

Paris - 11 January 2010

3,188,000 vehicles sold in 2009
Worldwide Market Share Rose to 5.1%

Highlights 2009

- Increase in worldwide market share to 5.1%
- Global sales of new vehicles and CKD units down 2.2% to 3,188,000 units in a market down 3.5%
- Increase in European market share, to an average 13.7% for the year and to 14.4% in the final quarter
- Solid performance by all new models (Citroën C3 Picasso, new C3, Peugeot 206+, Peugeot 3008 and Peugeot 5008)
- Reinforced position as European leader in light commercial vehicles, with market share increasing to 22.2%
- One million vehicles emitting less than 130g of CO₂/km sold worldwide

2009 saw a further contraction in automobile markets worldwide, but conditions varied widely by both region and period. In Europe*, sales declined by 5.4%, reflecting gains of 5.3% in France and 19.9% in Germany and a 50.1% drop in Russia. Sales in Latin America were down 2.2% despite a 12.5% increase in Brazil, while passenger car sales in China rose 47%. By period of the year, the first six months were very difficult, while the second half saw a return to much more favourable worldwide market conditions.

Thanks to the scrappage incentives introduced in 13 countries, the situation in Europe improved steadily during the year, with sales declining 19.5% in the first quarter, 8.9% in the second and 0.1% in the third before rising 13.1% in the fourth.

In this environment, worldwide sales of PSA Peugeot Citroën assembled and CKD vehicles combined fell by 2.2% during the year, to 3,188,000 units (1,842,000 Peugeot and 1,346,000 Citroën) from 3,260,000 units in 2008.

Sales of assembled vehicles alone declined 3.6% to 2,845,000 units, of which 1,515,000 Peugeot and 1,331,000 were Citroën.

On the other hand, strong demand for the Peugeot brand drove a substantial 10.8% increase in CKD sales, to 342,000 units from 309,000 in 2008.

*Europe = EU, EFTA and Croatia

Increased market share in Europe

In a European **car and light commercial vehicle** market that declined by 5.4% in 2009, registrations of PSA Peugeot Citroën vehicles contracted 3.7% to 2,192,000 units, of which 1,153,000 were Peugeot and 1,039,000 Citroën. Over the year, the Group's share of the European market increased to 13.7% from 13.5% in 2008. This position strengthened at the end of the year, with market share rising to 14.4% in the fourth quarter.

The year was shaped by the gradual introduction of scrappage incentives in 13 countries across the region, covering around 90% of the European **passenger car** market by volume. These programmes significantly boosted demand, particularly in France and Germany.

In a European **light commercial vehicle** market down a sharp 29.3%, PSA Peugeot Citroën consolidated its leadership by increasing its market share to 22.2% from 19.7% in 2008.

In **France**, the Group's market share grew by 0.6 points to 32.2% with 851,000 car and light commercial vehicle registrations, representing a significant increase of 7.1% in a market up 5.3%.

In **Germany**, market share improved 0.6 points to 6.3%, as registrations climbed 31.8% to 250,000 units in a market lifted 19.9% by scrappage incentives.

In **Italy**, market share grew by one point to 10.8%, reflecting a 7% increase in registrations, to 251,000 units, in a market down 2.1%.

In **Spain**, registrations declined by 19.1%, mirroring the market's 20.2% drop. The Group's market share edged up 0.3 points to 19.4% from the year before, with registrations totalling 206,000 units.

In the **United Kingdom**, the Group pursued its strategy of limiting the adverse sales impact of the unfavourable pound/euro exchange rate over the year. Registrations fell 14% to 206,000 units in a market down 9.9%.

In **Central and Eastern Europe**, PSA Peugeot Citroën registrations reflected the market's 31.3% drop with a 34.3% decrease to 98,000 units. Market share declined to 9.4% from 9.9% in 2008.

Sales outside Europe rose 2.4% and accounted for 33.1% of the total compared with 31.6% in 2008

Outside Europe, sales of assembled vehicles and CKD units increased by 2.5% to 1,055,000 units, representing 33.1% of total sales.

China: unit sales up 52%

In China, Group vehicles sales rose 52% to 272,000 units, led by the success of recently launched models – the Peugeot 207 hatchback and notchback, and the Citroën C-Quatre and C-Elysée. China is now the Group's second-largest market.

Latin America: another difficult year

With the exception of Brazil (up 12.5%), markets across the region plummeted in 2009, for an average decline of 2.2%. Registrations contracted by 11.2% to 234,000 units, giving the Group a market share of 5.3%.

Russia: significant increase in market share to 2.9%

In a market down a massive 50.1%, the Group successfully limited the decline in its unit sales to 31.6%, thereby increasing its market share by 0.8 points and improving its positions despite an unfavourable euro/rouble exchange rate.

During the year, PSA Peugeot Citroën maintained the steady pace of new model launches and capitalised on its competitive strengths, notably in light commercial vehicles and low-carbon vehicles.

The year saw the introduction of new models that were particularly well received by customers. These included:

- **The Citroën C3 Picasso**, which exceeded registration forecasts with 86,000 units sold.
- The **Peugeot 3008**, Peugeot's first crossover, which sold more than 59,000 units.
- The **Peugeot 206+**, Peugeot's new entry-level model, which is perfectly suited to the current economic environment and has been selling extremely well since its launch in March.
- The Group has withstood the general decline in sales in the **light commercial vehicle** segment thanks to its attractively designed, well-positioned line-up.
- Capitalising on its **range of highly fuel efficient, low emission engines**, the Group's average corporate CO₂ emissions in Europe stood at 136.2g/km in 2009, versus 140.1g in 2008. During the year, PSA Peugeot Citroën sold nearly a million (979,000) vehicles emitting less than 130g of CO₂/km, confirming its leadership in low carbon cars.

Outlook for 2010

In 2010, markets are expected to show signs of recovery around the world, with the exception of Europe, which will probably experience another decline as scrappage schemes are removed or phased out with gradually declining incentives. The second half should see some glimmers of improvement, however. In this environment, PSA Peugeot Citroën believes that European markets may see an average one-digit decline in demand over the year.

The impact of this decline in European markets is expected to be offset by the sustained success of the models launched in 2009 (the Peugeot 206+, 308 CC, 3008 and 5008, and the Citroën C3 Picasso and New C3) and the 2010 model introductions (the Peugeot RCZ and iOn electric, and the Citroën DS3 and C-ZERO electric).

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In **Italy**, market share grew by one point to 10.8%, reflecting a 7% increase in registrations, to 251,000 units, in a market down 2.1%.

In **Spain**, registrations declined by 19.1%, mirroring the market's 20.2% drop. The Group's market share edged up 0.3 points to 19.4% from the year before, with registrations totalling 206,000 units.

In the **United Kingdom**, the Group pursued its strategy of limiting the adverse sales impact of the unfavourable pound/euro exchange rate over the year. Registrations fell 14% to 206,000 units in a market down 9.9%.

In **Central and Eastern Europe**, PSA Peugeot Citroën registrations reflected the market's 31.3% drop with a 34.3% decrease to 98,000 units. Market share declined to 9.4% from 9.9% in 2008.

Sales outside Europe rose 2.4% and accounted for 33.1% of the total compared with 31.6% in 2008

Outside Europe, sales of assembled vehicles and CKD units increased by 2.5% to 1,055,000 units, representing 33.1% of total sales.

China: unit sales up 52%

In China, Group vehicles sales rose 52% to 272,000 units, led by the success of recently launched models – the Peugeot 207 hatchback and notchback, and the Citroën C-Quatre and C-Elysée. China is now the Group's second-largest market.

Latin America: another difficult year

With the exception of Brazil (up 12.5%), markets across the region plummeted in 2009, for an average decline of 2.2%. Registrations contracted by 11.2% to 234,000 units, giving the Group a market share of 5.3%.

Russia: significant increase in market share to 2.9%

In a market down a massive 50.1%, the Group successfully limited the decline in its unit sales to 31.6%, thereby increasing its market share by 0.8 points and improving its positions despite an unfavourable euro/rouble exchange rate.

During the year, PSA Peugeot Citroën maintained the steady pace of new model launches and capitalised on its competitive strengths, notably in light commercial vehicles and low-carbon vehicles.

The year saw the introduction of new models that were particularly well received by customers. These included:

- **The Citroën C3 Picasso**, which exceeded registration forecasts with 86,000 units sold.
- The **Peugeot 3008**, Peugeot's first crossover, which sold more than 59,000 units.
- The **Peugeot 206+**, Peugeot's new entry-level model, which is perfectly suited to the current economic environment and has been selling extremely well since its launch in March.
- The Group has withstood the general decline in sales in the **light commercial vehicle** segment thanks to its attractively designed, well-positioned line-up.
- Capitalising on its **range of highly fuel efficient, low emission engines**, the Group's average corporate CO₂ emissions in Europe stood at 136.2g/km in 2009, versus 140.1g in 2008. During the year, PSA Peugeot Citroën sold nearly a million (979,000) vehicles emitting less than 130g of CO₂/km, confirming its leadership in low carbon cars.

Outlook for 2010

In 2010, markets are expected to show signs of recovery around the world, with the exception of Europe, which will probably experience another decline as scrappage schemes are removed or phased out with gradually declining incentives. The second half should see some glimmers of improvement, however. In this environment, PSA Peugeot Citroën believes that European markets may see an average one-digit decline in demand over the year.

The impact of this decline in European markets is expected to be offset by the sustained success of the models launched in 2009 (the Peugeot 206+, 308 CC, 3008 and 5008, and the Citroën C3 Picasso and New C3) and the 2010 model introductions (the Peugeot RCZ and iOn electric, and the Citroën DS3 and C-ZERO electric).

Contacts:

Media Relations	Investor Relations
Hugues Dufour +33 (0) 1 40 66 53 81 hugues.dufour@mpsa.com	James Palmer +33 (0) 1 40 66 54 59 james.palmer@mpsa.com
Pierre-Olivier Salmon +33 (0) 1 40 66 49 94 pierreolivier.salmon@mpsa.com	Jean-Hugues Duban +33 (0) 1 40 66 40 28 jeanhugues.duban@mpsa.com
Laurent Cicoella +33 (0) 1 40 66 52 04 laurent.cicoella@mpsa.com	

PSA Peugeot Citroën
Worldwide Sales of Passenger Cars and Light Commercial Vehicles, 2008 and 2009

		2008	2009
Europe*	Peugeot	1,168,000	1,115,000
	Citroën	1,063,000	1,017,000
	Total PSA	2,231,000	2,132,000
Russia	Peugeot	48,000	28,000
	Citroën	11,000	12,000
	Total PSA	59,000	40,000
Latin America	Peugeot	166,000	141,000
	Citroën	97,000	92,000
	Total PSA	263,000	234,000
China	Peugeot	77,000	112,000
	Citroën	102,000	161,000
	Total PSA	179,000	272,000
Rest of the world	Peugeot	153,000	119,000
	Citroën	66,000	49,000
	Total PSA	219,000	167,000
Total Assembled Vehicles	Peugeot	1,613,000	1,555,000
	Citroën	1,339,000	1,331,000
	Total PSA	2,952,000	2,845,000
CKD Units	Peugeot	291,000	327,000
	Citroën	17,000	15,000
	Total PSA	309,000	342,000
Total Assembled Vehicles and CKD Units	Peugeot	1,904,000	1,842,000
	Citroën	1,356,000	1,346,000
	Total PSA	3,260,000	3,188,000

*Europe = EU, EFTA and Croatia