

Market information sheet: Iran

1. Presentation

The Iranian market is characterised by state-planned automotive production.

Iran produced 1.073 million vehicles in 2007, up 2.8% on 2006. Passenger car production totalled 897,274 units (up 0.6% year-on-year), while LCV production came to 176,246 (a 16.2% increase on 2006).

Total car and LCV sales in Iran in 2007 were estimated at 1.2 million, a considerable 19.8% increase on 2006. Car sales of 1.056 million rose 23% year-on-year, while those of LCVs fell slightly (-0.7% year-on-year) to 144,000 units.

Inventory variations aside, out of total 2007 car and LCV sales, the estimated balance between imports and exports was a positive figure of 126,500 units.



2. Market*

January to December 2007

	Volume	Diff.
Car + LCV	1,073,520	+ 2.8%
Car	897,274	+ 0.6%
LCV	176,246	+ 16.2%

Market share of the top five automotive groups (Jan to Dec 2007)

	2007 market share	2007/2006 difference
1. Hyundai	39.3%	- 2.4%
2. Iran Khodro	27.0%	+ 13.3%
3. PSA Peugeot Citroën	23.9%	- 6.5%
4. Nissan	5.9%	+ 28.9%
5. Mazda	1.5%	+ 8.7%

Market share of the top five models (Jan to Dec 2007 – car + LCV)

1. Kia Pride	37.4%
2. Peugeot 405	9.9%
3. Peugeot RD	9.9%
4. Iran Khodro Peykan PU	8.8%
5. Iran Khodro Samand	8.3%

3. The Group and its brands

Group market share (Jan to Dec 2007 – car + LCV)

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	Volume	%	Diff.
Citroën	12,051	1.1%	- 17%
Peugeot	244,164	22.7%	- 5.9%
PSA	256,215	23.9%	- 6.5%

Market share of the top five Group models (Jan to Dec 2007)

	Volume	%	Diff.
1. PEUGEOT 405	106,561	9.9%	- 18.0%
2. PEUGEOT 206	82,075	7.6%	+ 9.2%
3. PEUGEOT PARS	55,528	5.2%	+ 2.1%
4. CITROËN XANTIA	12,051	1.1%	- 17%

4. Production facilities

The Group does not have direct production or sales facilities in Iran.

Industrial cooperation agreements:

- Peugeot with Iran Khodro: assembly of 405, 206 and 206 Sedan
- Citroën with Saipa: assembly of Xantia.

5. Models marketed

- **Peugeot:** 206, 405, 405 GLX, Pars
- **Citroën:** Xantia

6. Finance

PSA Peugeot Citroën does not have financing activities in Iran.

7. Websites

The brands do not have dedicated websites in Iran.

* These are **production** data not **sales** data. Values for the Iranian market are lower because Iran exports to neighbouring countries.