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PSA Peugeot Citroën achieves a record first-quarter performance in China and pursues its growth strategy

PSA Peugeot Citroën achieved record sales in the first quarter of 2013 in China. The Chinese market is the world's leading automobile market since 2009.

- 142,000 vehicles sold (up 31% from first-quarter 2012 in a market up 17.5%).
- Market share of close to 4% (3.95%), up significantly from the year before.

These results confirm the faster growth trend seen in 2012, when unit sales totalled 442,000, for an increase of 9.2% in a market up 7.2%. This growth was driven notably by the sharp upswing in Dongfeng Peugeot-brand sales (up 24%). The DPCA joint-venture between PSA Peugeot Citroën and Dongfeng is aiming for a market share of 5% in 2015. DPCA will launch two new models in China in the second half of 2013: the Citroën C-Elysée and the Peugeot 301. It will also increase production capacity at Wuhan with the inauguration of a third plant in July.

At next week's Shanghai Motor Show, PSA Peugeot Citroën will unveil its Wild Rubis concept car, a preview of a future DS line SUV. In a world premiere, the Group has also inaugurated its flagship "DS World" store in Shanghai on 28th March. As concerns production, the CAPSA joint venture between PSA Peugeot Citroën and Changan will begin local production of the Citroën DS5 in the second half of 2013 at the Shenzhen facility, which will offer capacity of 200,000 vehicles per year at full operation.

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