

Paris, November 29th, 2016

PSA Group bolsters its commitment to Tunisia

PSA Group and STAFIM, PEUGEOT's long-term partner in Tunisia, today signed a letter of intent to assemble and sell a PEUGEOT brand Pick-up truck in Tunisia. This planned assembly plant will start operations in mid-2018, producing 1,200 units annually to meet the demand in the Tunisian market.

This agreement falls within the core model strategy of the "Push to Pass" organic profitable growth plan, demonstrating the Group's intention to build its presence in the Pick-Up segment.

At the "Tunisia 2020" International Conference on Investment held in Tunis, with Béji Caïd Essebsi, President of Tunisia and Manuel Valls, the French Prime Minister in attendance, Jean-Christophe Quémard, Executive Vice-President for Middle East & Africa, reaffirmed the PSA Group's commitments and goals for investment in Tunisia and throughout the region.

With annual sales volume in excess of €250 million, the PSA Group plays a key role in the growth of the Tunisian automotive industry.

On this occasion, Jean-Christophe Quémard declared: "As a long-standing partner in the growth of the Tunisian automotive sector through its three brands, PEUGEOT, CITROEN and DS, with this project, the PSA Group shows its intent to lead."

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About PSA Group

With sales and revenue of €54 billion in 2015, the PSA Group designs unique automotive experiences and delivers mobility solutions that provide freedom and enjoyment to customers around the world. The Group leverages the models from its three brands, Peugeot, Citroën and DS, as well as a wide array of mobility and smart services from its Free2Move brand, to meet the evolving needs and expectations of automobile users. PSA is the European leader in terms of CO₂ emissions, with average emissions of 104.4 grams of CO₂ per kilometre in 2015, and an early innovator in the field of autonomous and connected cars, with 1.8 million such vehicles worldwide. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at groupe-psa.com/en.