

Paris – 6 April 2012

**PSA Peugeot Citroën Launches New Corporate Digital Media System**

**PSA Peugeot Citroën today rolled out its new digital media system, comprising its showcase corporate website and In Movement, a web exchange platform for discussing design, technology and mobility issues.**

The website is built around four main sections:

- Group
- Our industrial environment
- Finance
- Our Brands

User can also visit special sections depending on who they are, with job seekers, media, analysts and investors, shareholders, customers and employees enjoying access to personalized content.

The media centre for journalists is now integrated into the general website, offering the possibility of downloading press releases, photos, videos and other files.

A multimedia gallery is accessible from anywhere on the site and content from across the site may be shared on Facebook, LinkedIn and Twitter. Fans can also keep up with the latest news by following the Group's official Twitter feed [@PSA\\_news](#).

The « In Movement » web platform provides a forum for discussing design, technology and mobility issues. Group designers, mobility experts and engineers, as well as academics, journalists, bloggers and other outside participants can share their vision of these issues and ask their questions. By offering everyone an online space to express their opinions, the Group wants to encourage the open exchange of ideas and to bring all of these stakeholders together.

With its new digital media ecosystem, PSA Peugeot Citroën is demonstrating its commitment to reaching out to new audiences and to fostering engaging dialogue.

**About PSA Peugeot Citroën**

*With its two globally renowned brands – Peugeot and Citroën – PSA Peugeot Citroën sold 3.5 million vehicles worldwide in 2011, of which 42% in Europe. The second largest carmaker in Europe, it generated revenue of €59.9 billion during the year. PSA Peugeot Citroën has sales operations in 160 countries. In 2011, it allocated more than €2 billion to research and development, in particular in the field of new automotive propulsion technologies. The Group is also involved in financing activities (Banque PSA Finance), logistics (Gefco) and automotive equipment (Faurecia).*

<http://www.psa-peugeot-citroen.com>

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