

Paris - 7 July 2010

**First Half 2010:
Worldwide Sales up 16.9%
Record Half-Year Unit Sales**

Highlights

- Sales of new vehicles and CKD units up 16.9% to 1,856,000 units, a new record for half-year unit sales
- Market share in Europe* up sharply, gaining 1 point to 14.6% compared with H1 2009
- Increase in the proportion of sales outside Europe, to 36% of the total versus 34% in H1 2009
- Further decline in corporate average emissions to 133.2g of CO₂/km versus 135.5g in 2009
- Sustained success of the new Peugeot 3008, 5008 and RCZ and the new Citroën C3 and DS3
- European leadership in light commercial vehicles reinforced, with market share increasing to 22.4%

*Europe: EU, EFTA and Croatia

Global automobile markets rose by an aggregate 13% in the first half of 2010, led by China (up 27%) and Latin America (up 11%). Demand in Europe was slightly up, but growth varied widely by country:

- France: up 6%.
- Germany: down 27%.
- Spain: up 38%.
- United Kingdom: up 19%.
- CEEC: down 13%.

In this environment, worldwide sales of PSA Peugeot Citroën assembled vehicles and CKD units increased by 16.9% to 1,856,000 during the period.

- Sales of assembled vehicles alone climbed 16.8% to 1,618,000 units.
- Sales of CKD units rose 18% to 237,000, lifted by Peugeot output.

During the first half, Peugeot was once again the world's best selling French automobile brand.

Jean-Marc Gales, Executive Vice President, Brands noted:

“First-half 2010 was our best half-year ever in terms of unit sales. This performance confirms the strong marketing momentum of our Peugeot and Citroën brands, with a clear increase in our market share in Europe, an improvement in our position in China, and a further demonstration of our environmental leadership. This performance was underpinned by the success of our recently launched models – the Peugeot 3008, 5008 and RCZ and the Citroën DS3 and the Citroën C3 in Europe, the Peugeot 408 and Citroën C-QUATRE and C5 in China and the Peugeot Hoggar in Latin America.”

Sharp increase in market share in Europe

In a **passenger car and light commercial vehicle** market that rose by 1.1% in the first half, registrations of PSA Peugeot Citroën vehicles increased by a significant 7.7% to 1,214,000 units. During the period, market share improved sharply to 14.6%, up 1 point compared with first-half 2009. The most notable gains were in Italy, up 1.2 points, and the United Kingdom, up 0.3 points.

During the period, the **passenger car** market saw scrappage incentives scaled back in France and dropped in Germany and Spain. Following robust growth in demand in the first quarter (up 9.4%), the trend line reversed, with a 7.6% decline in the second quarter.

In the **light commercial vehicle** market, which grew by 9.4% over the period, PSA Peugeot Citroën retained its leadership by further increasing its market share to 22.4%, versus 22% in first-half 2009.

Successful model launches in 2009 and 2010

Models introduced in 2009 continued their success in early 2010, both in Europe (the Peugeot 3008 and 5008 and the new Citroën C3 and C3 Picasso) and in China (the Citroën C-Quatre and C5).

- The **Peugeot 3008**, the brand's first crossover vehicle, and the **Peugeot 5008**, its first compact MPV, have proven highly successful, with sales exceeding targets for the period. Output has risen to 900 vehicles a day, from 600 at start-up, following the mid-October 2009 introduction of a third shift at the Sochaux plant, which will remain in place through the rest of the year. In all 65,000 Peugeot 3008s and 40,000 Peugeot 5008s have been sold since launch.
- Launched in late 2009, the **Citroën C3** has also been a market success, with sales rising month by month to more than 113,000 in the first half.
- The **Citroën C3 Picasso** is the leader in the sub-compact MPV segment. In August, output is scheduled to increase to 356 units a day from the current 310 units.

The commercial momentum also led to the launch of new models during the first half, including the Peugeot RCZ and Citroën DS3 in Europe.

- Launched last 22 April, the new **Peugeot RCZ** coupe has already sold 5,000 units, or 50% more than its annual objective. It was elected "most standing car of the year 2009."
- The **Citroën DS3**, the first model in the DS distinctive line, has already recorded more than 34,000 orders in just four months on the market. Current output is 350 units a day at the Poissy plant, scheduled to increase to 420 a day in September.

The second half will be shaped by two major events: i) the launch of the new Citroën C4 in the compact sedan segment and ii) the unveiling of the replacement for the Peugeot 407 at the 2010 Paris Motor Show. PSA Peugeot Citroën will also be the first European carmaker to introduce electric vehicles in Europe, with the Peugeot iOn and the Citroën C-ZERO.

Sales outside Europe accounted for 36% of the total

Sales outside Europe accounted for 36% of the consolidated first-half total, compared with 34% in 2009. The improvement confirms PSA Peugeot Citroën's marketing momentum, particularly in emerging markets, and illustrates its commitment to becoming a more global enterprise.

Latin America: a return to growth

The Latin American markets increased sharply, led by Brazil (up 7%) and Argentina (up 21%). The Group reported 13% growth in consolidated sales for the period, with a market share of 5.3%. The Group's commercial dynamic in the region is exemplified by the Peugeot Hoggar pick-up, which was launched in May, and the Citroën C3 Aircross and Peugeot 408, which are scheduled for launch in the second half.

China: successful new models and increased market share

PSA Peugeot Citroën's sales in China rose to a new record high in the first-half, gaining 49% to more than 176,000 vehicles in a market up 27% and helping to lift market share to 3.3% from 3.2% in first-half 2009. The Group's vehicles have been well received. With more than 18,000 units sold since its launch in January, the Citroën C5 is making a significant contribution to the Group's performance. The Peugeot 408, which has sold more than 17,000 units since it was introduced in April, is the first Peugeot to make its world debut in China.

Russia: a return to growth expected in the short term

Buoyed by scrapping incentives for domestically produced vehicles since March, the Russian market rose by 3% during the first-half, while the Group's sales declined by 7.6%. Market share stood at 2.5% for the period. The assembly of Peugeot 308 and Citroën C4 models at the Kaluga plant, which was inaugurated in April, will effectively position the Group in the second half to capitalize on the expected return to growth.

PSA Peugeot Citroën strengthens its environmental leadership

One of the Group's key strategic ambitions is to maintain its leadership in low-carbon vehicles. During the first half of 2010, average emissions by Peugeot and Citroën vehicles continued to decline, to 133.2g of CO₂/km from 135.5g in 2009.

Vehicles emitting less than 120g/km accounted for 40% of total sales.

Outlook for 2010

As announced at the beginning of the year, the Group expects automotive markets in Europe to contract by around 9% over the year.

Outside Europe, the Chinese market should enjoy another year of double-digit growth, while markets in Latin America are expected to see single digit growth.

In Europe, the Group should see further market share gains, led by the favourable impact of the product dynamic.

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PSA Peugeot Citroën
Worldwide Sales of Passenger Cars and Light Commercial Vehicles,
First-Half 2009 and 2010

		H1 2009	H1 2010
Europe*	Peugeot	548,000	634,000
	Citroën	504,000	560,000
	Total PSA	1,052,000	1,194,000
Russia	Peugeot	16,000	15,000
	Citroën	7,000	7,000
	Total PSA	23,000	22,000
Latin America	Peugeot	68,000	75,000
	Citroën	44,000	52,000
	Total PSA	112,000	127,000
China	Peugeot	52,000	69,000
	Citroën	66,000	107,000
	Total PSA	118,000	176,000
Rest of the world	Peugeot	58,000	67,000
	Citroën	22,000	32,000
	Total PSA	80,000	99,000
Total Assembled Vehicles	Peugeot	743,000	860,000
	Citroën	643,000	758,000
	Total PSA	1,386,000	1,618,000
CKD Units	Peugeot	194,000	233,000
	Citroën	8,000	5,000
	Total PSA	201,000	237,000
Total Assembled Vehicles and CKD Units	Peugeot	937,000	1,093,000
	Citroën	650,000	763,000
	Total PSA	1,587,000	1,856,000

*Europe: EU, EFTA and Croatia