



PRESS RELEASE

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PSA Peugeot Citroën becomes “Groupe PSA”, symbolising the transformation led by the “Push to Pass” strategy

The Company unveils its new “Groupe PSA” brand and adopts a new logo.

The “Push to Pass” strategy effectively opens a new chapter in the Group’s history. As well as setting out strategic focuses and specific objectives, “Push to Pass” represents the first step towards achieving the Company’s vision, which is anchored in two primary ambitions:

- To be a great carmaker with cutting edge efficiency; and
- A preferred mobility services provider worldwide for lifetime customer relationship.

The Group’s new identity (its previous “PSA Peugeot Citroën” brand dates from 1991) is aligned with the shift in its business model towards a broader portfolio of business activities in a drive to optimise its existing customer base while expanding that base through digital innovation. It symbolises the vitality of the Group’s three powerful automotive brands (Peugeot, Citroën and DS) and all the Group’s other current and future businesses. The new corporate identity resonates with the Group’s 200-year industrial heritage.

The new logo was designed exclusively in-house by the creative teams of Peugeot Design Lab, a Global Brand Design studio which lends its automotive-based expertise to external brands.

For Jean-Pierre Ploué, Chief Design Officer, “Our pure and elegant new logo, symbolises a collective ambition to look forward to new horizons: it is the next step in the evolution and the extension of PSA’s product offer towards new mobility services. The logo’s deep midnight blue is directly inspired by our rich heritage”.

<http://www.groupe-psa.com/en>

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About PSA Group

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Group sold 3 million vehicles worldwide in 2015. Second largest carmaker in Europe, the PSA Group recorded sales and revenue of €54 billion in 2015. The Group confirms its position of European leader in terms of CO₂ emissions, with an average of 104.4 grams of CO₂/km in 2015 and is currently the leader in connected vehicles, with a fleet of 1.8 million connected vehicles on the road worldwide. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).

For more information, please visit [groupe-psa.com/en](http://www.groupe-psa.com/en)