

**PSA Peugeot Citroën sign a full assembly of cars agreement with AllurGroup in Kazakhstan**

PSA Peugeot Citroën and AllurGroup signed an agreement today to assemble vehicles in Complete Knock Down (CKD) mode in Kazakhstan. The signing ceremony, took place during the Franco-Kazakh economic forum in Astana.

Vehicle assembly will be organised at the SaryarkaAvtoProm plant in Kostanay, owned by AllurGroup. The first model to roll of the line in September 2016 will be a Peugeot 301, the brand's best-selling car today in Kazakhstan. Since 2017, average production volume will be around 12,000 units per year with a possibility to extend up to 17,000. The plant's output is first intended for the local market. To support its sales development, Peugeot is considering an extension of its dealership network, in alignment with its expanded production capacity.

PSA Peugeot Citroën and AllurGroup began cooperating in 2013 to produce and distribute Peugeot vehicles in Kazakhstan. In September 2013, AllurGroup subsidiary ArgomashHolding began turning out four Peugeot models (the Peugeot 301, 3008, 508 and Partner) at its SKD plant in Kostanay. These vehicles, as well as the Peugeot 408 produced in Russia, are distributed through the AllurGroup dealership network, which now covers Kazakhstan's largest cities – Astana, Almaty, Karaganda and Kostanay.

The Kazakh automobile market has experienced strong growth in the past few years, more than tripling from 45,000 units in 2011 to 166,000 units in 2013. Local demand is expected to reach 200,000 units already in 2015.

Commenting on the new agreement, Christophe Bergerand, Executive Vice President, Operational Director Eurasia, declared: *"The full cycle assembly of Peugeot cars in Kazakhstan will allow PSA Peugeot Citroën to take full advantage of growth opportunities and become a benchmark player in the Kazakh market. We have already seen Peugeot's sales success in Kazakhstan. This local production project will help improve the Group's long-term profitability in Kazakhstan and the entire CIS region."*

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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 is the European leader in low-carbon vehicles, with average emissions of 115.9 grams of CO<sub>2</sub> per 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 [psa-peugeot-citroen.com](http://psa-peugeot-citroen.com).*