

Paris, 14 March 2014

**Night shift to begin at the Sochaux Plant on 2 June 2014  
to meet high demand for the new Peugeot 308  
and support the launch of the 308 SW**

- Success of the new Peugeot 308 with 60,000 orders already booked
- Launch of the Peugeot 308 SW in April
- Introduction of a night shift starting on 2 June 2014
- 600 jobs created and 450 temporary employees recruited

In response to high demand for the new Peugeot 308, voted 2014 European Car of the Year, and to support the launch of the Peugeot 308 SW, PSA Sochaux announces that it will introduce a night shift as from 2 June 2014. To staff the team, 600 jobs will be created, 450 un-temporary contracts. The remaining positions will be filled through internal mobility.

The Group has already taken 60,000 orders for the new Peugeot 308, which was launched in the fall of 2013. With the European Car of the Year award and the upcoming introduction of the 308 SW station wagon, the Sochaux plant will be increasing its output.

For this reason, during today's works council meeting, plant management announced the introduction of a night shift on the Peugeot 308 production line as from 2 June.

The night shift is scheduled to produce 26 vehicles per hour, raising the daily output of the Peugeot 308 by 180 to a total of 1,563 units.

In addition, some one hundred site operators will receive skills-enhancement training to become monitors.

The night shift will operate for at least six months and perhaps longer depending on demand.

The relevant Health, Safety and Working Conditions Committees (CHSCT) will meet on 30 March and 1 April to review the social impacts on the plant's organisation, safety and working conditions.

In late April, a second body style will be added to the Peugeot 308 family with the 308 SW, a sleek, spacious station wagon that offers all the qualities of the sedan in terms of design, fuel efficiency and quality, along with a 660-litre boot — the largest in its segment.

Available in four petrol versions and five particularly fuel-efficient diesel versions at launch, the 308 SW will also be offered with the brand new three-cylinder Turbo PureTech petrol engine (1.2l e-THP 130 hp) and three BlueHDi powertrains, including the new 1.6l 120 hp BlueHDi that delivers the lowest CO<sub>2</sub> emissions in the segment at just 82g/km.

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***About PSA Peugeot Citroën***

*With its two world-renowned brands, Peugeot and Citroën, PSA Peugeot Citroën sold 2.8 million vehicles worldwide in 2013, of which 42% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2013. The Groupe is the European leader in terms of CO emissions, with an average of 115,9 grams of CO<sub>2</sub>/km in 2013. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).*

*For more information, please visit [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)*