

Paris, 23 February 2015

**Production of a New Premium Compact Segment Vehicle
Attributed to PSA Peugeot Citroën's Poissy Plant**

In accordance with the commitments made within the framework of the New Social Contract, Carlos Tavares, Chairman of the PSA Peugeot Citroën Managing Board, today informed employees and labour union representatives at the Poissy plant that the site has been attributed production of a new premium compact segment vehicle.

The new model, which is part of the Back in the Race product plan, is intended to contribute more specifically to the development of the DS brand in a very fast-growing market segment. It will extend the brand's B-segment line-up alongside the DS3.

Production will be carried out on the new EMP1 platform, which is being launched at Poissy. The project will be supported by more than €150 million in capital expenditure.

As part of the New Social Contract, PSA Peugeot Citroën made a commitment to announce the launch of at least one model in each of its assembly plants in France over the 2014-2016 period. With today's announcement concerning Poissy and earlier announcements concerning Sevelnord, Rennes, Sochaux and two new body styles at Mulhouse, the Group is delivering on this promise.

In addition, with more than 971,000 vehicles made in France in 2014 generating a trade surplus of €4.7 billion for France, PSA Peugeot Citroën is on track to meet its New Social Contract commitment of producing one million vehicles in France in 2016.

The Group has initiated an ambitious plant modernisation programme to achieve its goal of maintaining a strong industrial base in France while improving its manufacturing resources' cost performance. More than €1.5 billion will be committed over three years to optimise the supply chain, make plants more compact, simplify flows and carry out other upgrades.

In his comments, Carlos Tavares declared: *"I have come to announce that Poissy has been chosen to produce a new vehicle that will extend our DS premium brand's line-up on the new EMP1 platform. This decision reaffirms Poissy's know-how and its mission to be a centre of excellence for premium compact vehicles for the Group's three brands."*

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About PSA Peugeot Citroën

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 3 million vehicles worldwide in 2014. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2014. The Group confirms its position of European leader in terms of CO₂ emissions, with an average of 110.3 grams of CO₂/km in 2014. 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