

Paris, February 9, 2011

## Peugeot to start operations in India

Peugeot is pleased to announce its intention to enter the Indian market with both commercial and industrial operations. The brand will produce, as a first step, a mid-sized sedan car. The future production site's location is currently under evaluation.

Dr Rajesh Nellore, Managing Director India, is leading from Mumbai the Group's activities in India.

*"India is a key market and this new implantation reflects our ambition to become a global player. As in China, we will offer Indian customers vehicles adapted to their expectations"* said Grégoire Olivier, Member of the Managing Board and Executive Vice-President of the Asia area.

The Group has three strategic ambitions: become more global, be a step ahead in services and products and reinforce its operational efficiency. Its objective is to reach a share of 50% of its sales outside Europe by 2015, compared to 39% in 2010.