

PSA PEUGEOT CITROËN



# THE GROUP IN 2010



# 2009 FACTS & FIGURES

**3.2 million** vehicles sold worldwide

**2<sup>nd</sup>** largest European manufacturer of cars and light commercial vehicles

**Nº 1** manufacturer of light commercial vehicles in Europe

**2 brands**, Peugeot and Citroën, with clear identities and innovative ranges



▲ PEUGEOT SR1  
CONCEPT CAR

▲ CITROËN REVOLTE  
CONCEPT CAR



Almost **1 million** vehicles sold  
emitting less than 130g of CO<sub>2</sub>/km

**€48.4 billion** in revenue

**186.000 employees** worldwide

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

More than **€2 billion** devoted to  
automotive R&D in 2009

\_ Complementary business lines alongside the automotive activities, with **Peugeot Scooters**, **Banque PSA Finance**, **Gefco** (transport & logistics), **Faurecia** (automotive equipment).

# REINVENTING THE CAR

The car industry is at a turning point. PSA Peugeot Citroën is well equipped to meet the new challenges. Under the leadership of new senior management, the Group is pursuing three priorities for 2020: to lead the way in pioneering the services and products of tomorrow, to become a global player and to set the industry benchmark in operating efficiency. These ambitions are based on responsible development.

## Designing **today**

**More than 16,000 engineers and technicians** across the Group innovate every day to develop safer vehicles that respect the environment more effectively. Design and driving pleasure are key aims: Peugeot and Citroën market vehicles of character, tailored to the requirements of customers in Europe, Latin America or China.



### **Did you know?**

Seven Group vehicles have received the maximum five-star rating in the new, more stringent, EuroNCAP crash tests. The Peugeot 307 China also obtained the maximum five-star score in China C-NCAP tests.

# A global enterprise

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

2009

**WORLDWIDE SALES**

(by geographical region):

**3.18 million vehicles**

**2,133,000**

Europe

**41,000**

Russia

**232,000**

South America

**272,000**

China

● Production facilities

## Imagining tomorrow

### Already a leader in sales of vehicles

with low CO<sub>2</sub> emissions, PSA is continuously improving its combustion engines, with solutions such as Stop & Start. Engineers are also working on new technologies, which are set to arrive on the market in the immediate future: electric, hybrid and rechargeable hybrid vehicles.

### Did you know?

With its prepaid MU card, Peugeot is inventing a mobility credit plan for greater flexibility and freedom. With Send-to-Car, Citroën is joining forces with Google to make navigation simpler and smoother.  
[www.mu.peugeot.fr](http://www.mu.peugeot.fr)  
<http://sendtocar.citroen.fr>

## Responsible development

### PSA is committed to promoting

well-being health and safety in the workplace. The Group supports the professional fulfilment of its employees, in particular through mobility and training. In 2009, the Group remained loyal to its corporate commitments with an agreement on training during periods of short-time working and an agreement on assessing and preventing psychosocial risks.

### Did you know?

46% of Group employees work outside France, of whom more than 12,000 in South America and more than 3,000 in Asia.



## CLOSE-UP

- **Peugeot 5008**

The driving position of the Peugeot 5008 – an innovation in MPV design – contributes to driving pleasure and sensations.



- **Citroën DS3**

The DS3 is the first vehicle in the DS line-up. It is astonishing, full of surprises and appealing, with its unique personalisation options.

- **Peugeot RCZ**

Peugeot's first Exclusive vehicle was named "Most beautiful car of the year 2009".



- **Citroën C3**

The Zenith windscreen of the new Citroën C3 provides exceptional visibility.

## CHINA: ON THE OFFENSIVE

- **Peugeot 408**

The new Peugeot 408 includes features tailored to the expectations of Chinese customers.



- **Citroën C5 China**

Launched in early 2010, the Citroën C5 China is produced in the new second plant at Wuhan, a production base of outstanding quality.



## Allying pleasure AND RESPONSIBILITY



- **Stop & Start** extended to all ranges from 2010.
- **Zero emission** with the Peugeot iOn and Citroën C-Zero, electric vehicles marketed from end-2010 in Europe.
- **Versatility and just 99g of CO<sub>2</sub>/km**, with the diesel hybrid versions of the Peugeot 3008 and Citroën DS5 in 2011.
- **The best of electric and hybrid technology:** a rechargeable hybrid is set to arrive on the market in 2012.

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### Corporate Communications

75 avenue de la Grande-Armée – 75116 Paris – France  
Phone: +33 (0)1 40 66 55 11 – Fax: +33 (0)1 40 66 54 14

[www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)  
[www.sustainability.psa-peugeot-citroen.com](http://www.sustainability.psa-peugeot-citroen.com)