

## PRESS RELEASE

Paris, 9 December 2016

### **Xavier Duchemin appointed Vice-President of PSA Retail**

### **Guillaume Couzy appointed Vice-President of Sales - France, Peugeot**

**Xavier Duchemin, 50, currently serving as Vice-President, Sales - France, Peugeot, has been appointed Vice-President, PSA Retail, effective 1 January 2017.**

He will report to Jean-Philippe Imparato, Chief Executive Officer of the Peugeot brand and member of the PSA Group Executive Committee.

A graduate of HEC Business School, Xavier Duchemin has spent his entire career with the PSA Group, where he has held various sales and marketing positions in France and Europe. He notably served as Vice-President, Citroën Austria, Vice-President, Citroën UK and Vice-President, Marketing and Communication, Citroën, before taking the reins of Peugeot sales in France, where he drove a steady increase in Peugeot's market share for four straight years.

**Guillaume Couzy, 47, currently serving as Vice-President, Marketing and Communication, Peugeot, has been appointed Vice-President, Sales - France for the Peugeot brand, effective 1 January 2017.**

He will report to Maxime Picat, Executive Vice-President, Europe and member of the PSA Group Managing Board.

A graduate of Sciences Po Paris, Guillaume Couzy joined the Group in 1993 and held a variety of sales and marketing positions in Europe and Latin America. In 2007, he was appointed Vice-President of the subsidiary Peugeot Mexico and, in 2010, Vice-President of Peugeot Brazil. In 2012, he became Vice-President, Marketing and Communication of the Peugeot brand, which he has successfully re-positioned both higher up the value chain and more upmarket. He has also energetically led the brand's market launches over the past four years, which culminated in the introduction of the new Peugeot 3008 SUV.

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### **About PSA Retail**

*PSA Retail, the retail sales arm of the PSA Group, is the Group's first point of contact with end customers. It operates nearly 300 outlets in Europe's largest cities and does business in four areas: new vehicles, second-hand vehicles, after-sales service and spare parts distribution.*

### **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 CO<sub>2</sub> emissions, with average emissions of 104.4 grams of CO<sub>2</sub> 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](http://groupe-psa.com/en).*