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**PSA Peugeot Citroën 'Back in the Race':
Deployment of a global profile with production start-up of the Peugeot 2008 in Brazil**

The Peugeot 2008 is the first car to illustrate PSA's targeted product strategy at the global level

Production of the Peugeot 2008 kicked off at the Porto Real plant in Brazil on Tuesday, 17 March.

Deploying a targeted product strategy at the global level to ensure better market coverage, while shifting from a regional to a global profile mindset, is one of the objectives of PSA's 'Back in the Race' plan.

Accordingly, the Peugeot 2008 was co-designed by R&D teams from different regions, in France, China and Brazil.

The profile was launched in Europe in April 2013, and subsequently in North Africa and Eurasia. It has also been available in China since April 2014.

The Peugeot 2008 has so far exceeded the Group's expectations, with more than 286,000 units produced worldwide. It has also been awarded about ten prizes, including in Ireland, Italy, Spain, France, Poland and Turkey.

Speaking at the launch, Carlos Gomes, Senior Vice President Latin America for PSA Peugeot Citroën, said: *"The Peugeot 2008 clearly illustrates PSA's global profile strategy. A global profile serves to guarantee higher sales per model, optimized development costs and a more efficient local integration process. The production start-up of the Peugeot 2008 in Porto Real is a testament to the excellent work done by our R&D centre and our styling team in Latin America."*

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