

Paris, 14 January 2015

Worldwide Sales Up 4.3% to 2,939 Million Units in 2014

- **PSA Peugeot Citroën unit sales up 4.3% to 2,939 million vehicles in 2014 compared to 2013**
- **China now the Group's largest market, with unit sales up 31.9% to 734,000**
- **Strong growth in Europe, with 1,761,000 vehicles sold**, for an increase of 8.1%
- **Worldwide success for the entire PEUGEOT product range**: globalisation of models that end in 8 and successful move upmarket with a strong contribution from the PEUGEOT 308 and the PEUGEOT 2008 and 3008 crossovers
- **Good performance from CITROËN-brand models**: the new CITROËN C4 Picasso is the European leader in the MPV segment, the CITROËN C4 Cactus has exceeded objectives since launch and the C-Elysée has been resounding success in China, where it is Dongfeng Peugeot Citroën Automobile's (DPCA's) best-selling model with more than 100,000 units sold
- **Global launch of DS as the Group's premium brand**
- Tangible results from the Group's **inventory reduction initiatives**, with inventories at end-December significantly lower than initially expected

Europe

The Group sustained its results in a growing, yet fragile market.

- Group sales in Europe rose 8.1% year-on-year to 1,761,000 units, reflecting the favourable market reaction to the Peugeot 308, voted 2013 car of the year (56,900 units sold), and the positive results of the C4 Cactus (more than 36,800 orders booked as of 31 December 2014).
- Registrations of **PEUGEOT**-brand vehicles increased by 6.2% to 952,000 units. The range's updated and consistent model line-up, combined with the dealership network's management of net pricing and a high standard of service quality enhanced the brand's attractiveness and helped it deliver robust, profitable growth. Peugeot gained 0.3 points in the consumer sales channel, a benchmark indicator.
- **CITROËN** outperformed the market while focusing on the most profitable distribution channels, with registrations up 7.2% to 689,000 units and market share gains in France, the United Kingdom, Spain and Germany. This positive momentum was driven by the brand's successful product offensive, headed in particular by the new C4 Picasso, the European MPV leader with 120,000 units sold in 2014, and the year's three successful model launches: the new Jumper introduced in April (31,000 units sold), the new C1 (41,000 units sold) and the C4-Cactus introduced in June (42,000 units sold).
- **DS** registrations in Europe totalled 85,900 units. The brand is concentrating on profitable sales channels to preserve its models' long-term resale value. In addition, 61 dedicated points of sale (58 DS Salons and three DS Stores) have been opened. The year was shaped by a technological offensive that included the introduction of six new powertrains and a new Xenon Full-LED signature.

China and Southeast Asia

The PEUGEOT, CITROËN and DS brands all set new sales records in China, which is now the Group's largest market.

- The Chinese market again expanded significantly, with demand up 11,5%. The Group achieved unit sales of 734,000, lifting its market share to 4.4% from 3.6% in 2013.
- The **PEUGEOT** brand had another record year with unit sales rising 43.1% to 386,565, the strongest increase among the market's top 20 players. The PEUGEOT 3008 and 2008 fully benefited from growth in the SUV segment and accounted for a third of Dongfeng Peugeot's sales. In the C segment, which represents 52% of the Chinese passenger car market, the new Peugeot 408 got off to a quick start with 30,943 units sold in four months. The brand also added 100 dealerships to its network in 2014.
- **CITROËN** also outpaced the market, setting a new sales record with growth of 14.3% to 320,000 units sold. China now accounts for more than one out of four CITROËN sold worldwide and has confirmed its status as the brand's leading market, ahead of France. This performance was driven in part by the success of recent launches, including the new CITROËN C-Elysée, Dongfeng Citroën's best-selling model with more than 100,000 units sold in 2014, and the Citroën C4-L, which sold 66,000 units during the year. The brand extended its line-up in December with the introduction of the C3-XR SUV. The year's performance was also supported by Dongfeng Citroën's increasingly tight-knit and well-respected dealership network, which ranked first in JD Power's 2014 China Sales Satisfaction Index (SSI) study.
- Sales of DS-brand models have taken off in China, for a total of 26,000 units in 2014, thanks to a premium line-up comprising three models produced in Shenzhen and launched just one year ago: the DS5, the DS 5LS and the DS 6. At the same time, the brand has actively developed its distribution network with 80 DS Stores covering China's 60 largest cities. China now accounts for 22% of the brand's worldwide registrations, versus 2% in 2013.

Eurasia, Latin America, Middle-East & Africa, Asia-Pacific

In the rest of the world, the market environment was difficult in 2014 due to a decline in automobile sales and unfavourable exchange rates. As a result, PSA Peugeot Citroën focused on profitability by applying a rigorous pricing policy.

- In **Eurasia**, the Group put an emphasis on local production of the PEUGEOT 408 and the CITROËN C4 Sedan, which together captured 8% of their segment in Russia with 6,500 and 9,000 units sold, respectively.
- In **Latin America**, in a difficult economic environment, the Group recorded 200,000 units sold and strengthened its position in Argentina, achieving a market share in that country of 15.1%. Recent launches delivered results, with 49,000 units sold for the PEUGEOT 208 and more than 13,000 units sold for the CITROËN C4 Lounge. Sales of the Citroën C3 held up well, at 35,300 units.
- In the **Middle-East & Africa**, priority was given to improving profitability in an unfavourable currency environment. The Group maintained strong positions in numerous countries, leading the market in Tunisia and France's overseas departments and ranking second in Morocco. Peugeot was the second best-selling brand in Algeria and achieved strong growth in Egypt, with unit sales up 77%.
The PEUGEOT 301 and CITROËN C-Elysée were again the leading models in 2014, with 30,400 and 14,800 units sold, respectively. Launched during the course of the year, the flagship PEUGEOT 2008 and PEUGEOT 308 achieved unit sales of 8,400 for the first and 7,400 for the second. Sales of light commercial vehicles increased year on year.
- The **India-Pacific** region saw an increase in sales with the successful launches of the PEUGEOT 2008 (1,000 orders in 3 months), the PEUGEOT 308 (3,200 units sold) and the CITROËN C4 Picasso (1,450 units sold).

Commenting on these results, the Chief Executive Officers of the three brands made the following remarks:

Maxime Picat, Chief Executive Officer, PEUGEOT Brand: *"In terms of sales, 2014 was a year of success for PEUGEOT, with a 5.4% increase in worldwide unit sales and remarkable growth of more than 43% in China. It was also a success for our drive to globalise models that end in 8, as seen in strong demand for the 308 and the 2008 and 3008 crossovers. This situation allows us to look towards 2015 with confidence."*

Linda Jackson, Chief Executive Officer, CITROËN Brand: *"2014 was a very vibrant year for CITROËN, with a double title in the FIA World Touring Car Championship (WTCC), sales growth of 4% and four launches that embody the brand's renewal. More than ever, CITROËN represents creativity and technology, combined to promote well-being."*

Yves Bonnefont, Chief Executive Officer, DS Brand: *"In June 2014, we affirmed our ambition to make DS a global premium brand through a long-term strategy based on enriching our line-up and deploying internationally. In 2014, DS took off in China, with the successful launch of our two new models."*

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Appendices

Worldwide Automobile Sales (in thousands of units)

REGION		Brand	2013 Unit sales	2014 Unit sales	%	% change
AV	China & Southeast Asia	Peugeot	277,918	393,508	13.39%	41.59%
		Citroën	281,110	321,602	10.94%	14.40%
		DS	4,818	26,978	0.92%	++
		PSA	563,846	742,088	25.25%	31.61%
	Eurasia	Peugeot	40,700	23,765	0.81%	-41.61%
		Citroën	31,931	19,198	0.65%	-39.88%
		DS	1,767	867	0.03%	-50.93%
		PSA	74,398	43,830	1.49%	-41.09%
	Europe	Peugeot	878,950	965,090	32.84%	9.80%
		Citroën	643,023	709,710	24.15%	10.37%
		DS	106,691	86,044	2.93%	-19.35%
		PSA	1,628,664	1,760,844	59.92%	8.12%
	India-Pacific	Peugeot	15,049	16,933	0.58%	12.52%
		Citroën	3,208	3,961	0.13%	23.47%
		DS	2,705	1,456	0.05%	-46.17%
		PSA	20,962	22,350	0.76%	6.62%
	Latin America	Peugeot	182,943	120,857	4.11%	-33.94%
		Citroën	115,670	77,827	2.65%	-32.72%
		DS	4,058	1,185	0.04%	-70.80%
		PSA	302,671	199,869	6.80%	-33.96%
	Africa & Middle-East	Peugeot	155,996	114,513	3.90%	-26.59%
		Citroën	68,384	52,936	1.80%	-22.59%
		DS	2,655	1,942	0.07%	-26.86%
		PSA	227,035	169,391	5.76%	-25.39%
	Total	Peugeot	1,551,556	1,634,666	55.62%	5.36%
		Citroën	1,143,326	1,185,234	40.33%	3.67%
		DS	122,694	118,472	4.03%	-3.44%
		PSA	2,817,576	2,938,372	99.98%	4.29%
CKD	China & Southeast Asia	Peugeot	1,119	527	0.02%	-52.90%
		PSA	1,119	527	0.02%	-52.90%
	Africa & Middle-East	Peugeot		0	0.00%	0.00%
		PSA		0	0.00%	0.00%
	Total	Peugeot	1,119	527	0.02%	-52.90%
		PSA	1,119	527	0.02%	-52.90%
AV + CKD		Peugeot	1,552,675	1,635,193	55.64%	5.31%
		Citroën	1,143,326	1,185,234	40.33%	3.67%
		DS	122,694	118,472	4.03%	-3.44%
		PSA	2,818,695	2,938,899	100.00%	4.26%

Top 10 markets – Group *(in thousands of units)*

China	734,119
France	637,682
United Kingdom	255,036
Spain	158,642
Italy	144,355
Germany	124,653
Belgium and Luxembourg	95,289
Brazil	86,959
Argentina	84,371
Netherlands	64,922

Top 10 markets – Peugeot Brand *(in thousands of units)*

China	386,568
France	347,091
United Kingdom	139,810
Italy	82,579
Spain	82,294
Germany	61,857
Argentina	61,740
Belgium and Luxembourg	50,335
Algeria	41,802
Netherlands	41,729

Top 10 markets – Citroën Brand *(in thousands of units)*

China	320,813
France	259,220
United Kingdom	90,943
Spain	71,425
Italy	57,309
Germany	55,476
Brazil	49,249
Belgium and Luxembourg	40,976
Argentina	22,366
Netherlands	21,290

Top 10 markets – DS Brand *(in thousands of units)*

France	31,371
China	26,738
United Kingdom	24,283
Germany	7,320
Spain	4,923
Italy	4,467
Belgium and Luxembourg	3,978
Switzerland	2,013
Netherlands	1,903
Japan	970