



PRESS RELEASE

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SALES RESULTS IN FIRST-HALF 2012 A MORE GLOBAL BRAND, DS LINE SUCCESS AND INTERNATIONAL DEVELOPMENT

HIGHLIGHTS

- **A more global Brand**
 - **Outside Europe:** one-third of the brand's total sales, an 11-point increase in 4 years
 - **China:** the Brand's no. 2 market
 - **Latin America:** difficult economic environment and production site transformation
 - **Russia:** sales up 2.7 times more than the market
 - **Europe:** CITROËN remains the no. 6 brand

- **The DS line develops internationally**
 - Launch of the CITROËN DS3 in Brazil and the CITROËN DS4 and DS5 in Russia
 - Launch of the CITROËN DS4 and DS5 in China through 2nd joint venture, CAPSA
 - The DS line models are now sold in the countries where CITROËN is present

- **A broader and more modern main range to win new customers**
 - Launch of restyled CITROËN C1, Berlingo and Jumpy
 - 7,000 sales of CITROËN C4 Aircross, launched in April 2012
 - Presentation of CITROËN C4 L and C-Elysée, two new three-box sedans for fast-growing international markets including the Mediterranean Basin, China and Russia.

- **Move up-market well under way**
 - The DS line accounts for 9% of CITROËN's total world sales (up 2 pts) and 15% of orders in Europe
 - 36% of CITROËN sales are C segment, up 5 points in 2 years
 - 17% of the Brand's sales are premium vehicles (DS line, C5, C6, C4 Aircross), up 2 points in 1 year

- **Adapted services for more well-being and easier travel**
 - 30% of new cars in Europe sold with service contracts
 - CITROËN DS PRIVILÈGE: a premium club bringing DS customers concierge services and the chance to take part in exclusive events. Launched in France in February, the club already has 7,000 members
 - CITROËN MULTICITY: launch in Germany and 2 new services in France (carpooling and peer-to-peer car hire). A first for a car brand in Europe

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- **“Créative Technologie” for environmental respect**
 - One in five DS5s delivered is equipped with Hybrid4 diesel hybrid technology: 200 bhp and 4 wheel drive for just 99 g/km of CO₂ and fuel consumption of 3.8 l/100 km.
 - CITROËN’s broad range of environmental solutions (full electric, e-HDi micro-hybrid, Hybrid4) make it a leader in low CO₂ emissions with an average 124.6 g/km (scope: Europe 27 – first-quarter 2012).

1. RESULTS IN FIRST-HALF 2012

In first-half 2012 CITROËN sold 664,000* vehicles worldwide, down 13.6% year on year. **built-up and CKDs*

In Europe (30 countries), where the market continued to fall (down 7.2%), CITROËN registrations decreased 12.7% to 466,000. While the markets in southern Europe, traditionally CITROËN’s strongest, were the most affected, the Brand nevertheless succeeded in growing market share in several Western European countries, including Italy, Spain and the UK. CITROËN remains the no. 6 brand.

- **France:** In a market that contracted 13.3%, CITROËN held up well and maintained its no. 2 ranking in light commercial vehicles. In the passenger car segment, the three DS line models are leaders in their category in the premium market.
- **Italy:** CITROËN registrations fell less than the market (down 16.6% compared with 21.5%), enabling the Brand to increase market share 0.3 points to 5.3%.
- **UK:** CITROËN grew sales 3.5% for a 0.1-point increase in market share, to 3.9%. The DS line put in a strong performance, accounting for one in three CITROËN sales.
- **Germany:** CITROËN saw a 2.1% fall in sales, for market share of 2.3% (down 0.1 points) in a market that grew 0.6%. The DS line is a real success, accounting for one in five deliveries.
- **Spain:** In this traditionally strong CITROËN market, the Brand proved resilient, with a 9.1% fall in sales (compared with a 10.2% decrease for the market) for a 0.1-point gain in market share (9%).

In the other countries in Western Europe the Brand reported strong performances, particularly in the Netherlands, where the CITROËN DS3 leads, far ahead of its premium rivals, and in Denmark, where CITROËN grew sales while the market fall.



In Central and Eastern Europe the Brand put in strong performances in Croatia (market share up 1.4 points) and Greece (market share up 2.3 points).

In the rest of the world the situation was highly contrasted. International development is well under way, with this territory now accounting for one-third of the Brand's total world sales, up 2 points on 2011 and 11 points in 4 years.

- **China:** The world's no. 1 market and Brand's no. 2 market accounts for 50% of CITROËN sales outside Europe (or 16% of total sales). The CITROËN C-Quatre performed strongly and CITROËN took a 1.7% share of the market.
- **Russia:** In a market that rose 14.4%, CITROËN grew sales 39.3%, improving its market share by 0.2 points to 1.2%. Three new models – the C4 Aircross, DS4 and DS5 – were launched recently in the country.
- **Latin America:** Work on the Porto Real production site and the increase in import taxes have had a direct impact on CITROËN performance in Latin America, a territory that accounts for 21% of the Brand's sales outside Europe (or 7% of total world sales). In **Brazil** and **Argentina**, where Brand sales are down, the recently launched CITROËN DS3 is off to an excellent start.
- **Maghreb:** The CITROËN sales trend was positive compared with first-half 2011. In Algeria, the Brand grew sales more than 50% in a market that rose 40%. In Tunisia, in a market that increased 26%, Brand sales were up 70%.



2. OUTLOOK FOR SECOND-HALF 2012

New products

- **CITROËN DS3** convertible: world premiere at Paris Motor Show
- Arrival of **CITROËN C4 L** (end of the year in China) and **C-Elysée** (end of the year in Turkey and in Central and Eastern European countries). These two models are intended for fast-growing international markets including the Mediterranean Basin, China and Russia. The C segment is the biggest in the world, accounting for one-third of global sales, with a majority of three-box models (43% in Russia, 79% in China), so these 2 models will be key assets in stepping up the Brand's international development.

International development

- **Six** new importers (including in Hong Kong and South Korea), increasing CITROËN's presence to 90 countries by the end of the year.
- Accelerating growth in China with:
 - the new, restyled **CITROËN C-Quatre three-box sedan** and the new **C4 Aircross**, along with the launch of the **C4 L** at the end of the year as part of the joint venture with Dongfeng
 - the launch of the DS line through the second joint venture with Changan. The imported **CITROËN DS4** and **DS5** were launched on 28 June in a dedicated network. The **CITROËN DS3** will follow in the second half of the year and 33 new dealerships will be open.



Annex – CITROËN results

	PC+LCV market share		
	H1 2011	H1 2012	Difference
Europe 30 (Western, Central and Eastern Europe)	6.4%	6.1%	- 0.3 pts
China (PC)	2%	1.7%	- 0.3 pts
Russia	1%	1.2%	+ 0.2 pts
Latin America	2.5%	1.9%	- 0.6 pts

	PC+LCV registrations (in thousands)		
	H1 2011	H1 2012	Difference
Europe 30 (Western, Central and Eastern Europe)	534	466	- 12.7%
China (PC invoices)	114	106	- 7.1%
Russia	12.1	16.9	+ 39.3%
Latin America	66	52	- 20.7%

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