

Paris - 7 January 2013

**The new Peugeot 2008, a powerful symbol of  
PSA Peugeot Citroën's strategy**

**This morning, Peugeot unveiled the 2008, a new urban crossover that symbolises PSA Peugeot Citroën's strategy to expand its international presence and move the product offer upmarket, as well as the Group's deep manufacturing roots in France.**

**The 2008** is the Peugeot brand's first model simultaneously designed from the outset by and for several geographies. Created by Peugeot's international styling teams in Paris, Shanghai and Sao Paulo, it is intended to appeal not only to European customers but also to carbuyers in China and South America.

The Mulhouse plant in the Alsace region of France will manufacture the 2008 for all European markets, as well as for export to Turkey, Australia, South Africa, Japan and Russia. The region's largest employer with a workforce of 8,300, the plant already exports two-thirds of its output on average. A total of €150 million has been invested to support the model's launch, mainly for the body-in-white processes.

The new model will also be manufactured in Wuhan, for the Chinese market, and in Porto Real (Brazil), for the South American market.

**The 2008** symbolises the second component of PSA Peugeot Citroën's strategy, which is to move the range upmarket. Capitalising on the success of the Peugeot 3008, the 2008 represents an innovative city-car offer in the compact crossover segment. It is one of several new models that will contribute to the upmarket strategy in 2013, alongside the Citroën DS3 Cabriolet and the Peugeot 208 GTI and 208 XY. This strategy is now firmly underway, with premium models already accounting for 18% of the Group's total sales.

Equipped with an e-HDi diesel engine featuring Stop&Start technology and a particulate filter, or with a 3-cylinder petrol engine, **the 2008** will be one of the cleanest vehicles in its segment, with CO<sub>2</sub> emissions starting at 99g per km. This performance will enhance PSA Peugeot Citroën's green credentials, as the Group already boasts the lowest carbon emissions among European manufacturers, with an average of 123.3g per km\*.

**The 2008's launch** represents a new strategic milestone for PSA Peugeot Citroën, while also confirming the Group's deep manufacturing roots in France. The percentage of assembled vehicles sold outside Europe has increased significantly over the past few years, from 24% in 2009 to 33% in 2011. Another sharp rise was recorded in 2012, putting the Group on track to meet its target of 50% in 2015.

\* European Union excluding Greece, Bulgaria, Romania, Cyprus and Malta, for the first nine months of 2012. The full year figures will be available shortly.