

**PSA PEUGEOT CITROËN: ONE GROUP, TWO MARQUES**

**EXPLORE THEIR HISTORY**

*This document reviews the parallel histories of each of the marques since 1976, when they were combined to create PSA PEUGEOT CITROËN.*

**PSA PEUGEOT CITROËN  
2008 - 1976**

---

**2008**

**Organisation:** Jean-Pierre Ploué was appointed Director of Styling.

**International:** PSA Peugeot Citroën and Mitsubishi Motors Corporation laid the first stone of their joint plant in Kaluga (Russia).

Russia : PSA Peugeot Citroën and Mitsubishi Motors Corporation set up a joint venture to accelerate their growth.

**Partnership:** PSA Peugeot Citroën and Robert Bosch GmbH signed a strategic partnership on diesel hybrid technology.

EDF and PSA Peugeot Citroën signed a partnership to promote the development of rechargeable electric and hybrid vehicles.

Mitsubishi Motors Corporation (MMC) announced a feasibility study on extended technical cooperation in electric drive trains.

PSA Peugeot Citroën and Karsan signed a technical cooperation agreement to develop and produce the Berlingo First and Partner Origin.

**Social:** The Works Council adopted a voluntary departure plan concerning 3,550 structural jobs.

PSA Peugeot Citroën obtained renewal of its national Gender Equality label.

**Innovation and Environment:** PSA Peugeot Citroën innovated with the HYbrid4 system, 4WD diesel hybrid technology.

Through StorHy, the European hydrogen storage programme, PSA Peugeot Citroën is building its expertise in vehicles with zero CO2 emissions.

eCall: a service from PSA Peugeot Citroën, European leader in emergency call systems.

For reducing CO2 emissions, the Group believes in the future of small petrol engines and the Stop & Start.

PSA Peugeot Citroën announced the development of a new family of 1 litre 3-cylinder petrol engines. The aim is to bring to market vehicles emitting less than 100 grammes of CO2 per kilometre.

PSA Peugeot Citroën was present at the first Sustainable Development show.

The PSA Peugeot Citroën site in Valenciennes started producing the new 6-speed MCM (Mechanical Compact) Gearbox.

The Trnava site received ISO 14001 certification.

**Production:** The Vigo site produced its nine millionth vehicle since its founding in 1958.

Toyota Peugeot Citroën Automobile produced its one millionth vehicle.

With the new Citroën Berlingo and Peugeot Partner, the Group gained the youngest and most complete range of commercial vehicles on the market.

**Safety:** Peugeot 308 CC received five stars in EuroNCAP crash tests.

The new C5 saloon takes five stars in Euro NCAP crash tests.

**Launches:** Citroën Grand C4 Picasso in China.

Citroën C-Quatre (scheduled for launch in China from September).

New Peugeot 308 CC.

Peugeot 207 in Brazil – available in hatch, sedan and SW versions.

Peugeot 308 SW and new Peugeot Partner and Citroën Berlingo.

New Citroën C5.

Citroën Nemo and Peugeot Bipper.

**2007**

**Organisation:** In February, Christian Streiff succeeds Jean-Martin Folz as Chairman of PSA Peugeot Citroën. He defines four priorities for the Group: quality, costs, product and international. A wide-ranging action plan is rolled out, CAP 2010.

Christian Streiff presents the Group's strategy and ambitions for 2010-2015.

**International:** PSA Peugeot Citroën signs a joint venture project with Hafei, a Chinese automotive manufacturer, to produce passenger-transport vehicles (under 10 seats) for the Chinese market.

The Citroën C4 notchback, manufactured at the Buenos Aires site, is launched in Argentina.

The Group announces plans for a new industrial site in Russia, in Kaluga, 180 km south-west of Moscow. The new site will be operational in 2010.

**Environment:** For the second year running, PSA Peugeot Citroën comes first in the rankings of the ADEME (French agency for the environment and energy management) with average emissions of 140g of CO<sub>2</sub>/km in France.

At the Frankfurt Motor Show, the two Group brands unveil their new eco-labels, "Blue Lion" for Peugeot and "AirDream" for Citroën.

**Labour:** In France, the management and five trade unions sign an agreement on forward skills and employment planning.

PSA Peugeot Citroën's fourteen main suppliers agree to respect Group standards on social and environmental policy.

In France, the Works Council reviewed application of the plan to encourage voluntary departures put in place on 1 June. In the first six months of application, 6,200 employees accepted voluntary departure.

**Innovation:** The Group wins the 2007 International Engine of the Year prize in the 1.4-litre to 1.8-litre category for its 175 bhp DIN 1.6 l Direct Turbo Injection petrol engine designed in partnership with BMW. The Group topped the 10 million mark for sales of vehicles equipped with the HDi engine, a key way to cut CO<sub>2</sub> emissions.

The Peugeot Expert and Citroën Jumpy compact vans claim the "International Van of The Year 2008" prize. The Peugeot 308 is named "Golden Steering Wheel 2007" by the German magazine Bild.

**Production:** Vigo produces its nine millionth vehicle since its start-up in 1958.

Since their launch in 1996, more than three million examples of the Citroën Berlingo and Peugeot Partner have been produced.

**Safety:** The Peugeot 207 CC obtains five stars in EuroNCAP tests, a first in the coupé-cabriolet segment.

**Sport:** Peugeot unveils its 908 HDi DPFS, powered by a V12 diesel with a particulate filter, which competes in the Le Mans 24 Hours race.

**Launches:** Roll-out of Peugeot 207 range with the 207 CC, 207 RC and 207 SW.

Peugeot 308.

Citroën C4 Picasso (5-seater)

The Group's first compact SUVs, the Peugeot 4007 and Citroën C-Crosser.

New Citroën C5, saloon and estate versions.

## 2006

**Innovation:** PSA Peugeot Citroën unveils two Hybrid HDi demonstration vehicles (the 307 and C4) that consume 3.4 l/100 km. The Group plans to launch the vehicles in 2008.

PSA presents its GENEPAC fuel cell, developed in partnership with CEA, a French technological research association. The Group also opens a fuel cell research unit in its Carrières sous Poissy research centre.

**International:** Two new vehicles are produced at the Wuhan site – the Peugeot 206 and Citroën C-Triomphe. These models round out the range marketed in China by PSA Peugeot Citroën and its partner Dong Feng.

**Production:** PSA Peugeot Citroën announces intention to cease production at Ryton plant (Great Britain) in 2007.

Inauguration of a new production unit at the Valenciennes plant dedicated to the manufacture of the MPC compact automated gearbox.

**Launches:** Peugeot 207 and Citroën C6. The status-enhancing C6 features high levels of advanced technology.

## 2005

**International:** Official inauguration of the Toyota Peugeot Citroën Automobile (TPCA) automotive plant in Kolin, Czech Republic. The facility produces the Peugeot 107, Citroën C1 and Toyota Aygo.

PSA Peugeot Citroën announced the extension of the Trnava site in Slovakia, with the aim of increasing production capacity by 150,000 vehicles.

**Cooperation:** Ford and PSA Peugeot Citroën announced the fourth phase of their cooperation agreement concerning the joint production of diesel engines. These clean, lightweight, energy-efficient powerplants are fitted on both groups' commercial vehicles and high-end passenger vehicles.

Fiat, PSA Peugeot Citroën and Tofas signed a cooperation agreement to manufacture compact entry-level LCVs. These economical and versatile vehicles will be launched in 2008, rounding out the Peugeot, Citroën and Fiat ranges.

Mitsubishi and PSA Peugeot Citroën signed a cooperation agreement to produce new 4WD vehicles from 2007.

**Safety:** PSA Peugeot Citroën's new high-end models, the Citroën C6 and the Peugeot 407 Coupé, both

scored five stars in EuroNCAP tests, establishing them as market leaders for secondary safety.

**Environment:** PSA Peugeot Citroën pioneered the world's first particulate filter (DPFS) on the 607 in 2000. The DPFS is now fitted on more than one million of the two brands' vehicles. The Group is the only manufacturer to have distributed this technology through high-volume production. The particulate filter reduces pollutant emissions by trapping and burning the particles from diesel engines.

**Social:** PSA Peugeot Citroën was the first company to receive the "Professional Equality" label for its commitment to equality between male and female employees.

**Internet:** PSA Peugeot Citroën launched its corporate website in China ([www.psa.net.cn](http://www.psa.net.cn)) along with its new B2B portal, which strengthens the Group's policy of technological and industrial cooperation agreements and optimises its relationships with suppliers.

**Sale:** of Panhard, manufacturer of light armoured vehicles, based in Auverland.

**Sport:** Citroën wins the manufacturer's championship of the World Rally Championship, and Citroën pilot Sébastien Loeb takes the driver's championship.

**Launches:** Peugeot 107 and Citroën C1. Compact city cars developed with Toyota and produced at the Toyota Peugeot Citroën Automobile (TPCA) plant in Kolin, Czech Republic.

Peugeot 1007. Mini-MPV manufactured at the Poissy site. The vehicle boasts a number of exclusive features for its segment, such as electric sliding side doors and the Cameleo concept.

Peugeot 407 Coupé and new-look Peugeot 307. The 407 Coupé is produced at the Rennes site.

*Group sales in 2005: 3,390,000 vehicles*

## 2004

**International:** In China, launch of the Peugeot 307 sedan, assembled at the Dongfeng Peugeot Citroën Automobile (DPCA) production centre, in Wuhan.

Production of the 206 SW starts up at the Porto Real plant in Brazil.

PSA Peugeot Citroën announces plans to double annual production capacity in China to reach 300,000 units in the second half of 2006.

The Group inaugurates new production lines dedicated to the Peugeot 307 at the Buenos Aires site (Argentina).

**Cooperation:** BMW Group and PSA Peugeot Citroën roll out the first gasoline engines produced under their cooperation agreement announced in July 2002.

Ford Motor Company and PSA Peugeot Citroën plan to step up production of the latest generation 1.4, 1.6 and 2-liter diesel engines developed by their cooperative venture.

**Innovation:** PSA Peugeot Citroën unveils its new design centre, named Automotive Design Network (ADN). Located in Vélizy, just outside Paris, it consolidates all of the Group's styling studios and innovation teams. The Group presents the Stop & Start system, which allows fuel savings of 10 to 15% in cities. The Citroën C3 is the first mass-produced car equipped with this innovative system. The Group topped the 5 million mark in HDi diesel engine production. When production began in 1998 at Trémery (eastern France), this family of engines was installed first on the Xantia and the 406. It has since become available across both the Peugeot and Citroën ranges.

**Social:** The Group signs an agreement on diversity and social cohesion.

**Sport:** Citroën wins the manufacturer's championship of the World Rally Championship, and Citroën pilot Sébastien Loeb takes the driver's championship.

**New vehicles:** The 407, Peugeot's new upper-mid range saloon on the M2 segment. The full-year sales target is 300,000 units. The 407 is manufactured at the Rennes site.

*Group's annual production: 3,405,069 vehicles.*

## 2003

**International:** PSA Peugeot Citroën announces the construction of a new assembly plant in Trnava, Slovakia, to extend its European production base. The new plant will have annual capacity of 300,000 cars (small vehicles) when brought on stream in 2006 and will employ 3,500 people. Total investment cost for this new plant will be €700 million.

The Group will begin producing the Peugeot 307 at its Buenos Aires plant in 2004, and it begins (in early April) manufacturing the Citroën C3 at its Porto Real plant in Brazil.

**Cooperation:** PSA Peugeot Citroën and Ford Motor Company unveil their two new common rail diesels developed in the second phase of their cooperation venture (which began in 1998). These engines will be manufactured at the Group's Trémery plant.

**Innovation:** The number of Peugeot and Citroën fitted with the diesel particulate filter system (DPFS) topped the 500,000 mark. The DPFS, which slashes the emissions produced by diesel engines to barely measurable levels, arrived on the market in May 2000.

**Production:** The Rennes site produces its ten millionth vehicle. The Sochaux site produces the one millionth 307.

**Sports:** For its first year in the World Rally Championship, Citroën wins the manufacturer's championship with Xsara WRC. Peugeot is second.

**New vehicles:** The Peugeot 307 CC, Citroën C2 and C3 Pluriel arrive on the market.

*Group's annual production: 3,309,100 vehicles.*

## 2002

**International:** Construction begins on the joint PSA Peugeot Citroën/Toyota production facility in Kolin, Czech Republic. In 2005, the factory will produce 300,000 vehicles, including 200,000 for PSA Peugeot Citroën.

Dong Feng Motors and PSA Peugeot Citroën create DPCA (Dong Feng Peugeot Citroën Automobiles), a joint venture that will expand their cooperative production of Peugeot and Citroën models in China.

PSA Peugeot Citroën announces it is building a new assembly plant in Central Europe. Scheduled to come on stream in 2006, the facility will cost €700 million and have an annual capacity of 300,000 units.

The Group inaugurates a new engine factory in Porto Real, Brazil that will supply production plants in the Mercosur region.

**Cooperation:** PSA Peugeot Citroën and BMW sign a cooperation agreement to develop and produce a new family of small gasoline engines.

Ford Motor Company, PSA Peugeot Citroën and Renault-Nissan form a telematics joint venture called Signant.

**Innovation:** The Group tests France's a new immersive virtual reality facility equipped with leading-edge technologies known as MOVE™.

PSA Peugeot Citroën unveils its future Design Center at the Museum of Modern Art in Paris. The Group is investing €130 million in the center, which will house the style studios of Peugeot and Citroën and enhance the Group's creative capacity. It is slated to come on stream in Vélizy, near Paris, in early 2004.

**Environmental management:** The Sept-Fons, Caen, Valenciennes and Melun-Sénart facilities obtain ISO 14001 certification.

**Production:** The Mulhouse plant celebrates its 40th anniversary and produces its three millionth Peugeot 206. The Poissy plant rolls out its last 306, whose total production comes close to 2.8 million units.

The Sevelnord factory turns out its millionth vehicle, and the Trémery plant manufactures its 20 millionth engine.

The Villers-la-Montagne foundry is sold.

**Sports:** For the third year in a row Peugeot wins the manufacturer's championship of the World Rally Championship, and Peugeot pilot Marcus Grönholm takes the driver's championship.

Citroën announces it will feature three Xsara WRC cars in 2003.

**Launches:** The Group introduces the Peugeot 307 SW, Peugeot 307 estate, Peugeot 206 SW, Peugeot 807, Citroën C3, Citroën C8 and restyled versions of the Citroën Berlingo and Peugeot Partner.

On December 1, Pierre Peugeot passes away at the age of 70. He had been Chairman of the Supervisory Board since 1998.

*The group's annual output: 3,264,000 vehicles.*

Thierry Peugeot is appointed Chairman of the Supervisory Board of Peugeot SA.

## 2001

**International:** PSA Peugeot Citroën inaugurates its Porto Real plant, located in Rio de Janeiro State, Brazil. The new facility, with annual output of 100,000 vehicles, produces the Xsara Picasso and the Peugeot 206.

Citroën now manufactures the Xsara Picasso at the Wuhan production facility in China.

**Cooperation:** PSA Peugeot Citroën and the Ford Motor Company unveil their first jointly developed 1.4 liter direct-injection diesel engine. The HDi 1.4 and Duratorq TDCi 1.4 engines will be offered in versions covering several performance levels, with power output of 60 to 92 hp.

PSA Peugeot Citroën and Toyota sign a cooperation agreement to co-develop and produce small entry-level vehicles intended mainly for the European market. Production will begin in 2005 in Kolin, Czech Republic.

**Environment:** PSA Peugeot Citroën presents its fuel cell demonstrators and its alternative energy strategy.

ISO 14001 certification is received for the Group's facilities in Poissy, Aulnay and Trémery, France; Madrid, Spain and Buenos Aires, Argentina, as well as for its Française de Mécanique joint

venture.

The Group publishes its 2001 Environmental Report.

**Research:** PSA Peugeot Citroën signs two framework agreements on fuel cells with France's Scientific Research Center (CNRS) and Atomic Energy Commission (CEA).

**Production:** The Rennes site celebrates its 40th anniversary, the Vigo, Spain plant rolls out its 6,000,000th vehicle and the Metz facility produces its 25,000,000th gear box.

**E-business:** PSA Peugeot Citroën joins Covisint, the global automotive e-business trade exchange, and creates a dedicated PSA Suppliers portal.

**Heritage:** Citroën launches Le Conservatoire, a showcase of the marque's heritage, near Aulnay, France. The center presents more than 300 Citroën models, a large amount of documentation and memorabilia directly linked to the marque's history.

**Sport:** Peugeot wins the Manufacturers' Title in the World Rally Championship.

Citroën is again crowned French Rally Champion with the Xsara Kit Car and brings home the Spanish Championship for the third year in a row. K. Hansen wins the European Rallycross Championship with the Xsara WRC.

**Awards:** Jean-Martin Folz, Chairman of the Managing Board, is named "Manager of the Year" by France's *Nouvel Economiste* and "Businessman of the Year" by *Forbes*.

**New models:** The Citroën C5 executive model and station wagon and Peugeot 307 are launched. The 307 wins a number of awards, including European Car of the Year 2002.

*The group's annual output: 3,136,000 vehicles.*

## 2000

**Innovation:** PSA Peugeot Citroën introduces its HPI high-pressure, direct-injection, gas engine. PSA Peugeot Citroën and IBM present a prototype of the networked Citroën Xsara Picasso at the Paris Auto Show.

**Environment:** PSA Peugeot Citroën launches the City in Motion Institute. Taking a combined scientific and practical approach, it is a meeting place for city planners, city managers and city dwellers. The group's five-thousandth electric car is produced. PSA Peugeot Citroën is a pioneer in this technology.

**Research:** PSA Peugeot Citroën and Renault create a joint organization to study the psychology of driver behaviour.

**International:** Sevel Argentina becomes Peugeot Citroën Argentina. "Peugeot Otomotiv Pazarlama as" is born in Turkey, while Peugeot Automobile Nigeria celebrates its 25th anniversary and 500,000 vehicles produced. Citroën joins with Saipa to manufacture the Xantia in Iran.

**Disposals:** The Dijon and Saint-Etienne plants.

**Marque image:** "Peugeot Avenue" is aimed at dominating the most prestigious streets of the world's major capitals, beginning with Berlin (Unter den Linden) and Paris (Champs-Élysées).

**Sports:** Peugeot announces its withdrawal from Formula One racing and the end of its partnership with Prost Grand Prix. It gets involved the World Rally Champion for drivers and manufacturers with the 206 WRC. Citroën wins the French Rally Championship with the Xsara T4, as well as the Spanish Rally and Manufacturers Championship and becomes European Champion with the Xsara WRC.

**Launches:** the Citroën Xsara Picasso, the Peugeot 607—the group's first vehicle equipped with a particulate filter—the 206 CC, the restyled Xsara. Citroën unveils the C5, its future top-of-the-line sedan, at the Paris Auto Show.

*The group's annual output: 2,877,900 vehicles.*

## 1999

**Environment:** PSA Peugeot Citroën presents the particulate-filter system which becomes standard on the Peugeot 607. Peugeot and Citroën launch the Secoia program of component collection and reconditioning.

**Inauguration:** The Peugeot customer contact center is set up to handle 3 million calls a year.

**Cooperation:** PSA Peugeot Citroën and Ford Motor Company sign a new agreement on diesel engines.

**Disposals:** the Rennes-la-Barre-Thomas plant, the Sogamm and the SAMM subsidiaries.

**International:** Laying of the first stone for the Peugeot Citroën do Brasil production unit in Porto Real.

Peugeot signs an agreement for eventual production of 120,000 Peugeot 206s a year in Iran.

**Sports:** The 406 wins the South American Super Touring Championship, and the 206 WRC wins the San Remo rally. Citroën again wins the French and Spanish Rally Championships.

**Award and a new record:** The DS is named "Product of the Century," and Citroën beats its own

record, selling more than a million vehicles in 1999.

**Launches:** the Peugeot 306 LPG, the 206 S16 and GT, the restyled 406; the Citroën Xsara coupe VTR and the restyled Saxo.

*The group's annual output: 2,515,000 vehicles.*

## 1998

**Corporate structure:** In January, Jean-Martin Folz, Chairman of the Managing Board, presents plans to reorganize the automobile activities of PSA Peugeot Citroën, with three objectives: innovation, increased sales and profitability.

**International:** PSA Peugeot Citroën announces the creation of a new production unit in Porto Real, Brazil. Production volume there will gradually reach 70,000 vehicles a year in the first stage, and eventually climb to 100,000 vehicles, starting with the Xsara Picasso and 206. The facility represents an investment of approximately US\$600 million.

**Innovation:** PSA Peugeot Citroën presents its High-pressure Direct Injection (HDI) engine employing the "common rail" system, which is extended to all the Peugeot and Citroën ranges.

**Components:** End of a friendly takeover bid by Ecia for the components manufacturer Bertrand Faure. The new entity, named Faurecia, is more than 50% owned by PSA Peugeot Citroën.

**Environment:** Peugeot creates the first carbon sink in Brazil in a program to plant 10 million trees to fight the greenhouse effect.

**Sports:** Peugeot announces its return to the World Rally Championships with the 206 WRC. Citroën wins the French and Spanish Rally Championships with the Xsara Kit Car.

**Launches:** the Peugeot 206, the Partner Electric, the Citroën Xsara coupe, the Xsara estate, the Berlingo electric.

*The group's annual output: 2,247,000 vehicles.*

## 1997

**Environment:** PSA Peugeot Citroën and its Liselec partners launch self-service electric cars in La Rochelle. The new paint shop at the Poissy plant is inaugurated—the first in France to use waterdilutable paint technology.

**Internet:** Launch of the Citroën corporate web site: [www.citroen.com](http://www.citroen.com).

**Sports:** Formula One: Peugeot announces its partnership with Prost Grand Prix for the World Championship beginning in 1998. Citroën organizes the Berlingo Raid: 137 teams of young Europeans cover 1.1 million kilometers between Paris and Moscow. Fifth World Championship victory: since 1990, the ZX Rallye Raid has come out on top in 36 out of 42 events!

**Launches:** the Peugeot 306 estate, LPG version of the 406 bi-carburation, the 406 coupe designed by Pininfarina, the Citroën Berlingo Multispace, the Xantia LPG version, the Xsara.

*The group's annual output: 2,078,000 vehicles.*

## 1996

**International:** The group expands production in Uruguay, and the Proton Tiara—the AX for the local market—is launched in Malaysia.

**Production:** For the industrial launch of the Berlingo and Partner, the equipment at the Vigo plant in Spain is upgraded and the unit is made more flexible, bringing its capacity to 100,000 vehicles a year.

**Cooperation:** PSA Peugeot Citroën and Renault inaugurate the permanent Automobile exhibition at the "Cité des Sciences et de l'Industrie" in Paris and launch a new V6 engine together.

**Environment:** PSA Peugeot Citroën commits itself to lowering carbon dioxide emissions, which are responsible for the greenhouse effect.

**Internet:** Launch of the PSA Peugeot Citroën corporate web site, [www.psa.fr](http://www.psa.fr).

**Sports:** Citroën wins the manufacturers' World Cup for Cross-Country Rallies and Pierre Lartigue wins the drivers' title. Peugeot wins the World Rally Championship in the 2-liter category with the 306 Maxi.

**Launches:** the Citroën Saxo, the Berlingo, the Saxo Electrique, the Peugeot Partner, the 406 estate.

*The group's annual output: 1,979,000 vehicles.*

## 1995

**Slogan:** "Peugeot's newest : For the ride of your life".

**Anniversary:** The DS celebrates its 40th anniversary at the Pantin Centre International de l'Automobile.

**Internet:** Launch of the Peugeot marque's corporate site: [www.peugeot.com](http://www.peugeot.com)

**Sports:** Peugeot teams up with Jordan in Formula One racing. Citroën wins the manufacturers' World Cup for Cross-Country Rallies and Pierre Lartigue takes the drivers' title.

**International:** The Wuhan site in China is inaugurated as its one-thousandth ZX Fukang rolls off the assembly line.

**Launches:** the Peugeot 406, the 106 Electric, the Expert, the Citroën Xantia Activa, the AX Electric, the Jumpy.

*The group's annual production: 1,887,900 vehicles.*

## 1994

**Production:** Inauguration of the Sevelnord production unit owned jointly by PSA Peugeot Citroën and Fiat. This first European facility for minivan production, requiring an investment of FRF 6 billion, employs 3,500 people. Its capacity is 130,000 units a year.

**Europe:** PSA Peugeot Citroën joins ACEA, the Association of European Automobile Constructors.

**Anniversary:** The Citroën Design and Styling Center is inaugurated at the Vélizy site, and the marque celebrates its 75th anniversary in Amsterdam, the birthplace of André Citroën.

**Innovation:** Trials are carried out on 1,000 Citroën XMs with multiplex electrics.

**Advertising:** Ray Charles drives the 306 convertible in Salt Lake City.

**Sports:** Peugeot, partnering with McLaren in Formula One racing, comes out fourth in the World Championships. The ZX Rallye Raid cars win the World Cup.

**Launches:** the Peugeot 806, the 306 convertible and the Boxer, the Citroën Evasion, the Jumper.

*The group's annual output: 1,989,800 vehicles.*

## 1993

**Environment:** In a world first, 50 Peugeot 106s and electric Citroën AXs are tested at La Rochelle under normal running conditions. Peugeot joins with the CNPA to recover wastes from car maintenance and repairs.

**Slogan:** Citroën adopts the new slogan "Discover what Citroën can do for you."

**Disposal:** Peugeot Outillage Electrique is sold to Stayer.

**Sports:** With the ZX Rallye Raid, Citroën wins the World Cup for Cross-Country Rallies and the best drivers' title. Peugeot wins three positions with its 905s at the Le Mans 24-hour race.

**Launches:** the Peugeot 306 and the Citroën Xantia.

*The group's annual output: 1,751,600 vehicles.*

## 1992

**Cooperation:** PSA Peugeot Citroën and Renault sign a cooperation agreement on development and production of automatic gear boxes.

**International:** Final agreements are signed on creating a joint venture to assemble ZX models in China: Dongfeng Citroën Automobile Company is created. A terminal unit is set up in Wuhan, Hubei province. Mechanical activities are based in Xiangfan. Peugeot Egypt is created, and industrial production of the 405 begins at Sevel Argentina.

**Training:** Inauguration of the Citroën training institute, which can host 1,000 trainees a day.

**Disposal:** Peugeot Cycles, an Ecia subsidiary, is sold to Cycleurope.

**Sports:** Peugeot wins the Le Mans 24-hour race with the 905 and is named World Champion Manufacturer. Citroën wins the Paris-Moscow-Beijing rally.

*The group's annual output: 2,049,800 vehicles.*

## 1991

**Environment:** PSA Peugeot Citroën collaborates with Fiat in introducing the European plastic materials recycling program, RECAP, and inaugurates the "zero landfill" in St-Pierre-de-Chandieu pilot recycling facility.

**International:** The "Peugeot do Brasil" subsidiary is set up with the Monteiro Aranha group, and Peugeot Motors of America halts imports to the United States.

**Sports:** The 905 wins the Grand Prix in Suzuka, Magny Cours and Mexico.

**Launches:** the Peugeot 106 and the Citroën ZX.

*The group's annual output: 2,062,900 vehicles.*

## 1990

**Centennial:** of Peugeot as an automobile manufacturer.

**Sports:** Citroën introduces the ZX Rallye Raid, which competes in the next World Rally Championships. Peugeot wins the Paris-Dakar rally for the fourth time, while the 905 runs the trials for the World Sports Car Championship.

**Farewell:** to the legendary 2CV: its production comes to an end on July 27. In all, 3,868,631 units of the over 30 versions were produced.

**Innovation:** Electric versions of the C15 and the C25 are presented.

**Award:** The XM is elected "Car of the Year".

*The group's annual output: 2,208,200 vehicles.*

## 1989

**Production:** A FRF 5 billion investment program is launched at the Rennes plant. The 205 is now being assembled in Uruguay.

**Sports:** Peugeot wins the Paris-Dakar rally with the 405 T16. The AX Sport becomes the French Rally Champion. Citroën Competitions becomes Citroën Sport.

**Launches:** the Peugeot 605 and the Citroën XM, the first car ever to be fitted with an intelligent hydractive suspension.

*The group's annual output: 2,232,400 vehicles.*

## 1988

**Cooperation:** PSA Peugeot Citroën and Fiat Auto sign a new agreement on cooperation in the engineering and production of minivans, which are built at a new production site in France.

**Museum:** Inauguration of the Peugeot Museum in Sochaux, which highlights the roles played by the Peugeot companies in France's industrial history.

**Adventure:** Citroën organizes "Operation Dragon" in China: 140 young Europeans cover 4,500 km in AXs.

**International:** Creation of Peugeot Japan and the signing of an industrial agreement with the Iran-based Khodro group on local production of the 405.

**Award:** The 405 is elected "Car of the Year".

*The group's annual output: 2,103,700 vehicles.*

## 1987

**Equipment manufacturing:** "Aciers et Outillages Peugeot" merges with "Cycles Peugeot" to form "Ecia (Equipements et Composants pour l'Industrie Automobile)", a PSA subsidiary producing equipment and components for the automobile industry throughout Europe.

**Sports:** Peugeot wins the Paris-Dakar rally with the 205 T16.

**Launch:** of the Peugeot 405 and restyling of the 205.

*The group's annual production: 1,952,500 vehicles.*

## 1986

**Production:** A nearly FRF 10 billion investment program is launched at the Sochaux production facilities. Production of the Talbot models comes to an end.

**Research:** The European Prometheus program begins, with group participation. Its objective is to set the standards for "intelligent" roads and cars.

**Sports:** While the French sculptor César is compressing 205 T16s, Peugeot becomes once again World Rally and Drivers Champion with the same car.

**Launches:** the 205 convertible, the 309 GTI models and the Citroën AX.

*The group's annual output: 1,755,400 vehicles.*

## 1985

**New identity:** Citroën takes on a new visual identity, with red and white replacing its traditional yellow and blue colors.

**Production:** Operations at the Nanterre and Clichy facilities cease and the foundry activities are taken over by the Charleville facility, while mechanical activities are transferred to Trémery and Asnières.

**Finance:** After five consecutive years of losses, PSA Peugeot Citroën starts making profits again.

**Sports:** Peugeot wins the World Rally and Drivers' Championships with its 205 T16.

**Launches:** the 309, the 205 GTI and BX estate  
*The group's annual production: 1,655,000 vehicles.*

## **1984 - 1980**

**Corporate structure:** Peugeot and Talbot merge. A joint department is created to handle purchasing for Peugeot, Talbot and Citroën. A group research department is also created.

**Production:** Facilities are set up in Valenciennes for gear boxes and Villers-la-Montagne for foundry work.

**Marque image:** The Citroën corporate campaign designed by Savignac kicks off and Aventure Peugeot is created.

**Move:** After 68 years on the Quai de Javel, Citroën transfers its headquarters to Neuilly.

**Centenary:** of Cycles Peugeot in 1982.

**Tennis:** Peugeot becomes the official partner of the Roland-Garros tournament.  
The first prototype of the electric 205 is built.

**Launches:** the first Peugeot scooter, the C25, Tagora, the Samba and the J5 in 1981; the Citroën BX in 1982, and the seven versions of the 205 in 1983.

## **1979**

**Marques:** Chrysler's former European subsidiaries and the Simca and Sunbeam marques take the name Talbot.

**Creation:** of Credipar, Compagnie Générale de Crédit aux Particuliers.

**Award:** the Simca Horizon is chosen "Car of the Year".

**Launches:** the Peugeot 505 and the 604 turbo diesel.

*The group's annual output: 2,328,100 vehicles.*

## **1978**

**Acquisition:** In August, PSA Peugeot Citroën takes over Chrysler Europe, made up of three automobile manufacturers—Chrysler France, Chrysler UK and Chrysler Spain—and several foreign distribution firms. As a result, PSA Peugeot Citroën becomes the leading European automaker.

**Cooperation:** with Fiat on the engineering and production of utility vehicles in a jointly-held company, SEVEL (Société Européenne de Véhicules Légers). Its production facility is based in Val di Sangro, Italy.

**Launches:** the Citroën Visa and the Simca Horizon.

*The group's annual output: 2,488,600 vehicles.*

## **1977**

**Production:** SMAE (Société Mécanique Automobile de l'Est) is set up in Trémery, in the Lorraine region, to manufacture gear boxes and new engines for the two marque's mid-sized ranges. The Vigo facility manufactures the 504, bringing Peugeot back onto the Spanish market.

**Acquisition:** of SAMM, a company manufacturing components for the aeronautics industry.

**Launch:** the Peugeot 305.

*The group's annual output: 1,612,800 vehicles.*

## **1976**

**Merger:** In May, the Peugeot-Citroën group is created by the merger of Citroën SA and Peugeot SA, in which Peugeot takes over Citroën. PSA holds 100% of the two automakers.

**Military:** The French army uses armored vehicles produced by the group's Panhard subsidiary.  
The ten-millionth Peugeot car is produced.

**Launch:** the Citroën LN.

*The group's annual output: 1,513,500 vehicles.*

## **HISTORY OF THE PEUGEOT MARQUE 1810 - 1976**

---

### **1810**

Born into a family of millers near Montbéliard, France, the Peugeot brothers convert a grain mill into a steel foundry to supply the local clock industry with springs.

### **1818 - 57**

A patent for cold rolling is filed in 1818.

New plants are opened and production is diversified to include band saws, springs, corset stays, metal crinoline hoops, tools and coffee grinders.

### **1858**

The lion emblem begins to appear on Peugeot products. It has a dual meaning, since a lion is depicted on the coat of arms of the Franche Comté region and is also the trademark that is stamped on cold-rolled steel products. It symbolizes the qualities of steel saws, which have strong teeth and flexible blades for rapid sawing.

### **1885**

At the initiative of Armand Peugeot, the company begins to produce bicycles, tricycles and quadricycles.

### **1886**

Series production of bicycles begins in Beaulieu.

### **1889**

Armand Peugeot unveils a Peugeot tricycle equipped with a Serpollet steam engine at the World's Fair in Paris.

### **1890**

The first Peugeot quadricycle with a Daimler gasoline engine rolls off the lines in Valentigney.

### **1892**

Twenty-nine Peugeot Type 3 quadricycles are produced and the first Michelin tires are mounted on a Peugeot oil-burning tricycle.

### **1895**

The first "Lion" ball bearings are produced.

### **1896**

The "Automobiles Peugeot" company continues to produce cars and trucks under the Peugeot marque, while "Les Fils de Peugeot Frères" manufactures other products.

### **1897**

The Type 15 is the first model equipped with an engine produced entirely by Peugeot.

### **1900**

Output for the year totals 500 cars.

### **1901 - 02**

Peugeot produces its first 1.5 hp motorcycle with a top speed of 25 to 40 km/h.

Automobiles Peugeot headquarter is located in Levallois, near Paris. The Audincourt factory has 800 employees, while Lille hires 600 employees.

**1905**

Series production begins of the "Bébé Peugeot", the first popular model for the general public. 400 units are produced.

« Les Fils de Peugeot Frères » develops a car named the Peugeot Lion.

**1908**

Automobiles Peugeot and Fils de Peugeot Frères together produce 2,200 cars.

**1910**

"Automobiles Peugeot" and "Les Fils de Peugeot Frères" merge to create "Automobiles et Cycles Peugeot", which is headed by Robert Peugeot. However, two separate model ranges continue to be produced until World War I.

**1912**

A body shop comes on stream in Mandeure. Peugeot acquires the land on which the Sochaux-Montbéliard factory will be built.

**1913**

Peugeot manufactures half of the cars produced in France, wins the Indianapolis 500, and sets a world speed record (from a running start) of 170.5 km/h. Peugeot wins again at Indianapolis in 1916 and in 1919. The Peugeot Bébé Lion, designed by Ettore Bugatti, is introduced. Through 1916, 3,095 units are produced.

**1915**

Armand Peugeot, founder of the company's automobile business, dies.

**1914 - 18**

The Peugeot plants support the war effort, supplying 1,000 motorcycles, 63,000 bicycles, 3,000 cars, 6,000 trucks, 1,400 tank engines, 10,000 airplane engines and 6 million bombs and shells.

France's first company newsletter, *Le Bulletin des Usines*, is created.

Peugeot decides to adopt production methods introduced by pioneering US management consultant Frederick Taylor and introduces the eight-hour workday in 1919.

**1921**

Peugeot acquires carmaker De Dion Bouton.

The Quadrillette is launched. The model is a three-speed, 4 hp, two-seater with a top speed of 60 km/h. Including remodeled versions, more than 60,000 units are sold through 1930.

**1926**

Automobiles et Cycles Peugeot is separated into two companies: Cycles Peugeot and Société des Automobiles Peugeot.

**1929**

The Peugeot 201 is launched, the first model whose name includes a 0 for the second digit, which is a practice still used today. It is equipped with independent front suspension in 1931, a system that adopted by all carmakers. The same year, Madame Leblanc, driving a Peugeot 5CV, defeats her male rivals to win the Tour de France Automobile.

**1932**

The 301 is introduced and the 201 wins the Monte Carlo road rally. André Boillot sets an international record by driving a 301C a total of 2,650 km in 24 hours.

**1933**

The first power tools are introduced.

The Sochaux factory includes 250,000 sq. m. of workshops and employs 9,000 people. Housing facilities are provided, medical insurance is introduced, and sports associations are created.

**1934**

Two aerodynamic cars are introduced: the 6-cylinder 601, of which 4,000 units are produced, and, in response to Citroën's launch of a front wheel drive model, the 401, of which 13,545 units are produced in less than one year.

**1935**

Peugeot introduces the 402, of which 30,800 units are sold. The model range includes the 402 Eclipse with a retractable electric roof.

**1936**

Sedan and convertible versions of the 302 are introduced, of which 25,000 units are sold. Other vehicles launches include 500 cc, 350 cc and 175 cc motorcycles and 100 cc mopeds.

**1937**

Emile Darl'Mat, a Peugeot dealer since 1923, develops the version of the 402 that bears his name and which wins the Le Mans 24-hour race the following year.

**1938**

The 202 is introduced. Through 1949, more than 1.6 million units, both sedans and commercial vehicles, are produced. Annual output reaches 500,000 cars, one-fourth of France's total automobile production.

**1941**

The VLV, a three-wheeled electric city car, is developed, of which 377 units are produced.

**1943**

The Sochaux plant is occupied, then bombed in July. Later, the other plants are ransacked and the staff is dispersed. Getting the facility up and running again is a challenge; the new model Peugeot 203 will not roll off the lines until 1948.

**1948**

The 203, the marque's first unibody, is introduced. Some 700,00 units are produced through 1960.

**1952**

Peugeot produces its one-millionth vehicle.

**1955**

Italian designer Pininfarina creates the 403, of which more than one million units are produced through 1966.

**1958**

Peugeot Motors of America opens headquarter in New York.  
Cycles Peugeot begins to refocus on the manufacturing of automobile parts.

**1959**

Peugeot begins series production of its first mass-produced diesel-powered model, the 403. Considered too hazardous for cyclists and pedestrians, the raised lion on the hood of the 203 and 403 is discontinued.

**1960**

The 404 is introduced, of which 1.5 million units are produced in France through 1976. Peugeot begins producing clothes irons again, a product it had stopped manufacturing in 1910. During the 1960s, production is restructured, with parts outsourced to suppliers, transfers among Peugeot plants, and cycle plants converted to automobile production.

**1961**

Construction begins of the Mulhouse production center, which will later become the marque's second-largest

manufacturing facility.

### **1963**

Negotiations are launched with Citroën to cooperate in the purchase of raw materials and equipment. Talks are broken off in 1965.  
Peugeot rolls out its three-millionth vehicle.

### **1965**

“Société des Automobiles Peugeot” changes its legal status to become the “Peugeot SA” holding company, which controls all the Group’s companies.  
Peugeot introduces its first front wheel drive vehicle, the 204.  
The 404 Diesel one-seater sets 40 international records in its class.

### **1966**

An agreement is signed with Renault for a number of joint projects, including “Française de Mécanique” and STA.  
« Peugeot et Ci » changes its name to « Aciers et Outillages Peugeot ».

### **1968**

A test center is built in Belchamp.  
The 504, the marque’s premium model, is introduced.

### **1969**

The 304 and the coupe and convertible versions of the 504 are launched.

### **1971**

PRV (Peugeot Renault Volvo), a Franco-Swedish engine company, is created.  
The 504 range is broadened to include an estate, a family model and a commercial vehicle.

### **1972**

Peugeot launches the world’s smallest sedan, the 104. The model is manufactured in Mulhouse, with a total of 1.2 million units produced through 1987.

### **1973**

Automobiles Peugeot changes its corporate governance to the European limited liability company system with a supervisory board and a managing board.  
Peugeot produces its eight-millionth vehicle.

### **1974**

Peugeot SA acquires a 38.2% interest in Citroën SA, with each marque maintaining its model range and sales network. Peugeot manages the combined organization, notably shared operations, such as research, purchasing and investments. The 504 V6 coupe is introduced.

### **1975**

The 604 V6 is launched. More than 153,000 units are produced before its 1986 phase-out. A plant is built in Kaduna, Nigeria.

### **1976**

Peugeot SA and Citroën SA merge and a holding company, PSA Peugeot Citroën, is created, with two automobile manufacturing subsidiaries: “Automobiles Peugeot” and “Automobiles Citroën”.

## **HISTORY OF THE CITROËN MARQUE 1913 - 1976**

---

### **1913 - 1916**

André Citroën creates the « Société des Engrenages Citroën » on the Quai de Grenelle in Paris.

The chevron shape of its gear teeth becomes the marque's symbol.

In 1912, André Citroën visits Henry Ford's plants in the USA and discovers new principles for organizing production.

In 1916, Citroën begins preparations to convert the Quai de Javel armament plant for vehicle production.

### **1919**

Launch of the Type A, the first car produced by Citroën and the first mass-produced automobile in Europe. Medical departments, cooperatives, day nurseries and dentist offices are set up in the Citroën plants.

### **1921**

Stocks of spare parts are created throughout France. The B2 replaces the Type A, and close to 90,000 units are built through 1926. Three versions of the half-track vehicles (variations of the Type A and B2) are launched: snow, raid and four-wheel drive.

### **1922**

In a road-sign upgrading operation, Citroën provides France with 150,000 panels bearing the company's symbol. The Torpedo 5CV Trèfle and half-track vehicles are built at the newly commissioned Levallois plant. The Type C 5CV is presented at the Paris Auto Show, and nearly 81,000 units are produced through 1926.

### **1923**

Miniature automobiles are produced for advertising purposes. Over two million of these toys are sold through 1933.

The Saint-Charles plant in Paris is created for gear box machining and assembly.

### **1924**

"Société Anonyme André Citroën" is created with a capital of 100 million francs. Sales subsidiaries are opened in Brussels, Milan, Amsterdam, Cologne and other cities. Citroën creates an intercity bus transportation network.

### **1925**

The French sales network is expanded, increasing from 200 representatives in 1919 to 5,000 in 1925.

Europe's first forges begin operating at Clichy.

The all-steel-body B12 is launched.

### **1926**

The B14 and B15 utility vehicles with closed cabins are launched.

Production is Taylorized. Operations begin at the Grenelle plant, while other plants open elsewhere in Europe (Brussels-Forest, Slough, etc.).

### **1927 - 28**

The C4 is launched. A total of 140,000 are produced through 1930.

### **1929 - 33**

Citroën becomes synonymous with adventure and reliability because of its "Cruises": the "Black Cruise," a distance of 20,000 kilometers between Colomb-Béchar and Tananarive, and the "Yellow Cruise," in which 14 half-track vehicles make the 12,000-kilometer trip between Beirut and Beijing.

### **1934**

The 7A is rolled out. This is the first in the line of "Traction Avant" vehicles featuring an aerodynamic body, all-steel self-supporting monocoque construction with no running-board, independent front and rear wheels,

front-wheel drive and hydraulic brakes. This revolutionary new model did not, however, shield the company against serious financial problems. Michelin became its main shareholder, wiped off the company's debt and matched production to orders. At total of 10,000 jobs were eliminated and vehicle prices came down. From 1935 to 1937, production surged from 40,000 to 61,000 vehicles.

### **1935**

André Citroën, the man who had revolutionized the French automobile industry and invented modern advertising, dies on July 3.

### **1939 - 45**

The Quai de Javel plant is bombed, and production drops to just a few thousand units.

### **1948**

The 2CV is launched. It remains in production until 1990, with over 30 versions and close to 3.9 million units produced. The Type H vehicle is launched and production continues for more than 30 years. More than 490,000 units of what is known in France as "Le Tube" are produced.

### **1950**

The SCEMM subsidiary begins operations, manufacturing production equipment. Delivery of a 2CV can take up to six years!

### **1953**

An agreement is signed with Panhard to partially merge the two sales networks. The Rennes-la-Barre-Thomas plant in Brittany goes into operation. It specializes in ball bearings and thermoplastic elastomer components.

### **1954**

The 15-Six represents a technical revolution, with its constant-height, hydropneumatic suspension. Operations begin in the hydraulic shops of the Asnières plant.

### **1955**

The DS19 is launched. The car, designed by Bertoni, is revolutionary for its aerodynamic lines, hydropneumatic suspension and power-driven systems. More than 1.4 million units of the DS are produced in almost 20 years.

### **1958**

The Vigo plant in Spain goes into production, turning out 2CV vans.

### **1961**

Operations begin at the Rennes-la-Janais plant. This is the first Citroën facility to produce bodies and assemble cars.

The Ami 6 is launched. Over 1 million units are produced through 1971.

### **1963 - 64**

Purchased from Acieries de Pompey, the Caen plant will be manufacturing and assembling the chassis and suspension systems. The Competitions Department is created.

The Mangualde plant in Portugal comes on stream to manufacture the 2CV.

The Ami 6 station wagon is launched.

### **1965**

Citroën takes over Panhard. The DS 21 is introduced.

### **1967**

Citroën signs an industrial cooperation agreement with Berliet and acquires a majority interest in the company.

The Dyane is launched; 1.4 million units are produced through 1983.

### **1968**

Following a reorganization, Citroën SA becomes the parent company of the Citroën Berliet Panhard group, with over 20 subsidiaries.

Citroën signs agreements with Maserati and Fiat on developing joint projects in such areas as research and investments.

The Méhari four-wheel drive vehicle is launched; 115,000 are produced through 1987.

### **1969**

The Citer car-rental organization is created.

The Ami 6 is replaced by the Ami 8, of which 800,000 units are produced through 1979.

### **1970**

The GS is launched at the Paris Auto Show and the SM is unveiled at the Geneva Auto Show.

### **1971**

Sogamm, a Citroën's subsidiary, is set up in Stains to produce prototypes of mechanical and body components.

Five hundred 2CVs and 1,300 young drivers take part in the Paris-Persepolis-Paris rally.

The GS is elected "Car of the Year".

### **1972**

The Grenelle plant is closed and its production is transferred to Caen. The electronic-injection SM replaces the carburetor version.

### **1973**

The Aulnay plant comes on stream to replace the Javel plant, which is closed in 1974 after turning out 3.2 million vehicles, from the Type A to the DS. The sophisticated equipment at Aulnay makes it one of the most modern plants in Europe. The agreements between Fiat and Citroën are terminated. Fiat transfers its 49% interest to Michelin. Citroën organizes the "Africa raid": 100 teams cover 8,000 km between Abidjan and Tunis.

### **1974**

The CX is launched to replace the DS, and the C35 utility vehicle designed with Fiat goes on the market. Peugeot SA buys 38.2% of the shares from Citroën SA. Each marque retains its product range and sales network. Peugeot becomes responsible for managing the combined activities, in particular their joint research, purchasing and investments departments.

### **1975**

The CX is elected "Car of the Year".

### **1976**

The LN sedan is launched. More than 127,900 units of the car, which combines Citroën mechanical components with the body of the Peugeot 104 coupe, are produced through 1978. Citroën SA and Peugeot SA merge, and the holding company PSA Peugeot Citroën is created. It has two automobile manufacturing subsidiaries: Automobiles Peugeot and Automobiles Citroën.