

Worldwide sales of 955,000 units in the first half of 2012

Main points for the 1st half of 2012

- Sales of assembled vehicles and CKD vehicles at 955,000 units
- Sales of assembled vehicles down 8.1%
- Sales of “CKD vehicles” down 31.1%
- Sales of assembled vehicles outside Europe up 7.5%
- Market share in Europe at 6.9%*
- Successful launches in the first half: new 107, 208, 3008 HYbrid4 the first diesel hybrid in the world, 508 RXH, 508 HYbrid4 and 4008
- Increase in the market share for premium vehicles

In a very turbulent economic environment worldwide, Peugeot has recorded for the first half of 2012, a drop of 8.1% in sales worldwide of assembled vehicles and 31.1% for CKD.

During the first half, the Marque has been confronted by a persistent fall in the markets of Southern Europe, where it is a major player, and the suspension of delivery of CKD vehicles to Iran from February.

Nevertheless, the Marque has several levers for making progress in the second half and for the success of its strategy in the medium term.

Among these could be mentioned in particular:

- the Marque's good performance in most of the growing economies;
- success with recent model launches;
- confirmation of its success in its policy of moving up-market.

Europe: gains in market share in several large countries

In a European market for cars and light commercial vehicles (LCVs) that is 7.2% down in the first half, Peugeot recorded 528,000 registrations (445,000 cars, 83,000 LCVs), down by 14.4%. The market share settled at 6.9%, against 7.4% in the first half of 2011.

However, comparison with the second half of 2011 is more legitimate, given the absence during this period of the “scrappage” types of schemes in France and in some European countries. Compared to the second half of 2011, Peugeot's market share has grown by 0.2 points, even though the market mix is particularly unfavourable for the Marque.

***EU + EFTA + Croatia**

The markets that are traditionally the most buoyant for Peugeot have been in strong decline (France, Spain, Italy and Portugal). Furthermore, the effect of the success of the 208, put on sale progressively in Europe during the second quarter, had not yet been fully felt in the period.

Peugeot's market share is growing in certain large countries in the area: 8.7% against 8.6% in Spain, 4.9% against 4.8% in Italy.

For LCVs, Peugeot has increased its market share to 10.6% (against 10.5% for the first half of 2011).

Continuation with internationalisation: Peugeot is making progress in most zones where there is growth

Definite satisfaction and an indication of a dynamic rebound in the future, the Marque has continued the development of its sales in the majority of the large growing markets.

During the first half of 2012, volumes of assembled vehicles have grown by 7.5% to 287,000 vehicles in international markets, compared to the first half of 2011.

In Asia, a continent still showing vigorous growth, Peugeot's sales increased by 25.9% reaching a new six-month record.

In the Chinese car market alone, the launches in 2011 of the 508 and the 308 Sedan have contributed towards the Marque's progress during the first half (+28%, 104,000 units), well above that of the market (+ 7%).

In the ASEAN countries, sales increased by 18%, supported essentially by the Marque's sales activities in Malaysia.

In Latin America, the situation is more contrasted: in Argentina where Peugeot new vehicle registrations have increased considerably (+11.3%) to 43,100 units and reaching a market share of 9.8% compared to 9.1% a year earlier.

In Brazil, where the industrial and commercial launch of the 208 will take place in the beginning of 2013, this launch will allow the Marque to regain a more dynamic momentum. Peugeot was somewhat affected by the needed increased capacity work which was carried out at the Porto Real factory. Under these conditions the Marque achieved 34,100 new vehicle registrations and a market share of 2.1% (compared to 2.6% in the first semester of 2011).

It is in the Maghreb countries that Peugeot is currently recording the greatest increase in volumes and market share: in Algeria, the Marque is riding a wave of success with 59% growth with 30,000 vehicles sold, winning 2nd place in the market as a result. The results are also very satisfactory in Tunisia (+53.4%) and in Morocco (+12.9%).

In the rest of the world, except for Iran, the Marque's sales grew by 12.7%.

The success of the 208 and recent launches will intensify in the second half of 2012

The Peugeot 208, the first launches of which took place at the end of March 2012, is already fulfilling the role of locomotive for the range, which it was naturally assigned as heir of the legendary 200 series.

Even though it has only been launched in a limited number of countries and availability of the eagerly awaited 3-cylinder petrol engines is not planned until July (1.2 litre version) and November (1.0 litre version) - representing potentially 40% of sales - the 208 has already recorded 72,200 orders cumulatively in Europe to the end of June.

The model mix for 208 is higher than expected, with more than 90% for trim levels 2 (Active) and 3 (Allure) and 42% for levels 3 and 3 + (Feline).

In France, with 35,000 orders 208 is achieving its ambition. Already, barely two months after its launch, it has won leadership in the Diesel city car segment.

The 208 will be launched progressively outside Europe during the second half; its internationalisation will accelerate in 2013, with the start of production in Brazil and the sales launch in Latin America.

In 2012, Peugeot has been the first marque in the world to put Diesel hybrid vehicles on sale, first with the 3008 HYbrid4, then the 508 RXH and finally the 508 HYbrid4 saloon. In total, 9,000 Peugeot HYbrid4 vehicles had been ordered to the end of June, illustrating the Marque's policy of moving up-market.

The 4008, launched during the first half, strengthens the Marque's distinctive and spacious offer in the heart of the market, particularly for destinations outside Europe. The Peugeot compact SUV will perform in full measure from the second half of 2012, when it will have been launched in nearly all of its target markets.



A move up-market that is confirmed

Other than international expansion, the move up-market is an important element of the Marque's strategy.

161,000 premium vehicles were sold in the world during the first half of 2012, representing 20% of sales, an increase of one point compared to the first half of 2011.

Sales of the 508, built in France and in China, grew by 21% over the period (69,000 units), the 3008 crossover (62,000 units) continues its brilliant sales career, the RCZ (7,000 units) confirms its character in a highly visible niche market, while the 207 and 308 coupé cabriolets remain among the leaders in the category in Europe.

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Peugeot

Present in 160 countries, with 10,000 points of contact, everywhere Peugeot combines excellence and emotion. In 2011, Peugeot sold 2,114,000 vehicles worldwide, accelerated its internationalisation in the large growing markets and continued its move upmarket. The Marque reaffirms its environmental commitment by the implementation of e-HDi Diesel micro-hybridisation and the launch in 2012 of three full hybrid Diesel HYbrid4 models.

Peugeot is the only marque to offer a complete mobility package with private and commercial vehicles, scooters, bicycles, and a wide range of services, including the Mu mobility program.