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und **AUTO BILD**

**PSA PEUGEOT CITROËN**

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## **Hybrid4 Technology Wins Germany's Prestigious Goldenes Lenkrad Award**

**As part of the Goldenes Lenkrad (golden steering wheel) awards, which took place in Berlin on 9 November and are among the most important in the European automotive industry, PSA Peugeot Citroën received the Environment prize for its world-first HYbrid4 diesel hybrid technology.**

The HYbrid 4 diesel technology was chosen from among 16 short-listed vehicles, concept and technology projects that marked the year for their proven or potential contribution to reducing the environmental impact of driving. The jury was composed of *Auto Bild* and *Bild am Sonntag* readers, as well as a panel of leading experts from 15 countries.

The award is a prestigious distinction for the Peugeot 3008 HYbrid4, the world's first hybrid diesel crossover, and the Citroën DS5 HYbrid4 Airdream, both of which will be introduced in first-quarter 2012.

The award was given to Jean-Marc Gales, Executive Vice President, Peugeot and Citroën Brands, during an evening gala event on 9 November. "We are extremely proud to receive this award for the second year in a row, following the Peugeot iOn electric car in 2010. This year's Green Steering Wheel confirms PSA Peugeot Citroën's longstanding position at the forefront of emissions control technology. I believe that HYbrid4 diesel technology will soon become the industry benchmark, just like the HDi engine and particulate filter, and our HDi Stop&Start technology launched last year."

By combining the environmental performance of a diesel thermal combustion engine with the advantages of an electric motor, PSA Peugeot Citroën's HYbrid4 powertrain delivers exceptional gains in fuel efficiency and carbon emissions. It reduces fuel consumption by approximately 30% compared with a traditional diesel vehicle, while emitting less than 100g per km.

### **200 horsepower, 3.8 litres of fuel per 100 km and 99g of CO<sub>2</sub> per km**

The front-wheel axle unit of both the Peugeot 3008 HYbrid4 and the Citroën DS5 HYbrid4 Airdream is powered by a 120 kW (163 hp) diesel engine, equipped as standard with a particulate filter, while the rear-wheel axle unit is powered by a 27 kW (37 hp) electric motor, thereby enabling four-wheel drive.

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