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PSA Peugeot Citroën decides to produce a “core range” model for emerging countries at Vigo site in Spain

PSA Peugeot Citroën has confirmed that it is to produce a “core range” model intended for emerging countries at its Vigo site in Spain. The new model, the first phase in a global programme, will respond to the needs of the middle classes in a number of countries with fast-growing automotive markets. The vehicles will initially be marketed in countries covering the Mediterranean Basin, the Middle East and Africa.

The new model will exist in both Peugeot and Citroën versions.

With 384,900 vehicles produced in 2009, the Vigo plant is PSA Peugeot Citroën’s number-one manufacturing site. It produces the Citroën C4 Picasso, Grand C4 Picasso, Xsara Picasso, Berlingo First, New Berlingo, Peugeot Partner Origin and New Partner.