

Paris - 12 July 2011

**Global sales up 0.2% to 1,860,000 units
Assembled vehicles up to 2.1%**

First-Half 2011 Highlights

- **Sales of new vehicles and CKD units up 0.2% to 1,860,000 units**
- **Market share in Europe* at 13.9%**
- **Increase in the proportion of sales outside Europe to 38%**
- **Increase in the proportion of premium** vehicle sales to 17%**
- **Successful launch of the Peugeot 508 and Citroën DS4**
- **Continued success of the Peugeot RCZ and Citroën DS3 and C4**
- **Further decline in corporate average emissions to 129g of CO₂/km vs. 132g in 2010**

* Europe: European Union + European Free Trade Association + Croatia

** Premium vehicles, which offer a level of driving pleasure, safety, quality of finishing, connectivity and comfort that serves as a benchmark in their segment, include the distinctive models from the A, B and C segments (Peugeot 207CC, 308CC, RCZ, 3008 and Citroën DS3 and DS4) and models from the D and E segments (Peugeot 508, 407, 4007 and Citroën C5, C6 and C-CROSSER).

Global automobile markets rose by 6% in the first half of 2011, led once again by the passenger car market in China (up 10%) and the passenger car and light commercial vehicle markets in Latin America (up 13%) and Russia (up 57%).

In Europe, the passenger car and light commercial vehicle market declined by 0.8% overall, reflecting a still challenging business environment, with performances widely varying by country:

- Spain: down 25%
- Italy: down 12%
- United Kingdom: down 4%
- France: up 2%
- Germany: up 11%
- Central and Eastern Europe countries: up 2%

In this environment, worldwide sales of PSA Peugeot Citroën assembled vehicles and CKD units increased by 0.2% to 1,860,000 during the period.

Sales of assembled vehicles alone climbed 2.1% to 1,652,000 units, while sales of CKD units fell 12.7% to 208,000, from a record high of 238,000 in 2010.

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

"Our growth is built on solid foundations that include a strengthened brand image for both Peugeot and Citroën, strong demand for our new models and an increase in sales outside Europe.

Our strategy of shifting the model range mix further upmarket is producing results, and we're pursuing this path with the upcoming launch of the Peugeot 3008 HYbrid4, the world's first diesel hybrid, and the Citroën DS5, the latest development in the DS line.

Market share in Europe at 13.9%

PSA Peugeot Citroën lost market share during the first half of 2011 due to an unfavourable market mix. Dragged down by the elimination of remaining scrappage incentives, traditionally strong markets for the Peugeot and Citroën brands reported weak growth (France up 2%) or strong declines (Spain down 25%, Italy down 12%). Sales in Germany, on the other hand, rose by 11%.

In addition, the difficulties related to the delivery of electronic components produced in Japan resulted in longer delivery times for some models, which delayed registrations.

In a European **car and light commercial vehicle** market that declined by 0,8% in the first half of the year, registrations of PSA Peugeot Citroën vehicles contracted by 5.3% to 1,150,000 units. This translated into a 13.9% market share for the Group, compared with 14.2% in 2010.

The **passenger car** market alone declined by 1.9% over the period, while the **light commercial vehicle** market grew by 8.7%. PSA Peugeot Citroën maintained its leadership in light commercial vehicles, with a market share of 21.3%.

A further increase in the proportion of sales outside Europe, to 38%

Sales outside Europe accounted for 38% of the consolidated first-half total, compared with 35% in first-half 2010, 33% in first-half 2009, 29% in first-half 2008 and 24% in first-half 2007.

The Group is confirming its target of generating 50% of sales outside Europe in 2015.

China: market growth remains strong

In a passenger car market that expanded by 10%, PSA Peugeot Citroën's sales rose by 10.2% thanks in particular to strong demand for the Peugeot 408. Market share is at 3.2%. The Group is waiting for the approval of the Chinese authorities regarding CAPSA, its joint venture with Changan Automotive Group and the second joint venture of PSA Peugeot Citroën in China.

Latin America: record growth

In a market up 13%, the Group reported record growth for the period of 21.7%, increasing its market share by 0.6 points to 5.9%. These excellent results are attributable to the new marketing strategy introduced in Latin America and to the launch of new vehicles produced locally and adapted to consumer expectations in the region — the Peugeot 408 and the Citroën C3 Aircross.

Russia: growth in Group sales stronger than the market

PSA Peugeot Citroën sales rose 65.5% to 35,400 units in a market up 57%, lifting the Group's market share 0.2 points to 2.7%, versus 2.5% in first-half 2010. Assembled locally at the Kaluga plant, the Peugeot 308 and Citroën C4 contributed significantly to this solid performance. The plant continues to expand, with two additional models to be assembled there in the future — the new Citroën C4 starting in June and the restyled version of the Peugeot 308 as of July.

The increase in premium vehicle sales is confirmed

In all of its growth regions, PSA Peugeot Citroën's business strategy is to continue to position the Citroën and Peugeot brands further upmarket.

The shift toward a more upmarket model mix continued in first-half 2011, with premium vehicles accounting for 17% of total sales versus 14% in first-half 2010. Premium vehicles, which offer a level of driving pleasure, safety, quality of finishing, connectivity and comfort that serves as a benchmark in their segment, include the distinctive models from the A, B and C segments (Peugeot 207CC, 308CC, RCZ, 3008 and Citroën DS3 and DS4) and models from the D and E segments (Peugeot 508, 407, 4007 and Citroën C5, C6 and C-CROSSER).

The trend upmarket will continue in the second half of the year, thanks to the popularity of the new Peugeot 508, which has already attracted more than 45,000 orders, the ramp-up of the Citroën DS4, which was brought to market in May, and the launch of two new models — the Peugeot 3008 HYbrid4, the world's first diesel hybrid, and the Citroën DS5.

In addition, the Group's sales mix continued to improve, with the C and D segments accounting for 42% of total sales in first-half 2011, compared with 39% in first-half 2010 and 36% in first-half 2009. The A and B segments accounted for 40% of sales, down from 44% in 2010.

Further decline in corporate average emissions, to 129g of CO₂/km

Average emissions declined to 129g of CO₂/km in first-half 2011, versus 132g/km in 2010.

The reduction was driven by the deployment of second-generation Stop & Start e-HDI technology on eight models — the Citroën C3, DS3, C4, C4 Picasso and C5 and the Peugeot 308, 3008 and 508 — and the ramp-up of the Peugeot iOn and Citroën C-ZERO electric vehicles.

Vehicles emitting less than 110g/km accounted for 27% of total sales in first-half 2011 versus 22.4% in first-half 2010, while vehicles emitting less than 121g/km accounted for 42% of total sales versus 40.4% in the prior-year period.

The Group is confirming its leadership in terms of innovation, and more particularly in hybrid technologies with the launch, in the second half of the year, of the 3008 HYbrid4, whose hybrid diesel/electric engine will also be available on the Peugeot 508 and the Citroën DS5 later on.

PSA Peugeot Citroën
Worldwide Sales of Passenger Cars and Light Commercial Vehicles
First-Half 2010 and 2011

		H1 2010	H1 2011
Europe*	Peugeot	614,904	614,55
	Citroën	564,154	539,875
	Total PSA	1,206,058	1,154,433
Russia	Peugeot	14,680	22,065
	Citroën	6,712	13,334
	Total PSA	21,392	35,399
Latin America	Peugeot	75,172	89,605
	Citroën	51,665	64,772
	Total PSA	126,837	154,377
China	Peugeot	69,384	80,893
	Citroën	107,111	113,673
	Total PSA	176,495	194,566
Rest of the world	Peugeot	58,774	75,874
	Citroën	28,140	37,415
	Total PSA	86,914	113,289
Total Assembled Vehicles	Peugeot	859,914	882,995
	Citroën	757,782	769,069
	Total PSA	1,617,696	1,652,064
CKD Units	Peugeot	233,102	207,795
	Citroën	4,920	
	Total PSA	238,022	207,795
Total Assembled Vehicles and CKD Units	Peugeot	1,093,016	1,090,790
	Citroën	762,702	769,069
	Total PSA	1,855,718	1,859,859

* Europe: EU + EFTA + Croatia