



PRESS RELEASE

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SALES RESULTS IN FIRST-HALF 2013

CITROËN buoyed by international development

At the close of the first half-year, CITROËN is buoyed by its international development, with sales outside Europe up 23%. The momentum is being driven by the launches of the CITROËN C-Elysée and C4 L three-box saloons that are central to the Brand's offensive in fast-growing markets. In China and Latin America, CITROËN grew twice as fast as the market. Another key strength for the Brand is the DS line, which is confirming its ability to attract new customers worldwide and has now sold in over 360,000 units since launch. The Brand is set to further accelerate its sales offensive with the New C4 Picasso, for which it has already taken 8,000 orders, exceeding objectives by a full 160%.



Frédéric Banzet, Chief Executive Officer of CITROËN, said: "The Brand's results since the start of the year have been driven by our international offensive and our product offensive. We will pursue this momentum with the production launches of the C-Elysée and DS5 in China and by building on the strong start of the New CITROËN C4 Picasso and the arrival of the Grand C4 Picasso. I am sure that all these launches will be successes and contribute to the resurgence of the Brand, that have been impacted by production difficulties for C3. And because creativity and boldness are written into CITROËN DNA, we will present in the coming weeks the unveiling of a concept car previewing the first model in our future C line. All will be revealed at the Frankfurt Motor Show in September!"

HIGHLIGHTS

- **The Brand continues to develop internationally. Sales outside Europe are up 23% and now account for 39% of the worldwide total**
 - **China:** CITROËN grew sales 30.5%, outperforming the market's 16% increase
 - **Latin America:** Sales increased at twice the market rate. In Argentina, CITROËN posted the strongest growth of any full-line carmaker (+44.4%)
 - **Algeria and Turkey:** strong growth driven by the success of the CITROËN C-Elysée
 - **Continued launches of the CITROËN C-Elysée and C4 L:** the Brand sold 29,000 C-Elysées worldwide and has already invoiced 20,000 C4 Ls in China. C4 L production recently started up in **Russia** and **Latin America**.



- **Move upmarket confirmed**
 - **DS line:** The DS line has sold in 360,000 units in three years and now accounts for 20% of passenger-car orders in Europe. The Brand has already taken over 7,000 orders for the DS3 Cabrio launched in January. One in three DS5s sold in Europe is fitted with Hybrid4 diesel hybrid technology (88 g/km of CO₂ and 3.4/100 km)
 - **C line:** The New CITROËN C4 Picasso is off to an impressive start, with 8,000 orders so far. The "Technospace", with its new EMP2 platform, powerful styling and innovative technologies, is a further illustration of the Brand's move upmarket, with the two highest trim levels accounting for 80% of orders
- **The momentum is set to continue with**
 - **The start-up of CITROËN C-Elysée production in China** in Wuhan in July and the DS5 production launch in Shenzhen in September
 - **The September launch of the New CITROËN Grand C4 Picasso**, the first Brand model to feature **BlueHDi technology**, compliant with the Euro 6 standard and the most effective solution for trapping NO_x (-90%) and reducing CO₂ emissions
 - The extension of the **PureTech petrol engine range with turbo powerplants**
 - **The Brand's debut in the World Touring Car Championship (FIA WTCC) with Sébastien Loeb** in 2014 – a powerful image-booster to underpin CITROËN's sales offensive
 - **The opening of a DS World in Paris**, following Shanghai

FIRST-HALF 2013 RESULTS

CITROËN sold **653,000 vehicles** worldwide in first-half 2013, down 1.7% on first-half 2012, with a second quarter in progress compared to the first one (+16.2%).

The economic environment remained difficult in **Europe**, where the market has fallen 7% since the start of the year. The southern European markets – historically CITROËN's strongest – were the hardest hit, with France down 10.9%, Spain down 4.7% and Italy down 11.3%. The Brand was also impacted by disruptions at the Aulnay-sous-Bois production site, leading to a shortage of the C3, CITROËN's best-selling car. As a consequence, despite an increase in LCV market share in Europe (+0.3 point, at 10.4%) and, in PC+LCV market share, in the UK (+0.2 point, at 4.2%), in Central and Eastern Europe (+0.1 point, at 4.5%) and in the Baltics (+0.6 point, at 4.0%), CITROËN registrations were down 13.8% in Europe.

Outside Europe, the Brand's **international** sales grew 23% and now account for 39% of the worldwide total, an increase of 8 points in one year.

- **China**, the world's no.1 car market and the Brand's no.2 market, accounts for over half of CITROËN sales outside Europe, or 21% of total world sales.



- With its first joint venture, Dong Feng CITROËN, the Brand grew its sales twice as fast as the market (30.5% vs. 16%) for a 0.2-point rise in market share. Growth was driven in particular by the success of the latest launch, the CITROËN C4 L. The new three-box saloon, produced locally, is going from strength to strength with 20,000 invoices already, even though the core-range 1.8 litre model was launched only in May. These strong performances come hand in hand with the confirmed success of the CITROËN C5 (18,000 invoices, up 16.6%) and the C-Quatre (58,000, up 12.4%). The momentum is shared by the network, which now covers 80% of the priority cities in the country with 410 '4S' dealerships. The network is recognised for its commercial service quality, ranking third in JD Power's 2013 Sales Satisfaction survey (excluding premium brands).
- Through its second joint venture, Changan DS, the Brand brings Chinese customers a new approach to premium automobiles, with innovation, refinement and Parisian luxury. The DS network already counts 28 dealerships in the main cities, including Beijing, Shanghai, Shenzhen and Guangzhou. The first DS World, a flagship showcase entirely dedicated to DS, has been opened in the centre of Shanghai, recently receiving the "Best Service Agency" award, by 'Car and Driver' magazine.
- In the three main countries in the **Latin America** region, Argentina, Brazil and Chile, the Brand grew twice as fast as the market, up 11.9% compared to 6.2%. To take things even further, CITROËN is preparing for the Latin American launch of the CITROËN C4 L, known locally as the C4 Lounge, production of which recently began at the Palomar site in Argentina. The Brand posted a particularly strong performance in Argentina, with registrations up five times more than the market (44.4% compared to 8.2%), making CITROËN the fastest-growing full-line make in the country this year.
- **In Russia**, where the market contracted 5.5%, CITROËN initiated a product offensive with the launch of two models in the first half of the year, the C-Elysée in March and the C4 L, known locally as the C4 Sedan, in June. Regarding the DS line, the DS4 now accounts for 5% of the Brand's total sales in the country. The network continues to develop, now comprising 66 dealerships covering 49 cities.
- **In the rest of the world,**
 - The C-Elysée is a key strength in the Brand's sales offensive outside Europe, having exceeded its initial sales objective by 31%. The Brand has already taken over 29,000 orders for this car. In Algeria, this car adds up more than 6,500 orders, already overtaking the initial objective for year 2013. In Turkey, 6,000 C-Elysée were sold, accounts for 40% of CITROËN passenger-car sales in this country and 15% market share on the segment.
 - Also of note were the robust performances of the Brand in Ukraine (+24.3% for a 0.5-point rise in market share, at 2%), in Algeria (+81.4% for a 1-point rise in market share, at 3.8%) and in Turkey (+18% for a 0.2-point rise in market share, at 3.9%)
 - In further proof of its international momentum, CITROËN has signed three new importer contracts, including in Australia.



Appendix – CITROËN sales results

	Passenger car + LCV market share		
	H1 2012	H1 2013	Difference
Europe 30 (Western, Central and Eastern Europe)	6%	5.6%	-0.4 pt
China (passenger-car invoices)	1.7%	1.9%	+0.2 pt
Russia	1.2%	1%	-0.2 pt
Latin America (Argentina, Brazil, Chili)	1.9%	2%	+0.1 pt

	Passenger car + LCV registrations (in thousands)		
	H1 2012	H1 2013	Difference
Europe 30 (Western, Central and Eastern Europe)	466	401	-13.8%
China (passenger-car invoices)	105	138	+31.4%
Russia	17	14	-18.1%
Latin America (Argentina, Brazil, Chili)	52	58	+11.9%

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