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**PSA Peugeot Citroën, the European Electric Vehicle  
Market Leader in 2011**

**One year after launching its new-generation urban electric vehicles, PSA Peugeot Citroën is the European leader in the EV market, with a share of nearly 30%.**

PSA Peugeot Citroën was the first carmaker to introduce electric vehicles in Europe starting in late 2010, with the Peugeot iOn and the Citroën C-ZERO. The Group's EV line-up also includes two electric commercial vehicles, the Peugeot Partner Origin and Citroën Berlingo First, which were also brought to market in 2010. Since the launch of its electrical vehicle line-up, PSA Peugeot Citroën has delivered nearly 4,000 EVs and booked more than 6,000 orders.

Most initial sales were to B2B customers, with key accounts, multinationals, and national and local government authorities accounting for 90% of sales. The Group has implemented a number of mobility projects with companies that include General Electric, Deutsche Bahn, SNCF, Kone, Airbus, EDF, GDF Suez, Allianz, Europcar and ChoosEV.

A strong believer in the potential of electric mobility, PSA Peugeot Citroën is planning to extend its customer base to small and medium-size companies and early adopters attracted by the benefits of EVs.

The future of electrical vehicles also includes the development of solutions like the Mu by Peugeot personalised mobility offering and the Citroën Call Car rental service, which are based on a new vision of mobility.

The electric vehicle is a central tenet of the Group's strategic commitment to addressing the environmental challenges facing carmakers, communities, businesses and private car owners.

The Group has introduced a number of technological solutions adapted to an array of customer needs and designed to drive powerful breakthroughs in fuel efficiency and CO<sub>2</sub> emissions

"The deployment of Stop & Start solutions, diesel hybrids and zero-emission vehicles must enable PSA Peugeot Citroën to increase its leadership in the European low-carbon vehicle segment and extend its expertise to other markets," said Frédéric Saint-Geours, Executive Vice President, Brands and member of the PSA Peugeot Citroën Managing Board.