

Paris, 13th January 2009

**2008 market share worldwide maintained at 5%,  
PSA Peugeot Citroën sales hold up against the sharp drop in automotive markets**

**Key highlights**

- Vehicle and CKD unit sales down 4.9%, to 3,260,000 units in a market falling 5.7%
- Global market share maintained at 5%
- Market share in Western Europe maintained at 13.8%
- Success of the new Peugeot 308 and Citroën C5
- Environmental leadership confirmed with over one million vehicles emitting less than 140g CO<sub>2</sub> / km sold for the 3<sup>rd</sup> year running
- Strengthened leadership on the LCV market, with 19.9% market share

**Western Europe: positions held with market share stable at 13.8%**

In a European PC+LCV market collapsing 8.8% in 2008, PSA Peugeot Citroën registrations fell back 8.6% to 2,130,900 units (1,125,700 Peugeot and 1,005,200 Citroën). Over the period, Group market share stood at 13.8%, an identical performance to 2007.

- **In France**, the Group reached 31.6% market share with 794,200 vehicles registered (PC + LCV), i.e. an increase of 1.9% in a market down 0.6%. Group market share rose 0.8 points in 2008.
- **In Germany**, PSA Peugeot Citroën market share was up 0.2 points at 5.7%. In a market down 1.7%, Group registrations were up 2.1% at 189,500 units.
- **In Spain**, with the market plummeting 29.8%, PSA Peugeot Citroën registrations stood at 254,300 units, down 30%. Group market share was 19.1% largely unchanged from the 19.2% in 2007.
- **In the UK**, penalised by an unfavourable pound sterling / euro exchange rate, the Group pressed on in the second half of the year with its strategy aimed at alleviating the negative impact to its return on sales. In a market down 11.7%, Group registrations have consequently fallen 17.1% to 237,200 units. Market share stood at 9.8% compared with 10.4% in 2007.
- **In Italy**, the Group's 235,700 registrations were down 12.5% in line with the market decline of 12.7%.

**Central and Eastern Europe: market share stable at 7.2%**

In a market down 1.8% (H1:+16%, H2: -16.3%), PSA Peugeot Citroën Group registrations stood at 191,000 units, down 3.4%. Market share for the year was 7.2%.

**Latin America: continued growth**

Peugeot and Citroën brand registrations were up 5.7%, in an automotive market with marginal growth of 2.1% for the year as a whole. (H1:+14.4%, H2: - 8.3%),  
With 260,000 registrations, Group market share increased to 5.5%.

- **In Mercosur**, where markets were up +13% (H1: +26.5%, H2: +1.7%), registrations for the Peugeot and Citroën brands increased by 12.2%. With 232,700 registrations, the Group maintained its market share at 7.2%.
  - **In Brazil**, where the market rose 14.1%, Group registrations increased by 17.7% to 151,000 units. Over the year, market share came in at 5.6%, i.e. + 0.1 points on 2007.
  - **In Argentina**, with a market up 7.8%, Group registrations increased 2.5% to 81,700 units, taking its market share to 14.2%.

**China: a difficult year**

In a market growing +4.9% (H1: +13.4%, H2: -3%), Dongfeng Peugeot Citroën Automobile (DPCA) registered 180,800 vehicles, down 12.7% compared with 2007.

In the second half of the year, the Chinese market saw a decline particularly in the medium range vehicles segment which represents DPCA's core offer. 2008 was marked by the successful launching of the Citroën C-Elysée, which enabled the brand to double its sales in this market segment.

**Russia: sharp rise in sales**

In a buoyant market up +13.7% (H1: +32.9%, H2:-1.2%) PSA Peugeot Citroën registrations rose 67% to stand at 60,400 units.

In a very difficult economic climate, PSA Peugeot Citroën was able to count on some key drivers in 2008

- **The Peugeot 308**, after successfully ramping-up in H1, continued its progress in the second half of the year thanks to the introduction of 308 SW.
- **The Citroën C5**, on the market since April for the Sedan and June for the Tourer, has exceeded its sales objectives, in a segment under pressure.
- **The range of eco-friendly vehicles has enabled PSA Peugeot Citroën to confirm its environmental leadership.** For the 3<sup>rd</sup> consecutive year, global sales of vehicles emitting less than 140 g de CO<sub>2</sub>/km was well above the one-million threshold at 1,161,000. Worldwide sales of vehicles emitting less than 130g of CO<sub>2</sub>/km rose in 2008 to 921,000 units, up 7.4%.
- **Thanks to the launching of the Citroën Nemo and Peugeot Bipper and the new Citroën Berlingo and Peugeot Partner**, the Group PSA has strengthened its leadership in Western Europe on the LCV market, growing its market share by 1.3 points to reach 19.9%.

**Contacts:**

| PRESS RELATIONS  | INVESTOR RELATIONS  |
|--|---|
| Hugues Dufour +33 (0) 1 40 66 53 81<br>hugues.dufour@mpsa.com                | James Palmer +33 (0) 1 40 66 54 59<br>james.palmer@mpsa.com                     |
| Pierre-Olivier Salmon +33 (0) 1 40 66 49 94<br>pierreolivier.salmon@mpsa.com | Jean-Hugues Duban +33 (0) 1 40 66 40 28<br>jeanhugues.duban@mpsa.com            |
| Laurent Cicolella +33 (0) 1 40 66 52 04<br>laurent.cicolella@mpsa.com        | Yasmine Casvigny Vernikovski +33 (0) 1 40 66 57 45<br>yasmine.casvigny@mpsa.com |

**PSA Peugeot Citroën : 2007 and 2008 worldwide sales (PC + LCV)**

|                                      |           | 2007      | 2008      | % Variation |
|--------------------------------------|-----------|-----------|-----------|-------------|
| <b>Western Europe</b>                | Peugeot   | 1 224 000 | 1 084 000 | -11.4%      |
|                                      | Citroën   | 1 100 000 | 994 000   | -9.6%       |
|                                      | Total PSA | 2 324 000 | 2 079 000 | -10.5%      |
| <b>Central and Eastern Europe</b>    | Peugeot   | 126 000   | 116 000   | -8.4%       |
|                                      | Citroën   | 91 000    | 89 000    | -3.1%       |
|                                      | Total PSA | 218 000   | 204 000   | -6.1%       |
| <b>Russia</b>                        | Peugeot   | 26 000    | 48 000    | +83.4%      |
|                                      | Citroën   | 11 000    | 11 000    | +0.8%       |
|                                      | Total PSA | 37 000    | 59 000    | +59.3%      |
| <b>Latin America</b>                 | Peugeot   | 181 000   | 166 000   | -8.5%       |
|                                      | Citroën   | 85 000    | 97 000    | +14.5%      |
|                                      | Total PSA | 266 000   | 263 000   | -1.2%       |
| <b>China</b>                         | Peugeot   | 93 000    | 77 000    | -17.2%      |
|                                      | Citroën   | 116 000   | 102 000   | -11.8%      |
|                                      | Total PSA | 209 000   | 179 000   | -14.2%      |
| <b>Rest of the world</b>             | Peugeot   | 135 000   | 122 000   | -10.0%      |
|                                      | Citroën   | 45 000    | 46 000    | +1.0%       |
|                                      | Total PSA | 181 000   | 168 000   | -7.2%       |
| <b>Total assembled Vehicles (AV)</b> | Peugeot   | 1 786 000 | 1 613 000 | -9.7%       |
|                                      | Citroën   | 1 448 000 | 1 339 000 | -7.5%       |
|                                      | Total PSA | 3 234 000 | 2 952 000 | -8.7%       |
| <b>CKD units (CKD)</b>               | Peugeot   | 181 000   | 291 000   | +60.8%      |
|                                      | Citroën   | 13 000    | 17 000    | +29.9%      |
|                                      | Total PSA | 195 000   | 308 000   | +58.7%      |
| <b>Total AV + CKD</b>                | Peugeot   | 1 967 000 | 1 904 000 | -3.2%       |
|                                      | Citroën   | 1 461 000 | 1 356 000 | -7.2%       |
|                                      | Total PSA | 3 428 000 | 3 260 000 | -4.9%       |