200 Years of Peugeot History…
On Track Toward the Future

European HyperWorks Technology Conference
October 28th, 2010

Thomas Merchant
International Communications Manager

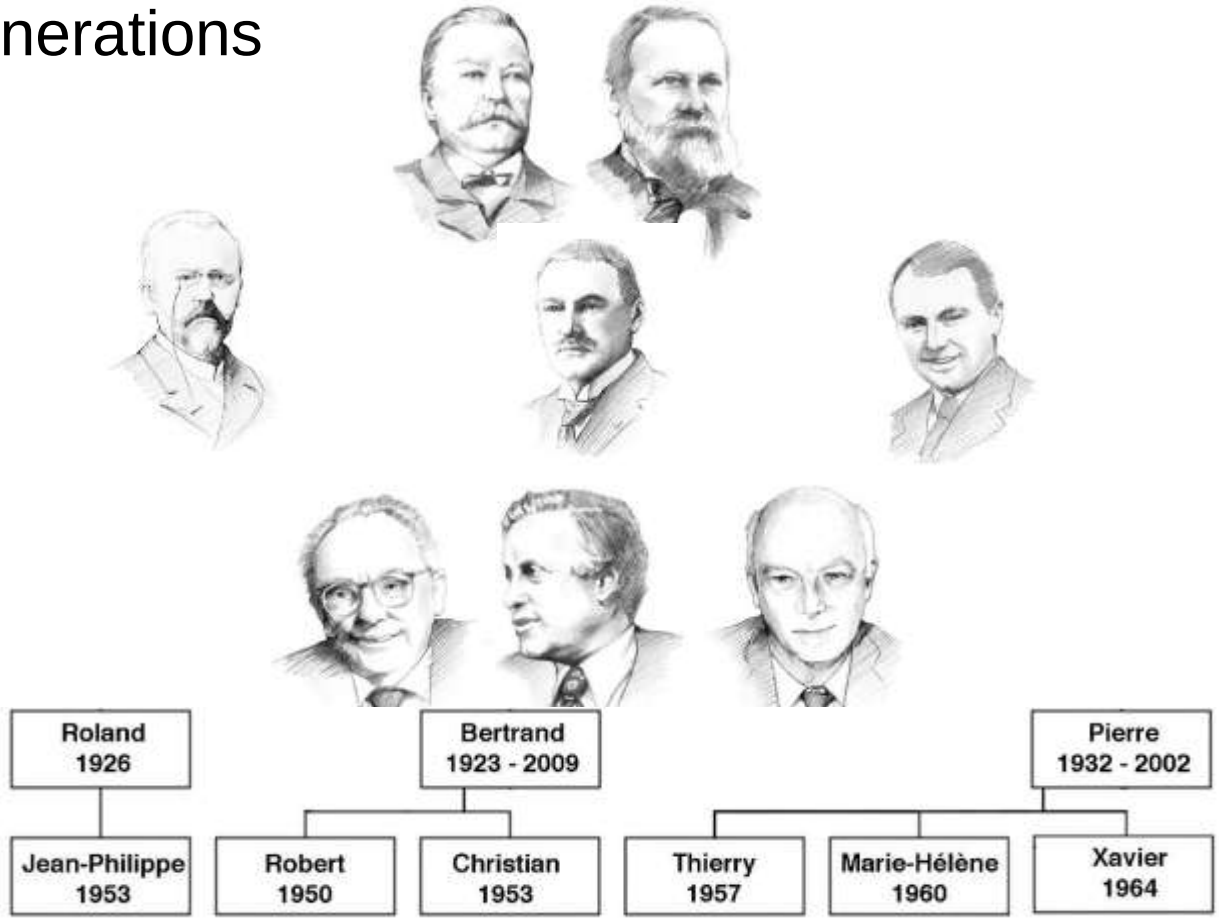
PEUGEOT

Paving the way for industrialization over 2 centuries

PEUGEOT

200 YEARS IN THE FOREFRONT OF INNOVATION

- 200 Years of family capitalism and independence for 7 generations



200 YEARS IN THE FOREFRONT OF INNOVATION

- From grain to steel, an unrivaled history …

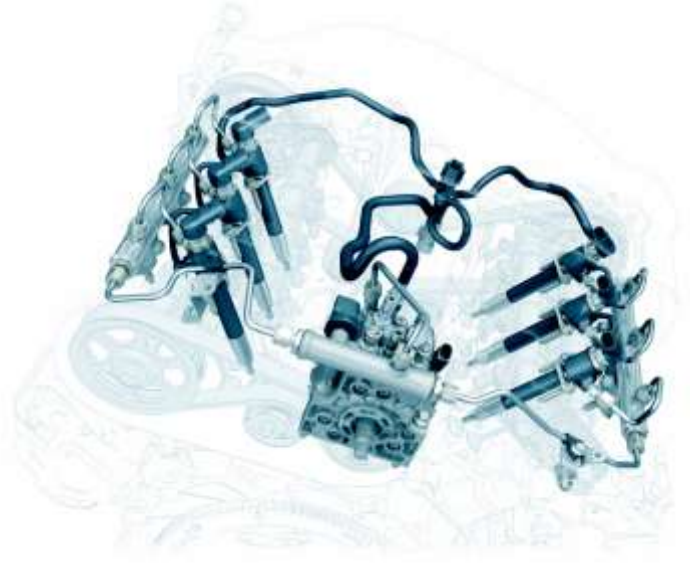
200 YEARS IN THE FOREFRONT OF INNOVATION

- One of the three oldest automotive brands Worldwide

120 years of automotive history

200 YEARS IN THE FOREFRONT OF INNOVATION

- A leadership built over time in fields of excellence such as diesel technology & the coupe-cabriolet



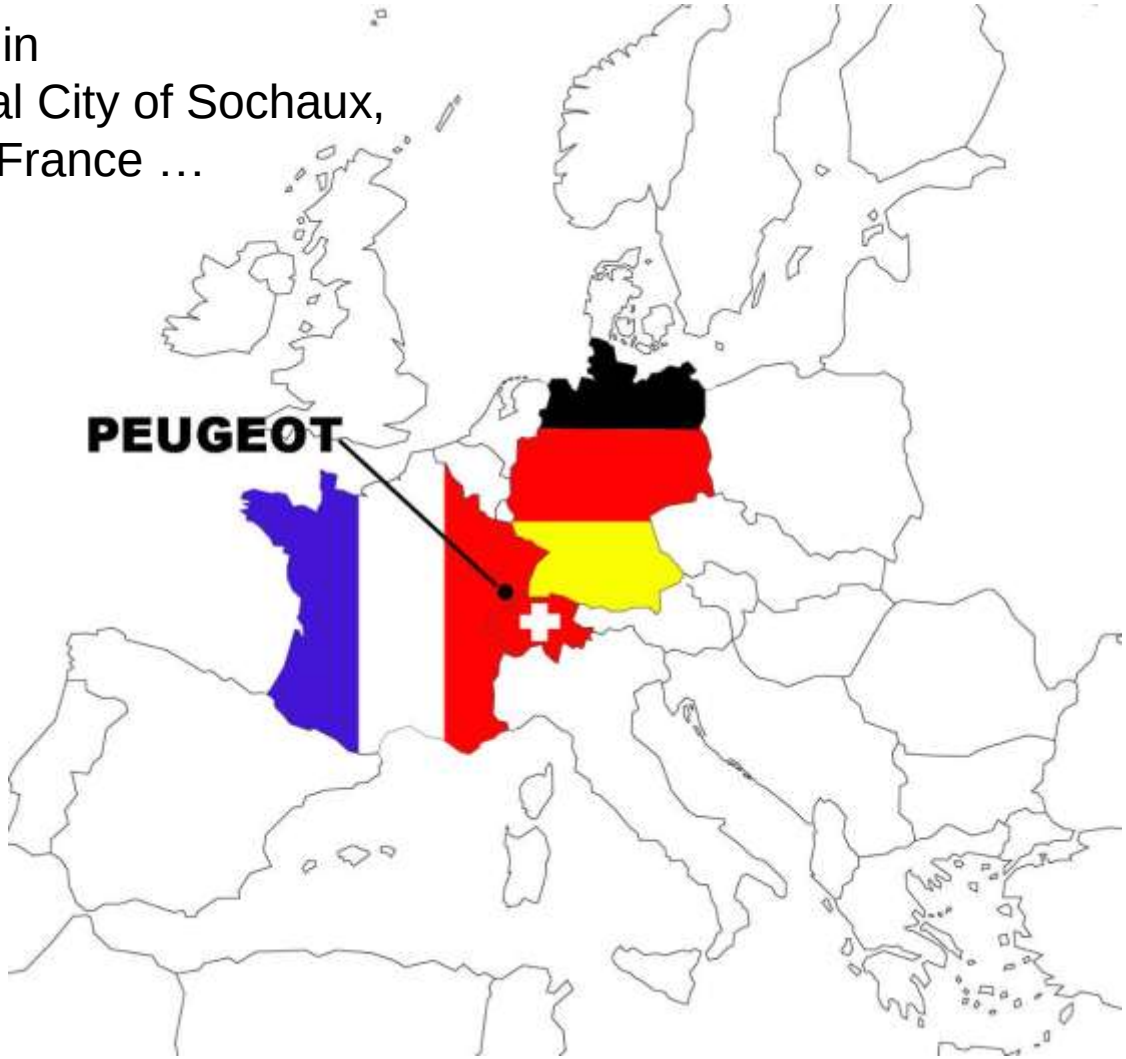
From Sochaux in Eastern France Provincial City to a Global Company

The best first semester ever recorded with ongoing international expansion

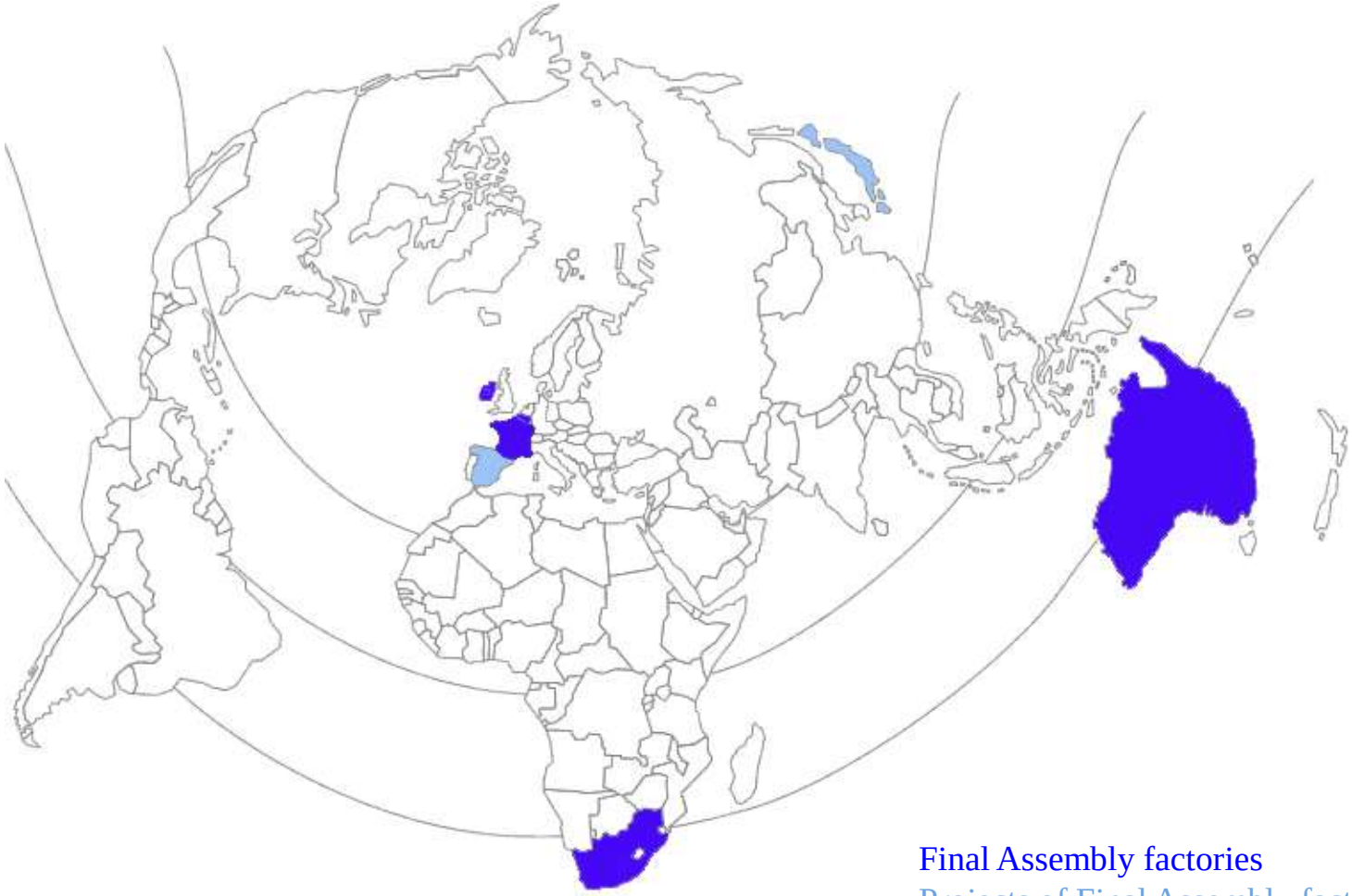
PEUGEOT

From Sochaux in Eastern France to a Global Company

The Origin
Provincial City of Sochaux,
Eastern France …

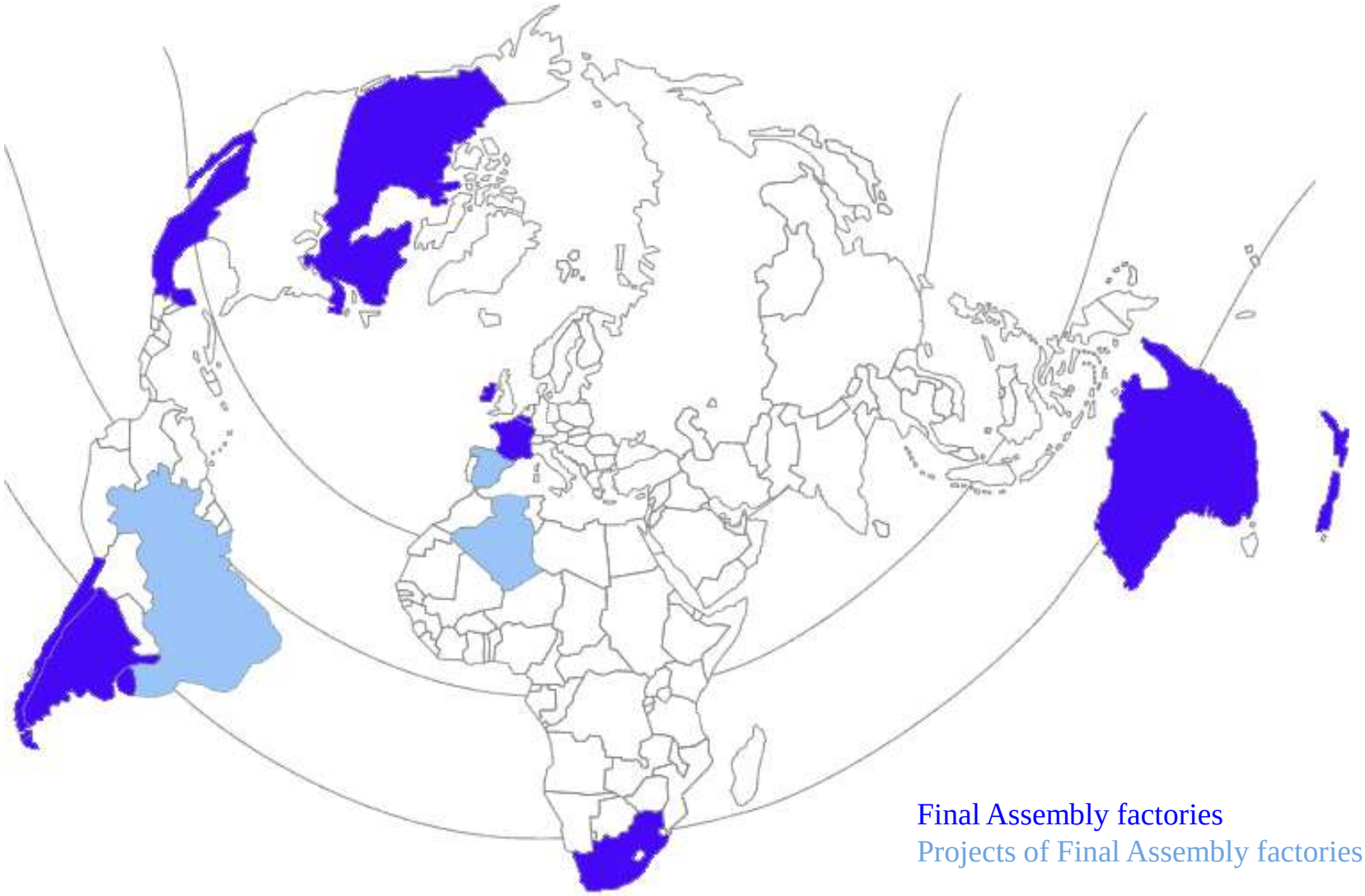


Peugeot's Industrial scheme in the 50's

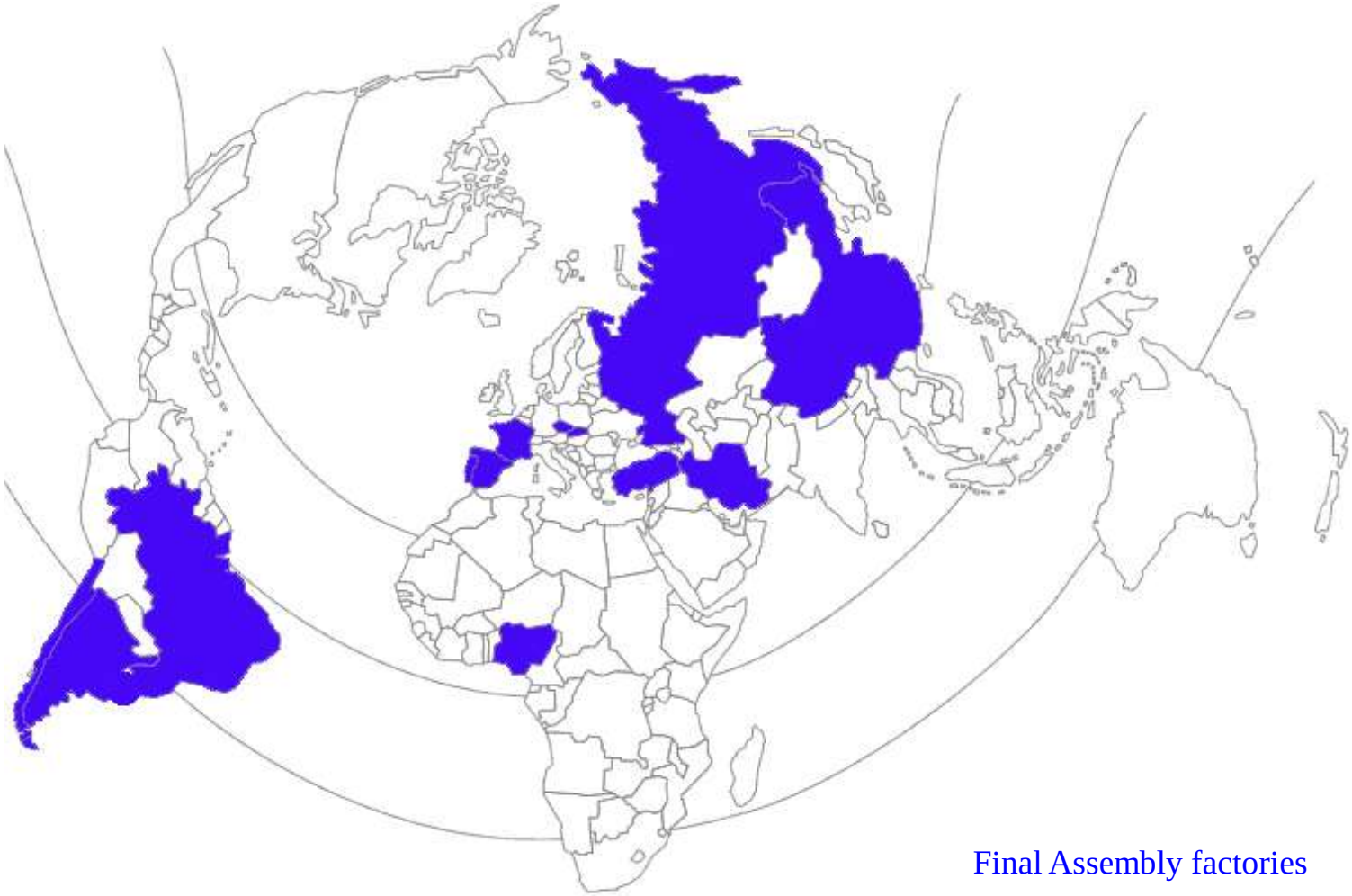


Final Assembly factories
Projects of Final Assembly factories

Peugeot's Industrial scheme in the 60's



Peugeot's (PSA) industrial scheme in 2010



Final Assembly factories

The best first semester ever recorded by Peugeot

- 1 093 000 vehicles sold World Wide
- + 16,7 % global sales in a market increasing at 13 %
- N°1 French Automotive Brand in the World
- A World Market Share of 3,1 %
- European Market Share of 7,8 % (+ 0,6 points)

PEUGEOT
MOTION & EMOTION

A Buoyant Product Policy Deserving of an Ambitious Global Strategy

PEUGEOT

A buoyant product policy

- **Peugeot will develop and market 14 new models between 2010 & 2012**

A global and challenging ambition

- To gain 3 slots in the world ranking of car brands :

A New Brand Identity Applied Worldwide

PEUGEOT

A new brand identity and a new global signature

BRAND	• **Define what makes the Brand UNIQUE** • **Construct a new and improved sense of modernity**
ENVIRONMENT	• Strengthen our environmental leadership through an offer of eco-friendly products
MOBILITY	• Propose new mobility solutions, via Peugeot products and services

Peugeot’s brand values

- Peugeot is a Brand relying on both **reason & passion** and celebrating in 2010 **200 years of industrial adventure.**

- These values are ingrained in the DNA of our Brand :

TRUST

PASSION

INSPIRATION

What is the brand and its positioning?

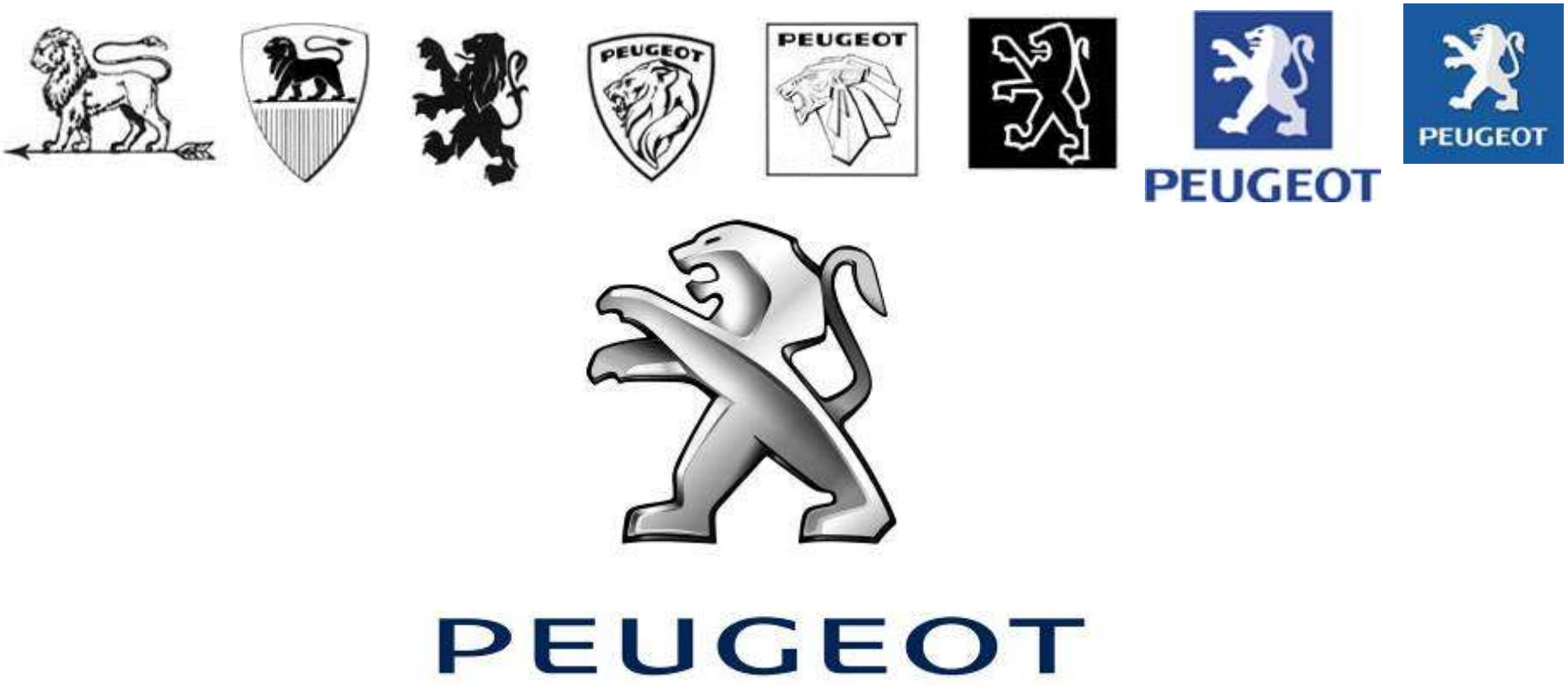
Emotion will always be at the heart of the Peugeot automotive experience.

&

A Peugeot will never be purely functional.

→ Peugeot is a unique alliance of expertise and emotion.

The New Lion : a World Wide known emblem

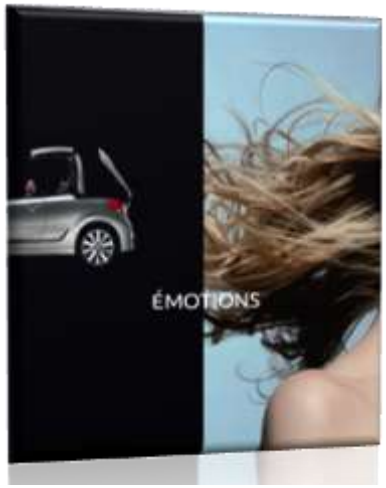


Created by Peugeot designers, the new Lion displays its modernity, fully expressing its strength.

Motion & Emotion : a new global claim for the brand

PEUGEOT

MOTION & EMOTION



A strong, clear, modern, international claim, **unique all over the world.**

A Brand signature supporting the perfect alchemy between « expertise » and « emotion », consistent with our strategy.

Alchemy TVC : Peugeot’s history & DNA in a nutshell

Mastering the Technologies of The 21st Century

Making them Widely Available

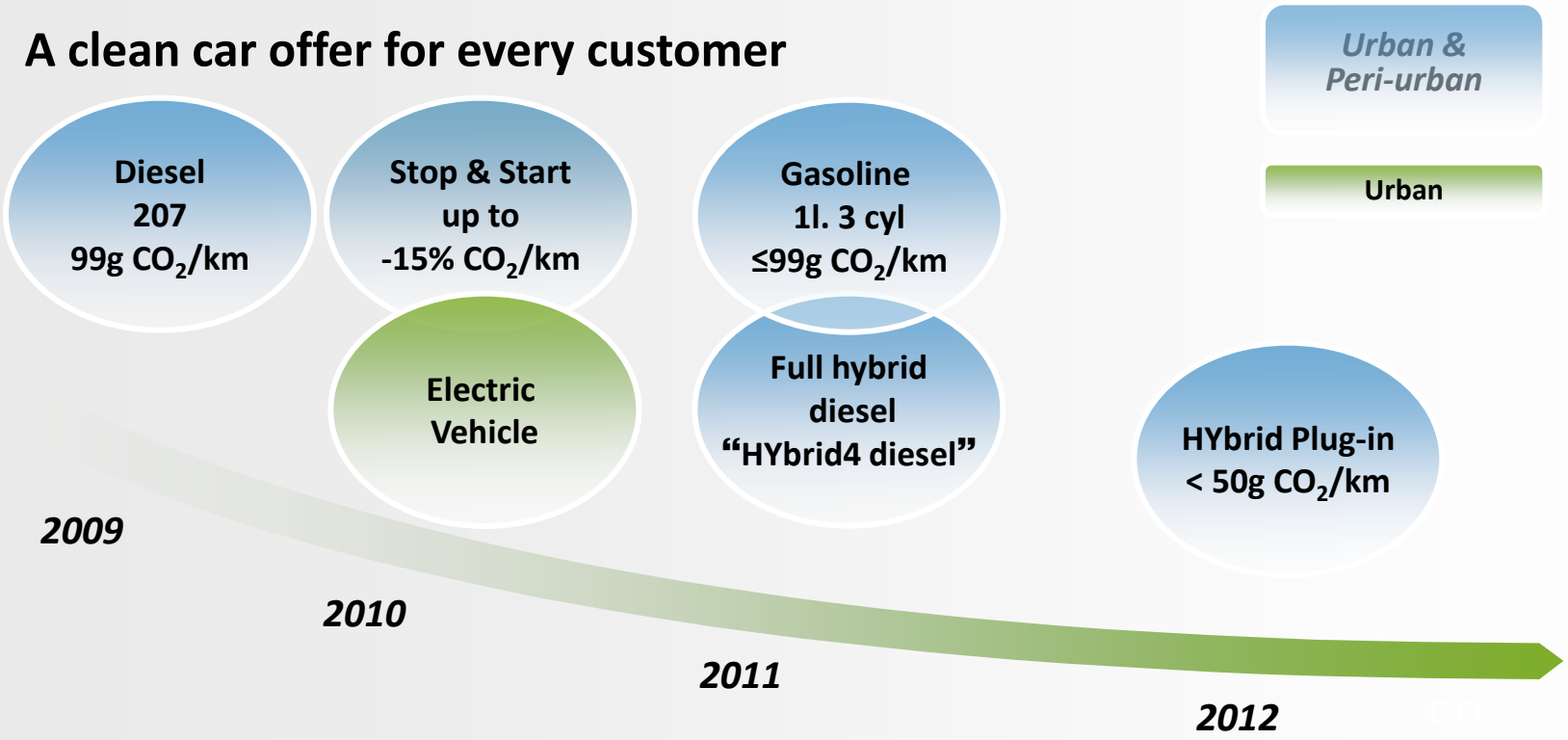
PEUGEOT

The largest portfolio of technologies within the industry

- **To cope with the 21st century challenge of sustainable mobility, a wide range of technologies will be needed :**
  - Advanced traditional Internal Combustion Engines
  - Micro Hybrids
  - Full Hybrids
  - Electric vehicles

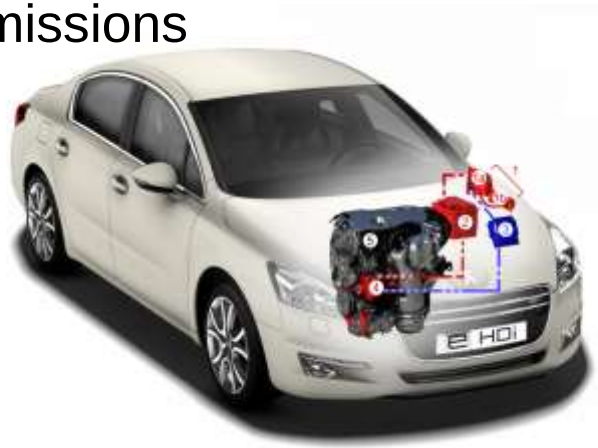
Peugeot's mass market technologies introduction time table

- **A clean car offer for every customer**



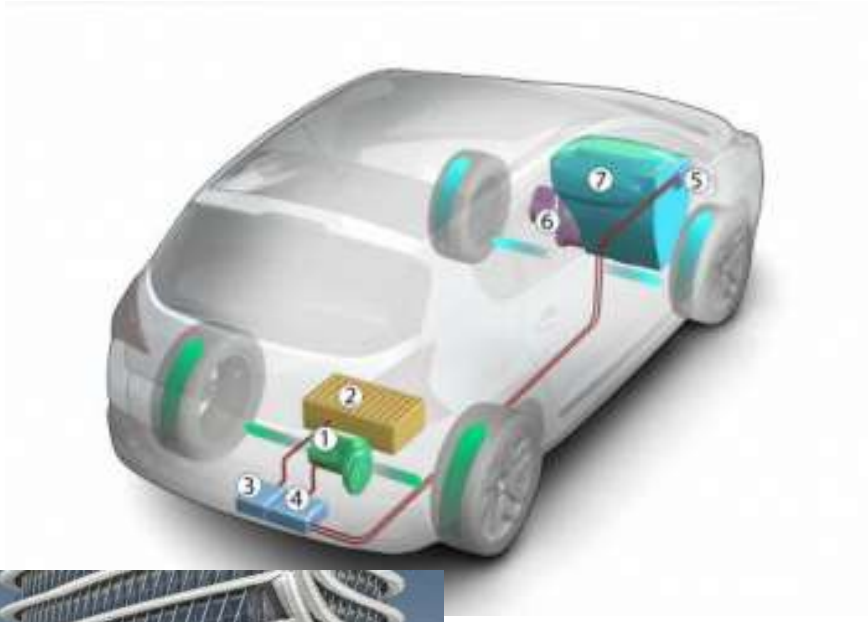
e-HDi : micro Hybridization for mass market application

- From 8 to 15 % less consumption & CO_2 emissions
- Widely applied by 2011
- **4,1 l/100 km, 109 g.CO_2/km**
  on the New Peugeot 508 high end sedan



HYbrid 4 : the first World Hybrid Diesel

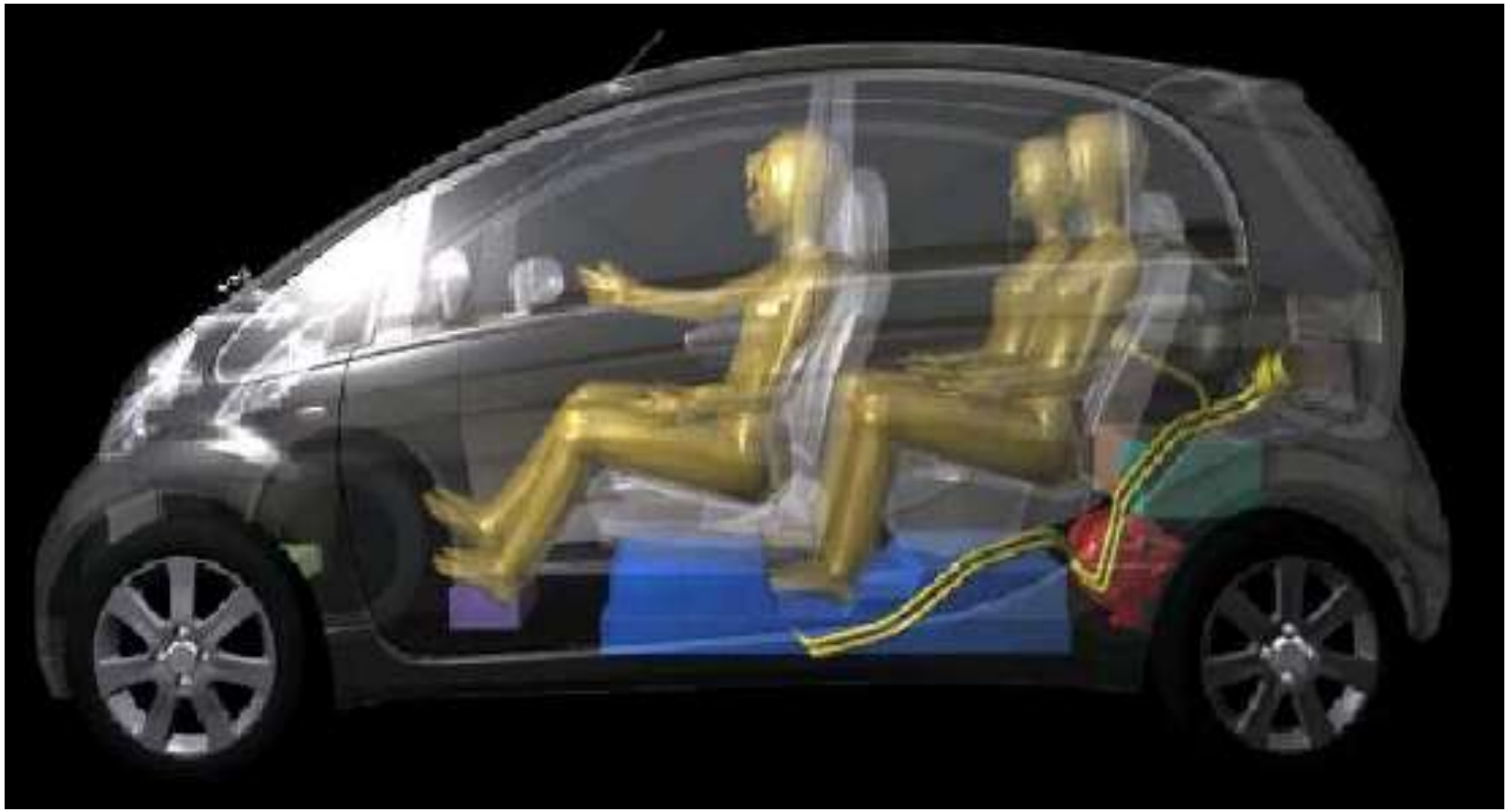
- - 35 % consumption & CO2 emissions
- **3,8 l/100 km, 99.CO2/km**
- A real breakthrough technology
- Will be launched on 3008 in the summer of 2011



Peugeot's Electric Vehicle Offer : i*0*n by the end of 2010

- **Peugeot i*0*n**
  - In co-operation with Mitsubishi Group
  - Both for private owners & fleets
  - 150 km of autonomy
  - Last generation Li-ion batteries
  - Outstanding driveability for urban use

Peugeot i*0*n : An urban car with roominess and comfort

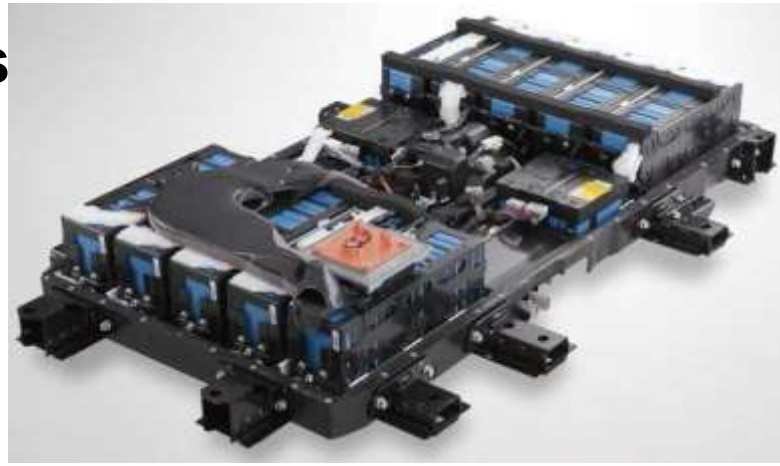


L=3,48 W= 1,48 h=1,60 Wheel base 2,55

Peugeot i0n : an electric car both safe & fun to drive

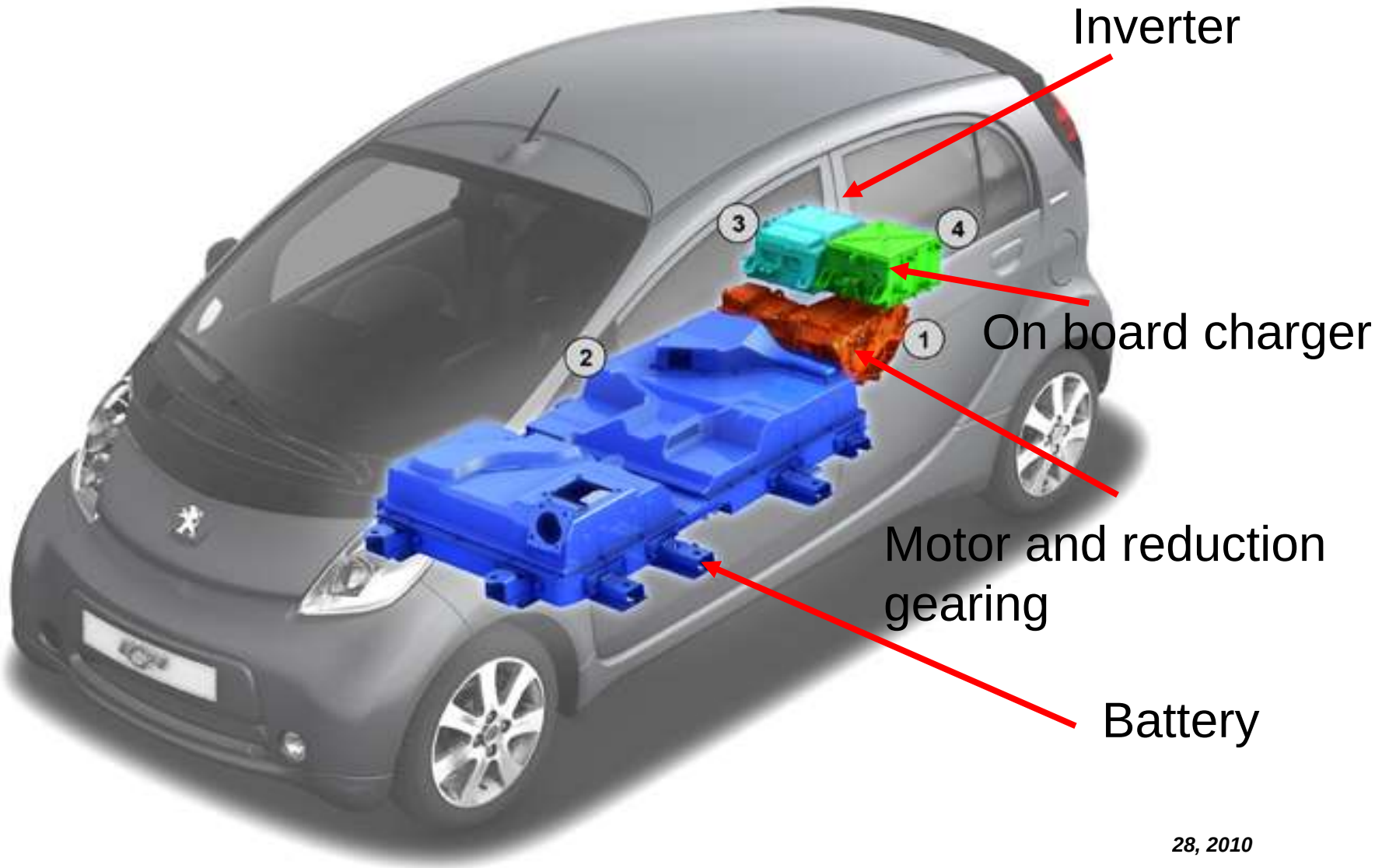
- **Vivacity**
  - Maximum speed of 130 km/h
  - Torque immediately available for linear accelerations

- **30 km/h to 60km/h in 3,5 seconds**



- **Safety**
  - High driving position
  - Reinforced structure
  - Low gravity center (batteries under the floor)
  - 6 Airbags, 2 Isofix, non fastened seat belt warning
  - (front) and unfastened warning (rear)
  - ABS, ESP, REF, AFU as standard

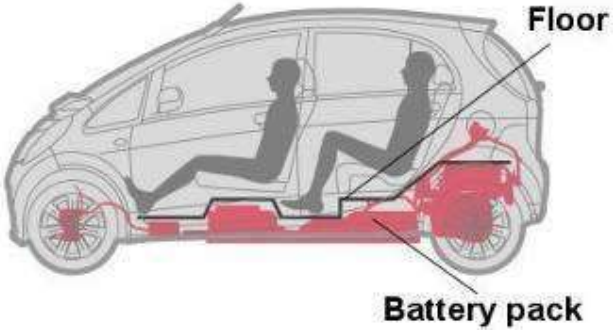
Peugeot i0n architecture



A ready to use electric vehicle with easy charging systems

Battery Li-ion (manganese oxide technology)

- 16 kWh - 330 volt
- No memory effect
- Located under floor



100% charge on standard house supply 16A in 6h

Quick charge at a dedicated recharging unit :

- 20% en 5 mn
- 50% In 15 mn
- 80% In 30 mn

Electricity is also intensity :
EX1 World Record breaking electric car

Being a Leader in Mobility Services

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Mu by Peugeot : reinventing mobility in modern cities

❑ A new mobility pre-paid offer

- A dematerialized service via internet
- A “Pay Per Use” mode of consumption
- Tailor made service
- 61”Mu Qualified” outlets across Europe in 2010
- 280 outlets by 2013

… **For a week-end** …… **Always available** …….. **Half a day ride Why not ?** …….. **Occasional need** ……..

Car Styling
Peugeot’s Manifesto
Emotion, Allure, Dynamism

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SR1 : the styling manifesto of Peugeot

- **SR1 is the incarnation of a rejuvenated Peugeot style**
- **Paving the way for the Brand's future products**
  - Elegance and allure
  - Athletic
  - Dynamic
  - Peugeot DNA

Passion & Emotion
Peugeot and the Motor Sport World

PEUGEOT

One of the largest records of achievement in Motor Sport World

- 1895 : victory of Peugeot Type 7 in Paris-Bordeaux-Paris
- 3 victories in 500 miles of Indianapolis (1913, 1916,1919)
- 4 victories in East African Safari (1963, 1966, 1967, 1968)
- 5 Rally World Champion Titles (85, 86, 2000, 2001,2002)
- 4 Paris-Dakar victories (87, 88, 89, 90)
- 3 World Titles IRC (2007, 2008, 2009)
- 2 victories in the 24 hours of Le Mans (1993, 2009)

Conclusion

PEUGEOT

A brand that reinvents itself over time

- After 200 years of Industrial history & independence Peugeot is determined to :
  - Answer the challenge of sustainable mobility
  - Remain a major actor in automotive innovation
  - Be in the fore front of environmental technology
  - Cope with globalization, while remaining self-sufficient
  - Act locally while maintaining a global perspective

Anniversaries hold importance if they constitute a bridge to the future!

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