

Paris - 10 July 2015

**PSA Peugeot Citroën's Worldwide Sales  
up 0.4% to 1,547,000 Units in First-Half 2015**

- **Worldwide sales up 0.4% to 1,547,000 units<sup>1</sup>**
- **Sales advance in Europe, China, India-Pacific, and Middle East & Africa – now the Group's third largest growth market**
- **Assertive brand positioning:**
  - **worldwide success for the Peugeot 308, the brand's bestselling model**
  - **Citroën C4 Cactus gets seal of approval with 90,000 units sold since its launch a year ago and 35 awards across the world**
  - **premium brand DS continues its development with the launch of the new DS 5**
- **The Group consolidates its position as European leader in CO<sub>2</sub> emission reduction with average CO<sub>2</sub> emissions of 106.9g/km in the first five months of 2015, thanks in particular to the popularity and performance of its three-cylinder petrol range.**

**Consolidated sales in Europe rose 2.9% year on year to 984,000.**

**Peugeot** sales were up 6.7% as a result of the excellent performance delivered by the Peugeot 308, the third bestselling model in the C segment (sedans and estates) in Europe and the segment leader in France. In the B-SUV segment, the Peugeot 2008 held onto its no. 2 ranking in Europe with 57% of sales generated on the two highest trim levels.

**Citroën** registrations climbed 2.8% in the first half, reflecting the brand repositioning begun a year ago, its well-rounded sales policy and the success of its latest passenger car models. The Citroën C4 Cactus generated sales of more than 43,000 units over the period and was well received by international critics, garnering awards such as "World Car Design of the Year" in New York in April. Sales of the new Citroën C1 came in at 32,000 units, a staggering 54% higher than the previous version.

**DS** sales jumped 14.8% between the first and second quarters to reach 40,700 units, driven by the launch of the new DS 5. The brand pursued its long-term premium positioning strategy during the period, launching "1955" limited edition models across the range to mark the 60th anniversary of the very first DS.

First-half 2015 also saw the opening of several new DS Stores, most recently in Paris, Geneva, Luxembourg and Milan, taking the DS network's total to 9 DS STORE and 65 DS SALON.

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<sup>1</sup> See appendix for breakdown by region

**In China and Southeast Asia, PSA Peugeot Citroën sales totalled 368,000 vehicles, a 2.2% improvement on first-half 2014.**

For the second year running, **Peugeot** was one of the fastest growing international brands on the market with sales up 11.1% year on year in China: SUV 2008 and 3008 sales surged 34%; the new 408 sedan got off to an excellent start, selling 68% more units than the old model; while the launch of the 308 S in April also contributed positively.

In China, **Citroën** sales retreated 6.7% compared with first-half 2014, mainly as a result of the discontinuation of low-margin models including the old C-Elysée, and a lull in the market for notchback sedans, which accounted for all of the brand's sales until the successful launch of the C3-XR SUV in December 2014 (nearly 30,000 units sold). The Citroën C-Elysée remains the brand's bestseller with more than 46,000 units sold over the period.

**DS** sales rose 4% in China in the first half of 2015 thanks in particular to the success of the DS 6. The brand also continued to develop its distribution network and now has 84 DS Stores covering 60 major cities. China currently represents 20% of the brand's worldwide sales.

**Middle East & Africa: a profitable international lever of the Back in the Race plan**

In the first half of the year, the Group consolidated the strong positions it holds in a number of countries in its historical Middle East & Africa markets: leading the market in Tunisia and ranking second in Morocco and third in Algeria.

**Peugeot** sold 61,700 units in the first half, advancing 11% compared with the same period in 2014. The brand's performance was buoyed by the recovery in the Turkish market, where it gained 0.6 market share points. In Algeria, Peugeot also improved its market share, from 10.8% to 13%, and consolidated its position as the country's no.3 player.

**Citroën** sales shot up by 53% to 38,300 units on the back of market share gains in two of the region's major markets, Turkey and Algeria (1 point and 0.5 points respectively), thanks in particular to strong demand for the Citroën C-Elysée, the brand's bestselling model in both countries.

Markets remained slow in **Latin America and Eurasia** where **Peugeot** and **Citroën** focused on improving their margins by placing an emphasis on their most profitable vehicles and those manufactured locally. In Mexico, Peugeot sales jumped 19.6% owing to the success of the Peugeot 301 and the Peugeot Partner as well as the recent launch of the new Peugeot 308.

In the **India-Pacific** region, **Peugeot** sales rose sharply, particularly in South Korea (up 132%), driven by sales of the Peugeot 2008. **Citroën** also enjoyed robust growth, particularly in Japan, with deliveries up 67% thanks to the strong performance of the Grand C4 Picasso.

Commenting on the sales results for the first half of 2015:

**Maxime Picat**, Chief Executive Officer, **Peugeot** brand said: *"With worldwide sales up 3.9%, led by the resounding success of the 308 and our best-in-class technology, the Peugeot brand has confirmed its pulling power and sent a message of confidence about the future."*

**Linda Jackson**, Chief Executive Officer, **Citroën** brand said: *"Boosted by the success of its recent launches, Citroën continued to make headway in the first half of the year with higher volumes in Europe. In China, the Citroën C3-XR SUV made an excellent market debut following its launch at the end of December. We are pursuing the worldwide repositioning we began just one year ago, as demonstrated by the Citroën Aircross concept unveiled in April. The concept reflects our ability to flout convention in all segments."*

**Yves Bonnefont**, Chief Executive Officer, **DS** brand said: *"We are continuing to roll out the DS brand globally, with the new DS 5, new engines for the DS 4 and DS 3, and new connected services for the entire range. These new products and services strengthen our offering and reaffirm our brand's positioning at the crossroads of technology and refinement. We also opened several DS Stores during the first half of the year in such major cities as Geneva, Milan and Paris."*

#### **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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**World sales by regions (Build Up First, CKD next)**

PSA REGION BRANDS			06 months 13	06 months 14	06 months 15		
			Units	Units	Units	%	%Chg
BU	China & SE Asia	AP	142 987	189 108	207 156	13,39%	9,54%
		AC	137 868	160 315	149 784	9,68%	-6,57%
		DS	957	10 482	10 774	0,70%	2,79%
		<b>PSA</b>	<b>281 812</b>	<b>359 905</b>	<b>367 714</b>	<b>23,77%</b>	<b>2,17%</b>
	Eurasia	AP	20 246	15 229	2 816	0,18%	-81,51%
		AC	15 740	11 329	2 299	0,15%	-79,71%
		DS	907	570	41	0,00%	-92,81%
		<b>PSA</b>	<b>36 893</b>	<b>27 128</b>	<b>5 156</b>	<b>0,33%</b>	<b>-80,99%</b>
	Europe	AP	460 031	521 986	557 187	36,02%	6,74%
		AC	332 113	383 801	385 703	24,93%	0,50%
		DS	63 374	50 056	40 654	2,63%	-18,78%
		<b>PSA</b>	<b>855 518</b>	<b>955 843</b>	<b>983 544</b>	<b>63,58%</b>	<b>2,90%</b>
	India & Pacific	AP	6 971	6 965	10 465	0,68%	50,25%
		AC	1 519	1 759	2 022	0,13%	14,95%
		DS	1 476	857	524	0,03%	-38,86%
		<b>PSA</b>	<b>9 966</b>	<b>9 581</b>	<b>13 011</b>	<b>0,84%</b>	<b>35,80%</b>
	Latam	AP	87 313	64 454	46 985	3,04%	-27,10%
		AC	56 155	41 478	28 635	1,85%	-30,96%
		DS	2 368	856	659	0,04%	-23,01%
		<b>PSA</b>	<b>145 836</b>	<b>106 788</b>	<b>76 279</b>	<b>4,93%</b>	<b>-28,57%</b>
	MEAF	AP	90 012	55 625	61 700	3,99%	10,92%
		AC	38 576	25 053	38 360	2,48%	53,12%
		DS	1 466	968	796	0,05%	-17,77%
		<b>PSA</b>	<b>130 054</b>	<b>81 646</b>	<b>100 856</b>	<b>6,52%</b>	<b>23,53%</b>
	Total	AP	807 560	853 367	886 309	57,30%	3,86%
		AC	581 971	623 735	606 803	39,23%	-2,71%
		DS	70 548	63 789	53 448	3,46%	-16,21%
		<b>PSA</b>	<b>1 460 079</b>	<b>1 540 891</b>	<b>1 546 560</b>	<b>99,98%</b>	<b>0,37%</b>
CKD	China & SE Asia	AP	587	192	329	0,02%	71,35%
		<b>PSA</b>	<b>587</b>	<b>192</b>	<b>329</b>	<b>0,02%</b>	<b>71,35%</b>
	Total	AP	587	192	329	0,02%	71,35%
		<b>PSA</b>	<b>587</b>	<b>192</b>	<b>329</b>	<b>0,02%</b>	<b>71,35%</b>
BU + CKD		AP	808 147	853 559	886 638	57,32%	3,88%
		AC	581 971	623 735	606 803	39,23%	-2,71%
		DS	70 548	63 789	53 448	3,46%	-16,21%
		<b>PSA</b>	<b>1 460 666</b>	<b>1 541 083</b>	<b>1 546 889</b>	<b>100,00%</b>	<b>0,38%</b>