Group's market share contracted to 5.5% from 5.7%.

China: unit sales up 13.8%

A total of 117,300 vehicles were sold in first-half 2009 in China. The 13.8% increase was driven by the success of recently launched models – the Peugeot 207 hatchback and saloon, and Citroën's C-Quatre and C-Elysée.

Russia: increase in market share

In a market down a massive 48.9%, the Group successfully limited the decline in its unit sales to 6.3%, increasing its market share by 1.4 points to 3.1%.

Solid performance from new models in the first half and major launches in coming months

The first half of 2009 saw the successful launch of three new models in Europe:

- The **Citroën C3 Picasso**, Citroën’s original new compact MPV, has proved extremely popular since its launch, with more than 36,000 sales worldwide in just three and a half months.
- The innovative **Peugeot 3008**, Peugeot’s first crossover, significantly outperformed expectations in its first two months on the market, with more than 17,000 orders in nine countries.
- Peugeot’s new entry-level model, the **Peugeot 206+**, is perfectly suited to the current economic climate and has been selling extremely well since its launch in March (49,000 orders).

The second half of the year will be shaped by two significant events; the new C3 will refresh Citroën’s offer in the compact sedan segment, a major market for the Group, and the arrival of the 5008 will give Peugeot an entry into the mid-range MPV segment.

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PSA Peugeot Citroën : Global first half Car and LCV sales for 2008 and 2009

		First-half 2008	First-half 2009
Europe*	Peugeot	684,000	548,000
	Citroën	610,000	504,000
	Total PSA	1,294,000	1,051,000
Russia	Peugeot	22,000	16,000
	Citroën	4,000	7,000
	Total PSA	26,000	23,000
Latin America	Peugeot	88,000	69,000
	Citroën	54,000	44,000
	Total PSA	142,000	113,000
China	Peugeot	50,000	52,000
	Citroën	54,000	66,000
	Total PSA	104,000	118,000
Rest of the World	Peugeot	79,000	58,000
	Citroën	34,000	22,000
	Total PSA	113,000	80,000
Total assembled vehicles	Peugeot	923,000	743,000
	Citroën	756,000	643,000
	Total PSA	1,679,000	1,386,000
CKD units	Peugeot	156,000	194,000
	Citroën	9,000	8,000
	Total PSA	165,000	201,000
Total units	Peugeot	1,079,000	937,000
	Citroën	765,000	650,000
	Total PSA	1,845,000	1,587,000

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