

Strong growth in sales in overseas markets and successful launches during the 1st half of 2013

MAIN POINTS

- Sales worldwide of 808 000 units
 - Sales of assembled vehicles stable compared to the 1st half of 2012, 12.4% down in Europe and 21.2 % up outside Europe
 - Suspension of CKD sales to Iran since February 2012, with a significant impact on the volumes of sales worldwide
- Acceleration of sales outside Europe
 - 43% of sales worldwide (+ 8 points), in line with the objective of 50 % by 2015. China, Argentina, Algeria in the Top 5
 - Sales in China sharply up: + 35 % (+ 16 % for the market)
 - Sales in Argentine up by 25 % (+ 1.5 points market share)
 - Sales in Algeria up by 63 % (+ 6 points market share)
- Success for Peugeot in the B (208, 2008) and C (301) segments
- Acceleration in the move up-market: high level model mix on 208, 2008

OVERVIEW

Against the background of a depressed overall European market and overseas markets with contrasting changes, Automobiles Peugeot recorded 808,000 sales worldwide during the first half of 2013. Sales of assembled vehicles (808,000) are more or less stables compared to the first half of 2012 (812000). The reduction of 147,000 units (-15.4 %) is nearly all due to the suspension of CKD deliveries to Iran, which have been interrupted since February 2012.

Peugeot has a number of levers for progress that it can use during the second half and for the success of its strategy in the medium term. These include:

- The Marque's performance in the majority of the large growing markets
- The success of recent launches (208, 2008, 301, 308 China ...)
- Launches due to take place during the second half (in particular the new 308)
- The confirmation of its policy of moving up-market

Successful launches

The first half of 2013 saw Peugeot continue its product offensive.

The 208 passed the mark of 400 000 units produced, in Europe (France and Slovakia) and in Brazil. Barely a year after its launch, the heir to the Peugeot 2-series saga has won recognition in Europe, taking second position in the hotly contested B segment saloon category; at the end of May 2013, it had taken 1st place in the category in France, Holland and Denmark, 2nd in Switzerland, Norway and Portugal, 3rd in Belgium, Luxembourg and Slovenia...

In early spring, the range was crowned with two emblematic versions: 208 XY, the chic and exclusive urban car and the 208 GTi, which restores the legend.

208 is contributing towards Peugeot's move up-market: during the first half, 30 % of orders were for trim levels 3, 3+, GTI and XY.

The international deployment of the 208 was completed during the first half with the start of production in Brazil and sales in Latin America and Russia.

The 208 sold 179,000 units in the period.

The 2008 urban crossover, launched at the start of May 2013, 4 weeks ahead of schedule, on the strongly emerging market for CUVs in the B segment, has been exceptionally well received (29,000 orders in total); as a result, orders in Europe during June exceeded by 31 % an objective that had already been raised, with strong demand for the upper trim levels in the range (73 % for levels 3 and 4). This success will lead to an increase in production capacity at the Mulhouse plant and the creation of an additional production shift; from October, 615 2008 vehicles will come off the lines every day at the Alsace site.

During the first half of 2013, the Peugeot 301 continued its sales deployment, started in the last months of 2012. It recorded 37,000 sales (40 % above the objective for the period) and during the second half will benefit from the momentum resulting from the performance recorded in the initial markets (Algeria, Turkey ...) and the additional volumes in the regions where it was launched during the 2nd quarter (Middle East, Russia...).

Peugeot's environmental commitment can be seen in the figures for the first half: the offer of three HYbrid4 Diesel Hybrid models, the optimisation of petrol and HDi engines, the extension through the ranges of the new generation 1 litre and 1.2 litre 3-cylinder petrol engines (on 208, 2008 and 301) and the wide application of e-HDi Stop & Start, have allowed Peugeot to reduce the average weighted CO₂ emissions of its European range to 116.3 g/km (2013, 5 months), against 121.5 g/km in 2012.

Europe: resisting well in terms of market share against a very competitive context

In a European car and LCV market down by 6.7 % in the first half of 2013, with a still sustained competitive background, by choosing the most profitable channels of distribution, Peugeot has adopted a sound approach to its sales; the Peugeot marque achieved 473,000 registrations (394,000 cars and 7,000 LCVs), a drop of 10.3 %, corresponding to a market share of 6.6 %, against 6.8 % a year ago.

This change reflects an unfavourable market mix, with the persistent weakness of the big markets in Southern Europe, traditionally the most important for Peugeot.

During the 1st half of 2013 Peugeot confirmed its position as the 4th European marque, with a market share for cars and LCVs that is growing slightly in several large countries in the area, particularly in France, Spain, Italy and Holland. Peugeot's performance in Spain should be noted in particular: with 37,300 registrations (8.7 % of the market), Peugeot has taken 1st place (3rd in the first half of 2012) in a market that is stabilising.

Finally, Peugeot has increased its share of the demand in Europe for LCVs to 10.8% (10.6% in the first half of 2012), so supporting its 4th place in this market.

Acceleration in overseas markets: progress in sales in most of the large growing markets

Peugeot's offensive in overseas markets accelerated sharply during the first half of 2013, with sales of assembled vehicles (348,000), increasing by 21.2 % compared to the 1st half of 2012. As a result, sales outside Europe represented 43 % of Peugeot's sales worldwide, against 35 % a year ago.

Peugeot is outperforming in several large growing markets.

In China, Peugeot's second largest market in the period, the marque recorded sales of 139,800 in the 1st half, up by 35 % (+ 16 % for the market). As a result Peugeot achieved a market share of 1.9 %, an increase of 0.3 point.

The success of the 3-box 308 should be noted (43,700) and the exceptional welcome given to the 3008, production of which started in China at the beginning of the year, with sales (24,600) that are 40 % above the objective to date.



In Latin America, sales increased by 15 % (87,300) during the 1st half of 2013.

In Argentina, with 52,000 registrations (+ 25 %), Peugeot reached a market share of 10.9 % (+ 1.5 points).

In Brazil (27,500 registrations), Peugeot expects to quickly recover ground in the second half of the year, by making the most of the recent launch of the 208, now produced at the Porto Real plant (State of Rio de Janeiro).

In the Russian region, Peugeot invoiced 20,200 vehicles, before the build up of sales of the 208 and the 301, launched during the spring.

In the Mediterranean area, Peugeot is growing overall thanks to its performance in the Algerian market.

In Algeria, the 2nd largest market in Africa, Peugeot continues its strong growth, with the notable contribution from the 301, supporting its 1st place in the market: with 48,600 vehicles registered, up by 63 % (+ 13 % for the market), Peugeot recorded a penetration of 19 %, up 6 points compared to the 1st half of 2012.

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Peugeot

Present in 160 countries, with 10,000 points of contact, everywhere Peugeot combines excellence and emotion. In 2012, Peugeot sold 1,700,000 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.