

Porto Real, 30 January 2013

**PSA Peugeot Citroën
Launches Production of the Peugeot 208 in Brazil**

PSA Peugeot Citroën launched series production of the Peugeot 208 today at its Porto Real facility in Brazil. Thierry Peugeot, Chairman of the Supervisory Board of PSA Peugeot Citroën, Philippe Varin, Chairman of the Managing Board and Carlos Gomes, Senior Vice President Latin America, attended the launch ceremony alongside Sergio Cabral, Governor of Rio de Janeiro State.

The Group has invested more than €305 million to develop the Peugeot 208 and to prepare and expand the Porto Real facility, lifting annual production capacity from 150,000 vehicles at present to 200,000 at full ramp-up.

The engineers and stylists at the Group's Latin America Tech Centre have adapted the vehicle to local driving conditions, notably by equipping it with flex-fuel engines produced by PSA Peugeot Citroën in Brazil.

The Peugeot 208 is already produced in Europe at Group plants in Poissy and Mulhouse (France) and Trnava (Slovakia). More than 220,000 units have been sold.

Today's launch in Brazil, one year after production began in France, reflects the Group's strategy of marketing vehicles with a global profile, like the recently unveiled Peugeot 208. In 2012, markets outside Europe accounted for 38% of sales versus 24% in 2009, putting PSA Peugeot Citroën on track to meet its objective of increasing the share of non-European sales to 50% in 2015.

Philippe Varin, Chairman of the Managing Board, noted: *"Brazil is a key market, as well as a key focus of our international expansion strategy, which is well underway. The local launch of the Peugeot 208 is a very exciting project, and I commend you on its success."*

Carlos Gomes, Senior Vice President Latin America, added: *"Our Brazilian R&D and design teams did extensive work to integrate and adapt the Peugeot 208 so we can respond as effectively as possible to customer expectations."*

PSA Peugeot Citroën in Latin America

PSA Peugeot Citroën began production in Brazil in 2001, when it inaugurated its Porto Real plant in Rio de Janeiro State. In addition to the Peugeot 208, the site already produces the Peugeot 207 in various versions, including the Hoggar Pick-up, as well as the Citroën C3, C3 Aircross and C3 Picasso. The Group has nearly 5,000 employees in Brazil. It sold more than 277,000 vehicles in Latin America in 2012, of which 146,700 in Brazil.

The Latin America Tech Centre, PSA Peugeot Citroën's local R&D and design centre, is home to around 780 engineers and stylists. The Centre operates at several sites in Brazil and Argentina, where the Group also has a plant in Palomar.

PSA Peugeot Citroën – Brazil website (in Portuguese)

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

About PSA Peugeot Citroën

*With its two world-renowned brands, Peugeot and Citroën, **PSA Peugeot Citroën** sold 2.9 million vehicles worldwide in 2012, of which 38% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën has sales operations in 160 countries. PSA Peugeot Citroën is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia). For more information, please visit www.psa-peugeot-citroen.com*

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