

Rueil-Malmaison, January 16, 2020

## Worldwide sales at 3.5m units in 2019

- **Electrification on track**: 10<sup>1</sup> new models launched as a first milestone toward a **100% electrified range by 2025**
- **Solid position in Europe: 16.8% market share**
- **International businesses focused on profitable growth and manufacturing footprint development**

“In all regions, our teams are driven by a strong commitment to performance, profitable sales and customer satisfaction in a highly changing environment. This commitment is supported by our Group’s core model and core technology strategies and, in the long term, feeds our ambition to provide clean, safe and affordable solutions for people and goods, to counter the global warming effect.” says Carlos Tavares, Chairman of the Groupe PSA Managing Board.

## Becoming a major player in electrified mobility

Groupe PSA has already launched 10 new plug-in hybrid or all-electric models, in line with its roadmap to offer a 100% electrified<sup>2</sup> range from 2025, of which 50% will be electrified by the end of 2021 with 13 additional electrified models.

Since 2019, all new models launched by Groupe PSA come with either an all-electric or a plug-in hybrid powertrain. LEV orders are promising and in line with Group objectives to be compliant with European 2020 CO<sub>2</sub> target from Day 1.

The company mobilizes its recognized expertise and works with its partners and dealers to meet customer expectations by producing and offering a competitive line-up, with easy and state-of-the-art services for day-to-day life.

## Growing LCV sales

Groupe PSA has historically offered best-in-class products to cover the full diversity of customer needs. In 2019, the Group sold 765,000 units (of which 554,000 light commercial vehicles (LCVs) and 211 derivative passenger cars (PCs)), and consolidated its position with a 25.1% market share in Europe<sup>3</sup>, in particular driven by the successful renewal of its small and medium vans in the last three years.

The Peugeot Expert, Citroën Jumpy and Opel Vivaro will come in all-electric versions from 2020 and the whole LCV range (and passenger car equivalents) electrified by 2021.

The Group’s LCV development is advancing at a good pace in Latin America, where the Group launched a comprehensive range of LCV products and services, and in Eurasia, with the Peugeot, Citroën and Opel medium van models.

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<sup>1</sup> 4 BEV: DS 3 CROSSBACK E-TENSE, Peugeot e-208 and e-2008, Opel Corsa-e and 6 PHEV: Peugeot 3008 HYBRID, 508 HYBRID and 508 SW HYBRID, Citroën C5 Aircross Hybrid, Opel Grandland X Hybrid4, DS 7 CROSSBACK E-TENSE 4x4

BEV = Battery Electric Vehicle et PHEV = Plug in Hybrid Vehicle

<sup>2</sup> All-electric or plug-in hybrid

<sup>3</sup> LCV market share excluding PC versions

## Europe: focused on performance

Leveraging disciplined management to meet CO<sub>2</sub> targets, the Group maintained its position by achieving a 16.8% market share in a market that was up a slight 1.3%, by growing in main markets, particularly in Italy (+0.5pt) and Spain (+0.2pt), and by maintaining its market share in France and the United Kingdom while slightly declining in Germany (-0.6pt).

2019 was a year of consolidation for Peugeot. The brand completely renewed its B segment offering to support its sales growth in 2020. The new electrified range, driven by the Peugeot e-208 and e-2008, as well as the plug-in hybrid versions of the Peugeot 3008 Hybrid and 508 Hybrid sedan & SW, are fully available for B2B and B2C customers and feature among the lowest CO<sub>2</sub> emissions of the market.

Citroën had the strongest growth among the top 12 best-selling brands in Europe, increasing its market shares in the main markets. Its performance was notably driven by the C5 Aircross SUV, launched in January 2019, which will be available in a plug-in hybrid version in 2020.

DS Automobiles sales surged globally, especially in the second half of the year (+56%) driven by the success of its renewed range. In France, DS main market, the successful DS 7 CROSSBACK and DS 3 CROSSBACK models are now strongly positioned and the brand's performance is being enhanced by the growing exclusive DS network, with 356 point of sales to date.

Opel Vauxhall focused its strategy on profitable sales channels and market segments. Through the consistent implementation of the core model strategy, Opel Vauxhall have taken steps toward ambitious future CO<sub>2</sub> targets. The Grandland X (+29%) and Crossland X (+28%) SUVs and the LCVs (+20%) were particularly successful.

## Middle East – Africa: market share increase in major markets

Groupe PSA's market share increased by 0.4 pt in the region with registrations up 9,100 units compared to 2018, despite markets declining by 100,000 units<sup>4</sup>. Strong breakthroughs were made in Turkey (+2.1pts), Egypt (+6.1pts) and Morocco (+2.1pts). 2019 regional performance versus 2018 remained impacted by the wind down in Iran (May 2018)<sup>5</sup>.

The production started mid-September 2019 in the Kenitra plant, in Morocco. The production capacity will be doubled to reach 200,000 vehicles as early as Mid-2020.

## China & Southeast Asia: reshaping the business model

DPCA has set out its priorities in a six-year strategic plan presented last September, based on profitable sales, a lower breakeven point and a progressive increase in volumes for the Peugeot and Citroën brands. The DS brand is committed to the Chinese market and finalizes a new strategic plan. The sale of Groupe PSA shares in the CAPSA joint venture is part of this plan. 2020 will be the first year of Groupe PSA's NEV offensive in China, with five NEV models to be launched and sold in China<sup>6</sup>.

In ASEAN, the Group's Malaysian hub NAM<sup>7</sup> started production with the Peugeot 3008 and 5008.

<sup>4</sup> Excl. Iran. Estimation at January 16<sup>th</sup>.

<sup>5</sup> Volumes manufactured in Iran have not been recorded in consolidated sales since May 1, 2018

<sup>6</sup> NEV = New Energy Vehicles / 2 BEV: Peugeot e-2008, DS 3 CROSSBACK E-TENSE and 3 PHEV: Peugeot 508L HYBRID and 4008 HYBRID, C5 Aircross Hybrid

<sup>7</sup> Naza Automotive Manufacturing

### **Latin America: contracting markets**

Markets were hard hit in Argentina (-43%) and Chile (-11%) by the economic and political situations. Driven by the success of the new SUV C4 Cactus and the LCV offering, Groupe PSA sales remained brisk in Mexico (+13%), Brazil (+2%) and in smaller markets (Colombia, Cuba, Ecuador and Uruguay).

### **India-Pacific: sales growth in Japan**

Sales grew slightly in the region despite declining markets. The recurring success in Japan continued with sales up 20%. Groupe PSA started the production of transmissions in India (Hosur plant), with its [partner AVTEC Ltd](#) (a CK Birla Group Co.) and is on track to launch the C5 Aircross SUV in India in 2020, to be followed in 2021 by new and disruptive Citroën models designed locally.

### **Eurasia: relaunch of the Opel brand**

Sales increased in the region in H2 2019, especially in Ukraine and Russia. The Group improves faster than the market in Ukraine, thanks to all four brands. The Opel brand strengthened its presence in the Ukrainian market at the beginning of 2019 and the DS brand was launched in H2 2019.

Whereas the Russian market was down -2.3%, Group LCV sales increased with the Peugeot Traveller/Expert and the Citroën SpaceTourer/Jumpy. The Group recently relaunched the Opel brand in Russia, starting with the Zafira Life and Grandland X models.

## CONSOLIDATED WORLD SALES (CWS) by region

Consolidated World Sales (in thousands)		2018 YTD Dec	2019 YTD Dec	Δ 19/18 YTD Dec
Europe	Peugeot	1 231 327	1 198 579	-2.7%
	Citroën	824 623	834 571	1.2%
	DS	46 013	56 393	22.6%
	Opel Vauxhall	1 004 197	940 020	-6.4%
	PSA	3 106 160	3 029 563	-2.5%
China - South East Asia	Peugeot	143 628	63 559	-55.7%
	Citroën	114 419	51 167	-55.3%
	DS	3 955	2 110	-46.6%
	Opel Vauxhall	581	248	-57.3%
	PSA	262 583	117 084	-55.4%
Latin America	Peugeot	112 774	82 569	-26.8%
	Citroën	60 404	51 252	-15.2%
	DS	969	824	-15.0%
	Opel Vauxhall	1 110	1 094	-1.4%
	PSA	175 257	135 739	-22.5%
Middle East - Africa	Peugeot	223 838	84 294	-62.3%
	Citroën	34 731	42 901	23.5%
	DS	1 440	1 879	30.5%
	Opel Vauxhall	31 989	35 192	10.0%
	PSA	291 998	164 266	-43.7%
India - Pacific	Peugeot	19 987	18 741	-6.2%
	Citroën	5 661	6 632	17.2%
	DS	831	1 266	52.3%
	Opel Vauxhall	-	-	NS
	PSA	26 479	26 639	0.6%
Eurasia	Peugeot	8 660	8 721	0.7%
	Citroën	6 391	6 302	-1.4%
	DS	57	40	-29.8%
	Opel Vauxhall	180	576	220.0%
	PSA	15 288	15 639	2.3%
Total Consolidated World Sales	Peugeot	1 740 214	1 456 463	-16.3%
	Citroën	1 046 229	992 825	-5.1%
	DS	53 265	62 512	17.4%
	Opel Vauxhall	1 038 057	977 130	-5.9%
	PSA	3 877 765	3 488 930	-10.0%
Total Consolidated World Sales (excluding Iran)	Peugeot	1 596 216	1 456 463	-8.8%
	Citroën	1 046 229	992 825	-5.1%
	DS	53 190	62 512	17.5%
	Opel Vauxhall	1 038 057	977 130	-5.9%
	PSA	3 733 692	3 488 930	-6.6%

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### 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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