

Paris, September 3, 2012

**Maxime Picat is appointed
Managing Director for the Peugeot Brand**

Maxime Picat is appointed as Managing Director for the Peugeot Brand, within the Brand Direction from the 1st October 2012. He will replace Vincent Rambaud.

Maxime Picat has been Managing Director of DongFeng Peugeot Citroën Automobiles (DPCA) since January 2011, having previously held the post of deputy Managing Director between August 2008 and January 2011. Under his management, modern model ranges adapted to the requirements of the Chinese market have been designed and launched for the Peugeot and Citroën brands in China. In parallel by overseeing the acceleration of the rate of industrial installation, Maxime Picat has helped develop the success of the joint venture with DongFeng both industrially and commercially. Between 2008 and 2011, DPCA's sales have more than doubled.

Maxime Picat, 38, civil engineering graduate from the Ecole des Mines Paris, joined the Group in 1998. He has a broad industrial experience ; after various jobs in manufacturing in Mulhouse, he became manufacturing manager at the Group's Sochaux plant before being appointed as managing Director for the manufacturing facility of Wuhan in November 2007.

Vincent Rambaud has chosen to leave the Group for personal reasons to give a new orientation to his career. He has brought the Group his expertise and experience for the last ten years. He has successively held the roles of Managing Director at Panhard & Levassor then Gefco. In 2007 he was appointed Director Latin America for PSA Peugeot Citroën then in April 2010 he became Managing Director for the Peugeot Brand.