

Paris – May 7, 2014

**Appointment of Linda JACKSON, CEO for the Citroën brand and
Yves BONNEFONT, CEO for the DS brand**

From June 1st 2014 Linda JACKSON is appointed CEO for the Citroën brand replacing Frédéric BANZET who is taking up a senior role in FFP. Linda JACKSON who has over 35 years experience in the motor industry in a variety of financial and commercial roles is currently the Managing Director of Citroën in the United Kingdom and Ireland.

At the same date, Yves BONNEFONT is appointed CEO for the DS brand to accelerate the development of DS as a premium band. He is currently Director of Strategy for the Group and deputy CEO for the Citroën brand.

Alongside Maxime PICAT, CEO for the Peugeot brand, Linda JACKSON and Yves BONNEFONT are the Three brand CEO's of PSA Peugeot Citroën tasked with executing the "Back in the Race" strategic plan for their entities.

They will be members of the Executive committee reporting directly to Carlos TAVARES.

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About PSA Peugeot Citroën

With its three world-renowned brands, Peugeot, Citroën and DS, 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 Group confirms its position of European leader in terms of CO₂ emissions, with an average of 115.9 grams of CO₂/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

Linda JACKSON
Chief Executive Officer Citroën Brand

Born in 1958

STUDIES

Master of Business Administration (MBA) –Warwick University

CAREER

MG Rover

1977 – 1997	Various positions at MG Rover Europe
1998 – 1999	Finance Director – Rover France
1999 – 2000	Finance Controller – UK Rover Cars
2000 – 2003	Managing Director – MG Rover France
2003 – 2004	European Sales Finance Controller – MG Rover Group

Citroën

2005 – 2009	Finance Director, Citroën UK
2009 – 2010	Finance Director, Citroën France
Juil 2010 – 2014	Managing Director, Citroën UK & Ireland

Yves BONNEFONT
Chief Executive Officer DS Brand

Yves Bonnefont graduated from the Ecole Centrale Paris.

In 1994, Yves Bonnefont started his career at PSA Peugeot Citroën in manufacturing in Rennes and in the technical center of Vélizy. After four years with Arthur Andersen where he led the automotive practice in France, he joined McKinsey in 2001 and was elected partner in 2006. Since 2010, he has been a member of the global committee in charge of the election of new partners. Since 2007, Yves Bonnefont has chaired the global knowledge committee of McKinsey automotive practice. Over his eleven years at McKinsey, Yves Bonnefont has served mainly automotive and high tech clients. Since January 2012, he has joined PSA Peugeot Citroën as Head of Strategy and has carried out the work on the Brands repositioning.

Maxime PICAT
Chief Executive Officer Peugeot Brand

Maxime Picat, civil engineering graduate from the Ecole des Mines Paris, joined the Group in 1998. He has a broad industrial experience ; after various jobs in manufacturing in Mulhouse, he became manufacturing manager at the Group's Sochaux plant before being appointed as managing Director for the manufacturing facility of Wuhan in November 2007.

Maxime Picat has been managing Director of DongFeng Peugeot Citroën Automobiles (DPCA) since January 2011, having previously held the post of deputy Managing Director between August 2008 and January 2011.

He is appointed as Managing Director for the Peugeot Brand from the 1st October 2012.