

Rueil-Malmaison, 18 March 2019

Thierry Koskas appointed Senior Vice-President, Sales & Marketing at Groupe PSA

Thierry Koskas has been appointed Senior Vice-President, Sales & Marketing at Groupe PSA, effective 26 March 2019. He will report to Carlos Tavares, Chairman of the Managing Board.

The role of the Sales & Marketing Department is to boost the Group's commercial effectiveness, help move the brands up the value chain and enhance the sales and marketing skills base of teams across the organisation.

Created in January 2015, the department operates globally for all of the brands – Peugeot, Citroën, DS Automobiles, Opel and Vauxhall – as well as for the Parts & Services Department.

Thierry Koskas was previously Executive Vice-President, Sales & Marketing at Renault.

He replaces Albéric Chopelin, who will be continuing his career outside the Group.

Media contact: Karine Douet: +33 6 61 64 03 83 – karine.douet@mpsa.com

About Groupe PSA

[Groupe PSA](#) designs unique automotive experiences and delivers mobility solutions to meet all customer expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall, and provides a wide array of mobility and smart services under the Free2Move brand. Its 'Push to Pass' strategic plan represents a first step towards the achievement of the Group's vision: to be "a global carmaker with cutting-edge efficiency and a leading mobility provider sustaining lifetime customer relationships". An early innovator in the field of autonomous and connected cars, Groupe PSA is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia.

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