

Rueil-Malmaison, 15 January 2019

A new record set in 2018 at 3.9M units with worldwide sales up 6.8%

- **Sales increase for the 5th year in a row with improved pricing power, in a context of economic and geopolitical headwinds**
- **Core Model strategy as a trigger: success of new launches and European leadership in Light Commercial Vehicles**

This profitable growth, reaching circa 3.878.000 units, has been leveraged by Groupe PSA **product offensive** in motion with more than 70 regional launches in 2 years, customer driven **Core Model Strategy** deployment and **commercial network commitment**.

- Groupe PSA products have been on all short final lists of prestigious automotive contests every year since 2014 and have been awarded this year “[Van of the Year IVOTY 2019](#)” (Peugeot Partner, Citroën Berlingo Van, Opel/Vauxhall Combo) and ‘**Best Buy Car of Europe 2019**’ **AUTOBEST** (Citroën Berlingo Van, Opel/Vauxhall Combo Life and Peugeot Rifter), following Citroën C3 Aircross last year.
- Groupe PSA Core technology has also been awarded with the [International Engine of the Year](#) prize for the 4th year in a row for its Turbo three-cylinder petrol engine (110 and 130 hp).
- Groupe PSA SUV models are particularly successful, driven by the Peugeot 2008, 3008¹, 5008 (leader in Europe), Citroën C3 Aircross², C3-XR, C5 Aircross, DS 7 Crossback, Opel/Vauxhall Crossland X, Mokka X, and Grandland X. The momentum will continue in 2019 with major launches for all brands.
- The Group announced its [electrification offensive](#) for all brands, with first PHEV³ and EV⁴ models available for customers in 2019, starting with the DS brand.

Groupe PSA achieves **new record LCV sales: 564 147 vehicles sold, + 18.3%**.

- Groupe PSA renewed its range of compact vans in 2016 and of B-LCV in 2018 and has consolidated its leading position in Europe in every sub-segments, grasping almost 1 out of 4 LCV customers.
- The Group’s LCV offensive has set the basis for overseas growth with the successful launch of production of Peugeot Expert and Citroën Jumpy in Eurasia and the very promising start of our comprehensive range of LCV products and services for Latin American clients.

Europe⁵: Change of scale with 17.1% market share.

Groupe PSA took full advantage of its perfectly managed new WLTP standard implementation phase to gain a competitive edge in the last four months of the year. Group market share reaches 17.1% by end 2018, up +3.8 pt, underpinned by Peugeot and Citroën brands that are the best progressing brands in 2018, with almost +5% sales increase for both brands among the top 10 brands in Europe.

Peugeot stands out for its success: SUV European leader, number 1 in Spain, number 1 in France on B2C and B2B passenger cars. Citroën reaches its best level of sales in 7 years.

¹Peugeot 4008 in China

²C4 Aircross in China

³PHEV: Plug-in Hybrid Electric Vehicle

⁴EV : Electric Vehicle

⁵PCDOV figures

DS Automobiles marks a breakthrough with 6.7% of sales increase, supported by DS7 Crossback launch. Opel/Vauxhall is continuing its product offensive driven by the X family.

Groupe PSA exceeds market performance and is improving in all main markets: France (+2.6 pt), Spain (+4.2 pt), Italy (+3.9 pt), Great Britain (+4.8 pt), Germany (+3.7 pt).

Middle East – Africa: the Group remains offensive in a chaotic regional context.

Despite strong headwinds mainly due to wind down in Iran⁶ and Turkish market downturn, Groupe PSA market share increased in Morocco (+1.7pt), Tunisia (+1pt) and Egypt (+3.1pt) and the Group remains market leader in French Overseas Departments.

The regional industrial footprint is under deployment to become operational in 2019 with the start of production of Kenitra plant in Morocco, as a key milestone.

China & South East Asia: Groupe PSA works to overcome China situation and prepares its commercial offensive in South East Asia.

In a declining Chinese passenger vehicle market (-2%), sales are down 34.2%. The Group is working on action plans with its partners to tackle current issues. The Group is implementing its electrification strategy with the Fukang brand, followed by PCD⁷ electrified models from 2019 onwards. Moreover, the core model strategy is under execution to propose a product offering designed for Chinese clients.

Sales in South East Asia doubled versus 2017, amounting to 10,882 vehicles. The joint venture with Naza Corporation Holdings (Malaysia) will start delivering its first productions in 2019 with the Peugeot 3008 and 5008.

Latin America: the drop in sales is largely linked to the strong decline of the Argentinian market (-32% in H2) related to the country's economic context, with a significant exchange rate impact and a **difficult Brazilian market**, while sales remain well oriented in the Pan-American zone (54,887 units, +13,3%) – composed mainly by Chile, Mexico, Colombia, Peru, Uruguay and Ecuador.

The launch of the new C4 Cactus SUV industrialized in the region, is encouraging. The local manufacturing of the LCV range is in process (launch of the Jumpy MiniBus version, Berlingo, Boxer and Jumper in Brazil, Jumpy and Expert Crewcab in Argentina and the electric Partner in Chile and Uruguay).

India-Pacific: sales growth is notably driven by the Group successful business in Japan (+9.6%). The manufacturing project in India, developed in partnership with the CK Birla Group, is on track.

Eurasia: stable sales. Sales increase notably in Ukraine (+7%). The good dynamic of Peugeot 3008, C4 Sedan and the newly produced LCVs in Kaluga since April (Peugeot Expert and Citroën Jumpy) are encouraging.

“In an increasingly unstable environment, we thrived with the rigorous execution of our efficient core model strategy. The product appeal to our B2B or B2C customers supports our pricing power policy for all of our brands, while we are currently implementing our electrified offensive. Agility and Darwinian spirit are more than ever important to tackle forthcoming challenges and enhance our customer satisfaction” comments Carlos Tavares, Chairman of the Managing Board of Groupe PSA

⁶Iran: Volumes industrialized in Iran are not more recorded in consolidated sales since May 1st 2018

⁷PCD: Peugeot Citroën DS

Consolidated world sales by regions

PSA REGION	BRANDS	12 months 17	12 months 18		
		Sales	Sales	%	%Var
China & SE Asia	Peugeot	249 223	143 628	3.70%	-42.37%
	Citroën	131 821	114 419	2.95%	-13.20%
	DS	5 963	3 955	0.10%	-33.67%
	PCD	387 007	262 002	6.76%	-32.30%
	OV	295	581	0.01%	96.95%
	PCD+OV	387 302	262 583	6.77%	-32.20%
Eurasia	Peugeot	8 479	8 660	0.22%	2.13%
	Citroën	6 345	6 391	0.16%	0.72%
	DS	84	57	0.00%	-32.14%
	PCD	14 908	15 108	0.39%	1.34%
	OV	307	180	0.00%	-41.37%
	PCD+OV	15 215	15 288	0.39%	0.48%
Europe	Peugeot	1 173 465	1 231 327	31.75%	4.93%
	Citroën	785 662	824 623	21.27%	4.96%
	DS	43 135	46 013	1.19%	6.67%
	PCD	2 002 262	2 101 963	54.21%	4.98%
	OV	376 380	1 004 197	25.9%	++
	PCD+OV	2 378 642	3 106 160	80.1%	30.59%
India & Pacific	Peugeot	19 205	19 987	0.52%	4.07%
	Citroën	6 049	5 661	0.15%	-6.41%
	DS	799	831	0.02%	4.01%
	PCD	26 053	26 479	0.68%	1.64%
	PCD+OV	26 053	26 479	0.68%	1.64%
	Latam	Peugeot	136 303	112 774	2.91%
Citroën		68 526	60 404	1.56%	-11.85%
DS		1 304	969	0.02%	-25.69%
PCD		206 133	174 147	4.49%	-15.52%
OV		142	1 110	0.03%	++
PCD+OV		206 275	175 257	4.52%	-15.04%
MEAF	Peugeot	533 170	223 838	5.77%	-58.01%
	Citroën	57 273	34 731	0.90%	-39.36%
	DS	1 575	1 440	0.04%	-8.57%
	PCD	592 018	260 009	6.71%	-56.08%
	OV	26 809	31 989	0.82%	19.32%
	PCD+OV	618 827	291 998	7.53%	-52.81%
Total	Peugeot	2 119 845	1 740 214	44.88%	-17.91%
	Citroën	1 055 676	1 046 229	26.98%	-0.89%
	DS	52 860	53 265	1.37%	0.77%
	PCD	3 228 381	2 839 708	73.23%	-12.04%
	OV	403 933	1 038 057	26.77%	++
	PCD+OV	3 632 314	3 877 765	100.00%	6.76%

PCD : Peugeot/Citroën/DS
OV : Opel/Vauxhall

2018 worldwide sales
3,877,765 vehicles



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- Core Model strategy as a trigger
- Success of new launches
- European leadership in Light Commercial Vehicles (LCV)

Media contact: Clarisse Grignard – +33 6 65 39 28 49 – clarisse.grignard@mpsa.com

About Groupe PSA

Groupe PSA designs unique automotive experiences and delivers mobility solutions to meet all customer expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall and provides a wide array of mobility and smart services under the Free2Move brand. Its 'Push to Pass' strategic plan represents a first step towards the achievement of the Group's vision to be "a global carmaker with cutting-edge efficiency and a leading mobility provider sustaining lifetime customer relationships". An early innovator in the field of [autonomous and connected cars](#), Groupe PSA is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia.-

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