

Paris – 15 April 2015

**Carlos Tavares presents PSA Peugeot Citroën's strategy at the French National Assembly**

On 15 April, at a French National Assembly hearing before the Economic Affairs and Sustainable Development committees, Carlos Tavares, Chairman of the PSA Peugeot Citroën Managing Board, took the floor to reaffirm the Group's strategy.

In so doing, he referred to the main drivers of the Group's financial reconstruction:

- Three different, yet complementary brands.
- A targeted product strategy.
- Profitable global growth regions.

Carlos Tavares reiterated that he aims to improve the company's financial performance by focusing on manufacturing excellence and, at the same time, ensure it remains a major industry player in France.

Repeating the message he gave at an initial hearing in July 2014, he reaffirmed the Group's commitment to proposing sustainable, clean mobility solutions, notably through:

- The development of innovative, high-performance technologies for the vehicle of the future, such as rechargeable hybrids and electric cars. In addition, Mr. Tavares announced PSA Peugeot Citroën's determination to be a major player in connected services after pioneering the first emergency call and assistance systems over ten years ago, with more than 13,000 calls transferred to France's rescue services to date. Lastly, he announced that vehicles would be launched in 2018 featuring the very first automated driving systems for use in traffic jams.
- Investments in R&D to constantly improve existing solutions that have enabled PSA to become the leading European carmaker in terms of CO<sub>2</sub> emission reduction, with average emissions of 110.3 g/km. He made the point that petrol and Euro 6 diesel engine emission performance is converging and that the issue of CO<sub>2</sub> emission reduction needs to be addressed by setting quantitative targets rather than by imposing technical solutions. He said that the modern diesel engine is the mass-market technology needed to meet the European Union objective of lowering emissions to 95 g of CO<sub>2</sub>/km by 2020 in order to combat climate change.

Mr. Tavares also pointed out that the existing vehicle fleet needed to be upgraded in order to achieve far-reaching, long-term change. A single Euro 1 vehicle manufactured before 1996 emits as much particulate matter as 600 modern Euro 5/6 diesel vehicles made after 2010 and equipped with a particulate filter.

Lastly, Mr. Tavares mentioned that road transport as a whole accounts for 17% of fine particle emissions (less than 2.5 microns or PM2.5) nationwide, and that regulatory requirements under each new set of European standards combined with technological improvements to diesel engines have helped to address the issue of pollutant emissions.

At the same time, he re-emphasized PSA's commitment to continuously developing technological solutions that will make cars instruments of sustainable mobility. "The car is a precious asset because it provides freedom and mobility, which are the very essence of a modern, open and adaptable society," he said. "In this regard, the car is a true product of civilization."

**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 CO<sub>2</sub> emissions, with an average of 110.3 grams of CO<sub>2</sub>/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](http://www.psa-peugeot-citroen.com)*

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