

Paris - 25 July 2012

**PSA Peugeot Citroën Welcomes French Government Plan  
to Support the National Auto Industry**

PSA Peugeot Citroën welcomes the plan presented today by the French government to provide active support to the entire automobile industry, a strategic sector for the national economy. The plan will help the industry to regain its competitiveness, which is indispensable in a European market that is enduringly declining.

The Group believes that the following initiatives are particularly important:

- Developing clean vehicles, through support for innovative solutions or for the purchase of affordable, environmentally responsible vehicles (i.e. powered by low-carbon internal combustion engines, as well as hybrids and EVs).
- Financing for the SMEs that play such a critical role in the industry, through State financing programmes and greater involvement by OSEO, France's small-business financing organization.
- Expanding the responsibilities of the Automobile Platform, whose role as the coordinator of the various industry stakeholders has been emphasised. In particular, this will make it possible to work together to define priority objectives in terms of R&D and industry consolidation.
- Lastly, the need for outstanding social dialogue, which will not only ensure the success of the government's plan but will also lead to the deployment of a new Automobile Charter.

In addition, the Group will fully support the advertising campaign that promotes "made in France" through its Peugeot and Citroën brands. PSA Peugeot Citroën, which conducts 85% of its R&D in France, is the European leader in low-carbon vehicles and is constantly pursuing its innovation commitment to maintain its leadership. The Group is also France's leading patent filer. As the world's first carmaker to bring to market diesel hybrid technology, PSA Peugeot Citroën wants to emphasize the fact that all of the vehicles featuring this technology – the Peugeot 3008 Hybrid4 and the Citroën DS5 Hybrid4 and the Peugeot 508 Berline Hybrid4 and 508 RXH – are produced at its plants in France, the first two in Sochaux and the second two in Rennes.