



PSA PEUGEOT CITROËN

THE GROUP IN 2009



2008 FACTS AND FIGURES

3.26 million vehicles sold
worldwide

2nd largest European manufacturer
of cars and light commercial vehicles

N°1 manufacturer of light
commercial vehicles in Europe

2 brands, Peugeot and Citroën,
with innovative, distinctive model line-ups,
ranging from compact city cars to status-
affirming executive saloons, as well as two
ranges of contemporary commercial vehicles



PEUGEOT 308 RCZ CONCEPT CAR



CITROËN DS INSIDE
CONCEPT CAR

1.1 million vehicles sold emitting less
than 140g CO₂/km

€54.4 billion in sales and revenue

201,700
employees worldwide

4 R&D centres, 2 test centres and
2 design centres

€2.1 billion allocated
to automotive R&D

Other strategically related businesses, with
Banque PSA Finance, **Gefco** (transport
and logistics), **Faurecia** (automotive
equipment) and **Peugeot Motorcycles**

COMMITTED TO SUSTAINABLE MOBILITY

Reducing greenhouse gas emissions, improving road safety and finding solutions to support sustainable mobility are the **three challenges** PSA Peugeot Citroën has taken on as part of its **sustainable development commitment**. Today, the Group is the undisputed European leader in environmentally friendly cars.

Creating Today

Each Peugeot or Citroën car is created through a seamless design process involving daily input from more than 15,000 engineers and technicians, who all share the same passion for automobiles. They are based in four R&D centres and two test centres in France, as well as in two design centres.

Our R&D teams are developing innovative technologies that deliver continuous improvements in road safety, fuel efficiency and the driving experience. R&D expenditure amounted to some € 2.1 billion in 2008.

With 961 patent applications in 2008, PSA Peugeot Citroën was **France's leading patent filer** for the second year in a row.



Did you know?

■ 13 Peugeot and Citroën models have earned the maximum five-star rating in Euro NCAP tests, the most recent being the Peugeot 308, the 308 CC and the Citroën C5.

■ PSA Peugeot Citroën is the European leader in the emergency call system, which helps to organise faster rescue response to an accident. More than 670,000 Peugeot and Citroën vehicles are now equipped with the system.

A Global Enterprise

From its **historic base in Western Europe**, PSA Peugeot Citroën is now expanding production capabilities near its markets in Latin America, Central and Eastern Europe, and China.

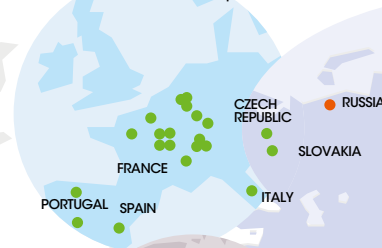


WORLDWIDE SALES IN 2008
(by region)

263,300
Latin America



2,079,100
Western Europe



263,300
Central and Eastern Europe and Russia



202,600
Asia Pacific

96,300
Africa and the Middle East
+ 300,200 vehicles assembled in Iran

PRODUCTION FACILITIES

● In operation
● Under construction

Imagining Tomorrow

As can be seen with the Peugeot 3008 and the Citroën C3 Picasso, the Group is strategically committed to renewing and expanding its core model line-up **to meet the evolving expectations of the world's automobile markets**. This also means developing distinctive premium models, like the Peugeot 308 RCZ and the Citroën DS Inside, as well as economy cars tailored to each market, like the Peugeot 206+. **Environmental concerns are a core component of our R&D, which focuses on:**

- Smaller, more fuel-efficient diesel and petrol engines.
- Innovative solutions like Stop & Start technology, which shuts down the engine when the car is standing still.
- Diesel hybrids, scheduled for market launch in 2011.
- A range of electric vehicles, also scheduled for 2011.

Did you know?

- **Eco-design:**
All of the Group's new models are 95% recyclable.
- **Diesel:**
Introduced by PSA Peugeot Citroën in 2000, the particulate filter set a new standard for diesel engines in Europe. It has now been fitted on three million Peugeots and Citroëns.



The DV6 1.6i HDi diesel engine



Nurturing Talent

The automobile industry calls on a wide range of professional disciplines and skills. Whether they work in styling, engineering, sales, production or support services, PSA Peugeot Citroën employees are all dedicated to the same goal of producing cars capable of delighting every customer.

Based on social dialogue, **the Group's employee relations policies** have resulted in the signature of more than 200 agreements worldwide. PSA Peugeot Citroën was also one of the first companies to make a formal commitment to promoting diversity and equal opportunity.

Did you know?

- **More than 43,000 women work for PSA Peugeot Citroën, and we were one of the first French companies to sign an agreement supporting employment for women and gender equality.**

Spotlight



PEUGEOT 308 CC

Introduced in March 2009, the new 308 coupé cabriolet has inherited the exceptional handling that earned the Peugeot 308 Germany's prestigious "Golden Steering Wheel" award.

CITROËN C3 PICASSO

With its clever design, bubbly spirit and surprising spaciousness, the C3 Picasso launched in March 2009 is more like a "magic box" than an MPV.



PEUGEOT 207

Emitting as little as 117g CO₂/km, the Peugeot 207 combines an exciting driving experience with a tiny carbon footprint.

CITROËN BERLINGO

The new Berlingo is a versatile, multi-purpose leisure-activity vehicle, which will be available in a 7-seater version in 2009.



CITROËN C5 TOURER

The first car in the world to be fitted with the Snow Motion intelligent traction control system for enhanced safety, the C5 has received many accolades, including "Best imported car" awards in Germany and Japan.

PEUGEOT 3008

Launched in April 2009, the 3008 is a compact but spacious crossover SUV fitted with exclusive technologies like the new traction enhancing Grip Control system.



FOR MORE INFORMATION: www.peugeot.com - www.citroen.com