

Press Release

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PSA Peugeot Citroën expands its range with new SUV

The new SUV's, the result of collaboration between Mitsubishi Motors Corporation (MMC) and PSA Peugeot Citroën, will be sold by both Peugeot and Citroën marques from July 2007. They will be fitted with an HDi engine with particle emission filter (PEF). The sales targets of 30,000 units per year will enable the group to become a major player in a market segment whose growth perspectives remain strong in Europe.

A niche market in the early 90s, the 4x4 segment has enjoyed a strong and steady growth in sales. Now representing more than 6% of the private vehicle market in Europe, or over one million units in 2005, 4X4s have become a separate segment.

▪ Fruitful collaboration for both groups

At the beginning of 2005, the two groups decided to combine their competences around an SUV (Sport Utility Vehicle) type 4x4 leisure vehicle platform being developed by MMC. The partnership concerned the adaptation of this platform for the Peugeot and Citroën marques. This cooperation, concluded in a "win-win" spirit, has evident benefits for both partners.

PSA Peugeot Citroën thus has access to 4x4 technology enabling it to present a new range in Europe in the SUV segment. Mitsubishi Motors, for its part, will gain a return on its investment with higher volumes.

▪ Combining the best of both worlds: the feeling of safety of the 4x4 with its ability to go off the beaten track, and the driving pleasure of a saloon.

Mitsubishi Motors is providing a new platform resulting from its acknowledged technical ability in terms of 4x4 transmission vehicles. To obtain a product definition in accordance with its standards, the PSA Peugeot Citroën group has contributed to the development and adaptation of its SUV. Its area of intervention covers the wheels and suspension: elements such as the brakes, steering, suspension, the drive train and the tyres, have therefore been revised and adapted to guarantee the highest standards of comfort and driving behaviour corresponding to PSA Peugeot Citroën's requirements in this respect.

▪ PSA Peugeot Citroën gives its SUV the best clean diesel technology

With the aim of reconciling emissions and ecology, all Peugeot and Citroën models are fitted as standard with a particle emission filter (PEF) of PSA Peugeot Citroën technology associated with the latest 2.2l HDi engine. Also, like all HDi engines from the PSA Peugeot Citroën group, this 2.2l HDi is designed to accept up to 30% biodiesel.

PSA Peugeot Citroën is therefore confirming its position as world leader in the use of clean diesel vehicles with particle emission filter.

This direct injection, common rail diesel with a capacity of 2.2l used on the SUV, is derived from the power unit already fitted to middle and high end model ranges of the group marques. Developed in partnership with the Ford group, it has been adapted to meet the specific needs of 4X4 vehicles.

- **PSA Peugeot Citroën confirms the identity of each of its marques**

True to its strategy, the PSA Peugeot Citroën group has applied the philosophy that each of its marques has a vehicle with a unique personality, thanks to major work on the interior and exterior styling.

- **PSA Peugeot Citroën offers increased levels of safety, comfort and driving enjoyment in this vehicle segment**

With this new range, the PSA Peugeot Citroën group is continuing its strategy of investing in new market segments to complement the updating of its current ranges.

The group is investing further in both marques to attract a new clientele looking for something "different" to drive without having to give up driving pleasure and comfort, and while respecting the environment.