

DIGEST SHEET



Rueil-Malmaison, 15 January 2019

WORLD SALES RESULTS – 2018

**STRENGTHENED BY THE SUCCESS OF ITS PRODUCT OFFENSIVE,
CITROËN ACHIEVED ITS HIGHEST SALES IN EUROPE FOR SEVEN YEARS**

Following the publication of the PSA Group press release this morning, here is a summary of the main highlights on Citroën's sales results in 2018.



"Strengthened by our renewed and consistent range, with no fewer than six major launches since 2016, we achieve a sales record in Europe for seven years, increasing our market share in passenger cars and light commercial vehicles alike. This performance underlines the appeal of the 'New Citroën' that we have built over the last four years. And this momentum will be pursued this year with the launch of our New C5 Aircross SUV and the continuation of the New Berlingo launch begun in September 2018. In 2019, Citroën will also be celebrating its Centenary, with a host of surprises in store! See you at the Geneva Motor Show in March to find out more!"

Linda Jackson, Chief Executive Officer, Citroën Brand

EUROPE (30 COUNTRIES): 825,000 sales

- ✓ **Highest sales volume for seven years** (the 800,000 mark had not been topped since 2011)
- ✓ **5th consecutive year of growth => +28% on 2013**
- ✓ **In registrations: the Brand is gaining ground on all fronts:**
 - **PC+LCV: growth of 4.6%**, much higher than market growth (+0.3%) => market share: +0.2 pts (4.5%)
 - **PC: growth of 5.0%** in a stable market (-0.0%) => market share: +0.2 pts (3.8%) /It is the **strongest growth in top 12 best-selling brands in Europe** (tied with Peugeot)
 - **LCV: growth of 3.5%**, higher than the market (+3.0%) => market share: 9.5% / **Citroën in the top 5 best-selling brands in Europe** (up 1 place)

INSPIRED BY YOU

CITROËN PRESS DEPARTMENT

7, RUE HENRI SAINT-CLAIRE DEVILLE 92500 RUEIL-MALMAISON

TEL.: +33 (0)9 66 66 48 95 – service_presse@citroen.com – <http://int-media.citroen.com> – www.citroen.com

A MOMENTUM DRIVEN BY THE SUCCESS OF LATEST LAUNCHES

- ✓ **C3:** over **510,000 sales** since its launch (Nov. 2016) including over **240,000 in 2018**
 - In Europe = growth of **6% in orders vs 2017**
 - Rich mixes: 40% 'Shine' (level 3/3) / 65% bi-tone / 55% 'Airbump' / 25% optional interiors
- ✓ **C3 Aircross SUV:** almost **160,000 sales** since its launch (Oct. 2017) including over **120,000 in 2018**
 - 2nd PC best-seller for Citroën (after C3)
 - Rich mixes: 50% 'Shine' (level 3/3) / 30% optional interiors / 30% bi-tone / 25% Colour Packs
- ✓ **C4 Cactus:** almost **80 000 sales in 2018**
 - Thanks to New C4 Cactus, the model is showing growth of **33% vs 2017** (vs C4 Cactus phase 1)
 - Rich mixes: 55% 'Shine' (level 3/3) / 55% Colour Packs / 65% 'Advanced Comfort' seats
- ✓ **Jumpy (Dispatch)/SpaceTourer:** almost **140,000 sales** since the launch (2016) including over **60,000 in 2018** i.e. **+19% vs 2017**
- ✓ **New Berlingo Van/Berlingo:** launched in September and already **42,000 sales**
 - Berlingo Van = leader in its segment (F1) in Europe (YTD registrations 11 months of 2018)
- ✓ **C5 Aircross SUV** (excluding China): only just launched in Europe, it has already accumulated over **6,000 sales**

CHINA AND SOUTH-EAST ASIA: 114,000 sales

- ✓ China remains **Citroën's second-biggest market**, but the contraction in the Chinese market (down 2% for the year and -10% in H2*), marked by heightened competition (price war driven by over 100 brands), led to a decrease (-13%) in Citroën sales in the country.
- ✓ However, the Brand pursued its SUV offensive in 2018 with the launch of **C4 Aircross** (Chinese version of C3 Aircross) in late September (nearly 2,000 sales). **C5 Aircross SUV** has sold in nearly **50,000 units** since launch in September 2017 (nearly 25,000 in 2018).
- ✓ Citroën will continue its offensive in 2019 with, on 16 January, the reveal of the **mid-life version of the C3-XR SUV**, which will be on sale from March.

LATIN AMERICA: 60,400 sales

- ✓ The sales decrease in this region resulted largely from the dip in the Argentine market (down 10% for the year and -32% in H2), Citroën's number-one market in the region, and the depreciation of exchange rates.
- ✓ Nonetheless, Citroën sales increased in **Brazil** (number-two market) and **Chile** (number three), as well as in **Ecuador** and **Colombia** (up 1.5%, 10%, 71% and 43%, respectively).
- ✓ The local version of **C4 Cactus** (produced at Porto Real in Brazil) was launched in September => well received, leading to nearly 9,000 local sales for C4 Cactus = x4.5 vs 2017!
- ✓ Also of note was the growth in sales of **New C3** (+9.5%) and **New Jumpy** (produced locally in Uruguay since H2 2017), whose sales have more than doubled.

MIDDLE EAST AND AFRICA: 34,700 sales

- ✓ The sales decrease in this region resulted largely from the **fall in the Turkish market** (down 35% for the year and -52% in H2) which is Citroën's **1st market in the zone** (Turkey itself represented 46% of Citroën sales in the region in 2017, and only represented 23% in 2018)
- ✓ However, in the **French Overseas Territories** (attached to this region), **Citroën sales increased**, notably in **Réunion** (+13%), **Guadeloupe** (+17%) and **French Guiana** (+2.5%).

EURASIA: 6,400 sales

- ✓ Boosted by the H1 launch of **Jumpy/SpaceTourer** produced in Kaluga (Citroën's local best-seller), **the brand has stabilised its sales** (+0.7%) despite a slowing of the Russian market in H2.
- ✓ In **Ukraine**, Citroën registrations were up nearly 50% in a market that contracted. The Brand increased its market share by nearly one point to 2.8%.

INDIA PACIFIC: 5,700 sales

- ✓ After an exceptional year in 2017 (+36% vs 2016), **Citroën confirmed its strong sales performance in the region in 2018** : -390 sales vs 2017, but still **+27% on 2016**.
- ✓ Noteworthy: Sales growth of 7% in **Japan** (number-one market), the highest volume for over 20 years / Sales up 27% in **South Korea** (number-two market) / **C3** is the brand's local best-seller with sales up 66%.



**H1 = first half of year / H2 = second half of year.*

The Citroën Brand

An international automotive brand at the heart of the mainstream market, Citroën has cultivated boldness and creativity since 1919. Standing apart through their design and ensuring well-being through comfort and technology, Citroën cars like the New C4 Cactus and the New C3 Aircross Compact SUV, bring a breath of fresh air to the automotive world. The brand is popular in its noblest sense: its main source of inspiration is people and their lifestyles. This spirit is captured in its signature: "Inspired by You". It also finds expression through a unique customer experience with its city store concept 'La Maison Citroën', its online opinion site 'Citroën Advisor' and mobility solutions such as Citroën Rent & Smile and Citroën Earn & Drive. With 10,000 sales and after-sales points in nearly 80 countries, Citroën sold 1.05 million vehicles in 2018. The Brand has also amassed eight Manufacturers' titles in the World Rally Championship and won three consecutive Manufacturers' title in the FIA World Touring Car Championship.

PRESS CONTACT

Paul MAHOUIN - Tel.: +33 (0)7 61 52 63 16 - paul.mahouin@citroen.com