

PEUGEOT'S SALES GO FROM STRENGTH TO STRENGTH

Submitted by: Peugeot

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- 5.36% Market share in March
- Market up YTD 27.3%, Peugeot up 31.5%
- Strong sales' performance from 107, 207, 308 and 3008

Peugeot's strong start to 2010 continues with sales up 22.3% in March and 31.5% year-to-date, in a market up 27.3%.

Peugeot's fuel efficient and environmentally friendly range of vehicles has been a hit with the UK consumers in March. Strong sales for the fun and innovative city car, the Peugeot 107, and the stylish and practical Peugeot 207 have resulted in Peugeot's small car sales increasing by 15.4%, year-to-date.

Family buyers have also chosen Peugeot, with Peugeot 308 sales up 21.8% along with 2,500 "What Car? Car of the Year 2010" Peugeot 3008s proudly displaying new "10" registration plates. Both the Peugeot 3008 and recently launched Peugeot 5008 continue to exceed expected sales objectives. The innovative 7 seater (<http://www.peugeot.co.uk/family-cars>) designs and clever practicality of both family cars (<http://www.peugeot.co.uk/family-cars>), combined with highly fuel efficient engines, are clearly perfectly matched to the current economic climate.

Peugeot's class leading diesel engines were also the power of choice in March with sales up 55.9 % year-to-date in a diesel market segment up 18.8%. Peugeot also saw above market growth in both retail (up 35.1%) and fleet sales (up 28.0%) in the first quarter of 2010.

With 200 years of heritage to look back on, a range of highly fuel efficient city cars (<http://www.peugeot.co.uk/city-cars/>) and a range of new models which are fast becoming the benchmark cars in their segments, Peugeot is now clearly on the move.

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To obtain high resolution downloadable images and pricing and specification information on the Peugeot Range of vehicles please log onto the Peugeot Press website: www.peugeotpress.co.uk (Newspress passwords apply)

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