

Paris, 17 June 2015

**PSA Peugeot Citroën and Bolloré Group sign a strategic cooperation agreement
on electric vehicles and car sharing**

- **Distribution and production of a Bolloré electric car at PSA Peugeot Citroën plant in Rennes**
- **Joint commitment to developing shared mobility solutions, including carsharing schemes using conventional and electric vehicles**

Covering vehicle production and distribution as well as carsharing, the strategic cooperation agreement between Bolloré and PSA Peugeot Citroën reflects the two groups' shared commitment towards sustainable mobility. It is also aligned with their common goal of becoming a leading player in the carsharing market, which will account for a significant portion of the new mobility economy, alongside public transport solutions.

The electric vehicle that will be distributed by PSA Peugeot Citroën is the Bluesummer, a four-seat cabriolet designed by Bolloré, with an urban driving range of 200 kilometres.

On the production side, the agreement also provides for the assembly of Bluesummer cars at PSA Peugeot Citroën plant in Rennes from September 2015, with installed capacity of 15 vehicles per day for a maximum of 3,500 vehicles per year.

To further their commitment to sustainable mobility, the two groups will also cooperate in the area of carsharing – initially in Europe and later via the creation of a joint venture designed to deploy carsharing solutions worldwide using electric vehicles (passenger cars and commercial vehicles), as well as low-emission internal combustion vehicles.

The strategic cooperation agreement leverages the two groups' respective expertise and experience:

Bolloré is already present in the electric mobility market, having designed and developed several electric vehicles (notably Bluecar, Bluesummer, Bluebus and Bluetram). It also operates an electric vehicle carsharing network in several cities in France (Paris, Lyon and Bordeaux and their outlying towns) and abroad, via dedicated subsidiaries.

PSA Peugeot Citroën has set up various carsharing operations since 2013, with an offer designed for businesses in France and, via its Citroën brand, in Germany (Multicity Berlin). In addition, the Peugeot brand launched a short-term rental offer in 2009 – Mu by Peugeot.

Carlos Tavares, Chairman of the Managing Board of PSA Peugeot Citroën commented: "The agreement signed between our two companies reflects the vision that Vincent Bolloré and I share of clean, sustainable mobility solutions that enable us to provide our customers with the freedom to get around, which we consider a fundamental right in today's society."

Vincent Bolloré, Chairman and CEO of Bolloré, said: "We are very proud of this partnership founded on industry, innovation and environmental stewardship. It's a step forward in the development of mass-market electric vehicles."

About PSA Peugeot Citroën

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 3 million vehicles worldwide in 2014. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2014. The Group confirms its position of European leader in terms of CO₂ emissions, with an average of 110.3 grams of CO₂/km in 2014. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).

For more information, please visit www.psa-peugeot-citroen.com

About Bolloré

Founded in 1822, Bolloré is one of the 500 largest companies in the world. The stability of its shareholding allows the Group to develop a long-term investment policy. It now holds strong positions in all its activities around three business lines: transportation and logistics, communication and media, and electricity storage and solutions.

2014 key figures: 56,000 employees in 155 countries, €10.6 billion in turnover, €403 million in net income, and €9,806 million in shareholders' equity

For more information, please visit www.bolloré.com

Product information: www.bluesummer.fr

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