

Paris – 19 April 2015

**PSA Peugeot Citroën and Dongfeng Group mark the first anniversary of their strategic partnership**

- **Joint development of a global platform for the B and C segments**
- **Commitment of €200 million**
- **Creation of a joint R&D centre**
- **Faster international expansion for both Groups**

PSA Peugeot Citroën and Dongfeng Group (DFG) held an event today in Shanghai to mark the first anniversary of their strategic partnership signed in March 2014. The event was attended by Carlos Tavares, Chairman of the PSA Peugeot Citroën Managing Board and Xu Ping, Chairman of DFG.

The two chairmen took advantage of the occasion to announce a project to jointly develop a global platform for the manufacture of B and C segment vehicles under the Peugeot, Citroën, DS and Dongfeng brands and to create a joint R&D centre based in Shanghai that will be dedicated to developing products and technologies for fast-growing Asian markets.

The new "Common Modular Platform" (CMP) will become PSA Peugeot Citroën and DFG's new generation platform for B and C segments. The project calls for capital expenditure of €200 million, of which 60% will be committed by PSA and 40% by DFG. A liaison team of DFG engineers will be located in Vélizy, within the main project team.

The new platform will enable PSA Peugeot Citroën and DFG to manufacture vehicles in their respective growth regions. In China and the ASEAN countries, PSA Peugeot Citroën will benefit in particular from DFG's supplier base expertise, which will make it possible to meet ambitious cost targets in highly competitive segments.

The Common Modular Platform will provide effective solutions in terms of modularity, versatility, equipment and carbon reduction.

Speaking at the anniversary event, Carlos Tavares, Chairman of the Managing Board, said: *"The first partnership year was very eventful, with DFG's acquisition of an interest in PSA, the creation of new sales joint ventures for China and ASEAN countries, and DPCA's launch of the new-generation Fengshen vehicles. With the Common Modular Platform on stream from 2019, and with the joint R&D centre, the two Groups will put strategic resources in place to accelerate their international expansion, particularly in China and the ASEAN countries, where the goal is to sell 1.5 million vehicles by 2020."*

**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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