

PSA Group launches offensive in multi-brand aftermarket business

On Monday 4 July, the PSA Group unveiled the details of its new multi-brand aftermarket roadmap – one of the pillars of its Push to Pass strategic plan. The presentation was given to investors and directors of the 50 Group distribution hubs to be set up in France, Belgium and Luxembourg.

In line with Push to Pass deployment, PSA Aftermarket aims to meet the needs of all types of international customers, regardless of their vehicle's brand or age, their chosen distribution channel (accredited or independent auto repair shop or the Internet), or their expectations in terms of services and price.

To this end, the Group has extended its spare parts offering to include:

- a range of parts from major original equipment manufacturers (OEMs) – a first for a carmaker;
- an expanded Eurorepar multi-brand range featuring 9,000 parts, to be launched worldwide;
- a conventional range of OEM parts for Group brands;
- mister-auto.com, which is available in 13 countries and already boasts more than one million customers.

Together, these solutions cover all the spare parts needs of independent auto repair shops, which will now be able to make orders and buy supplies from a single PSA multi-brand distribution hub. Fifty such hubs are currently being set up in France and Benelux, with a total of around 140 planned for launch throughout Europe.

In an increasingly competitive environment, the goal is to provide a market-leading auto parts distribution solution, complete with a delivery service that meets auto repair shops' expectations. Some of the 140 hubs will be set up within the Group's own PSA Retail network, while others will be entrusted to private investors. All will fulfil the necessary performance criteria for success in this new business.

To support its ambitions, the PSA Group is fast-tracking the development of its global multi-brand repair network, Euro Repair Car Service, which is particularly well positioned among pragmatic customers with vehicles of all brands.

Commenting on the roadmap, Jean-Baptiste de Chatillon, Chief Financial Officer of the PSA Group, said: "This is a win-win project between the Group and investors, in terms of growth opportunities in a highly competitive market and in terms of profitability. The PSA Group has undeniable strengths, thanks not only to our logistics expertise, but also to our partner suppliers, who have readily joined us in this exciting adventure."

Christophe Musy, **Vice President, Parts and Services**, said: "The creation of this new business is a milestone for the PSA Group. We are launching a huge marketing offensive by shifting the focus of our offering from OEM parts and our three brands to something massively bigger, encompassing the entire independent auto repair market for all vehicles worldwide."



About PSA Group

*With its three world-renowned brands, Peugeot, Citroën and DS, the PSA Group sold 3 million vehicles worldwide in 2015. Second largest carmaker in Europe, the PSA Group recorded sales and revenue of €54 billion in 2015. The Group confirms its position of European leader in terms of CO₂ emissions, with an average of 104.4 grams of CO₂/km in 2015. With a fleet of 1.8 million connected vehicles on the road worldwide, the Group is on the cutting edge of innovation in this field, **and is expanding its services as a mobility provider**. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia). For more information, please visit groupe-psa.com/en*