



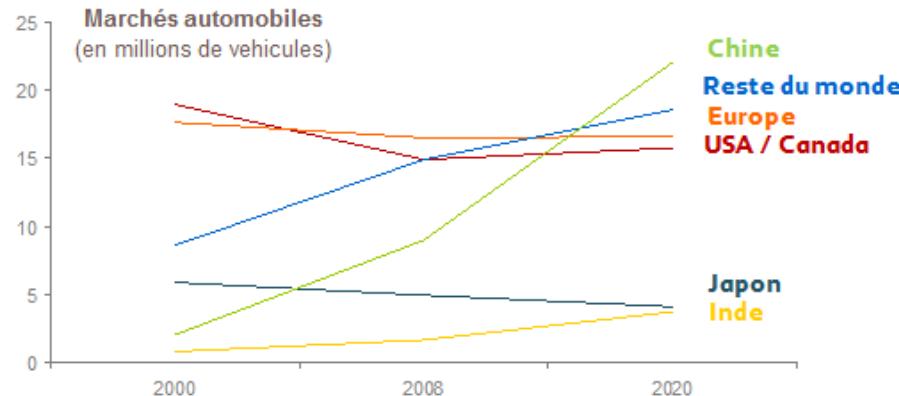
PSA PEUGEOT CITROËN CONAMA 2014 Innovación en la automoción

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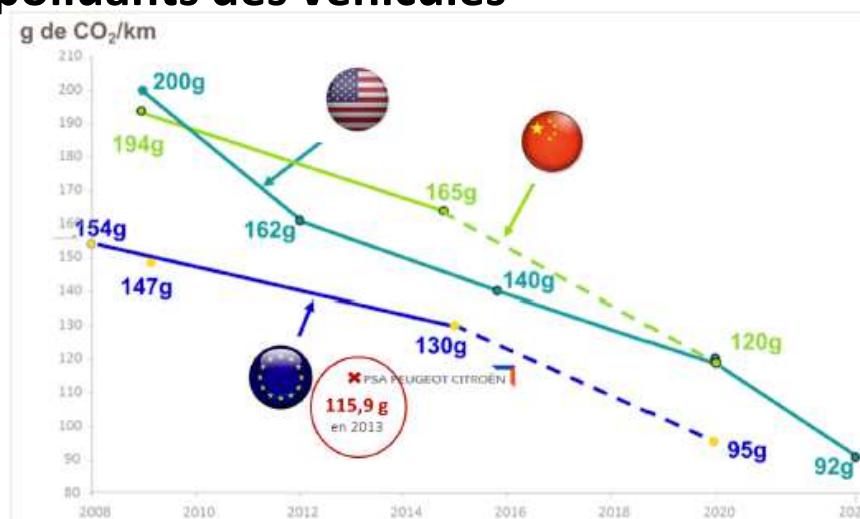
Automobile et environnement : deux priorités

- Limiter le réchauffement climatique, en réduisant les émissions de CO₂ (gaz à effet de serre), action rendue d'autant plus nécessaire par la croissance du parc mondial**

- ✓ **Diminuer la consommation des véhicules en optimisant leur efficacité énergétique**



- Réduire la pollution locale (améliorer la qualité de l'air) en limitant les émissions de polluants des véhicules**



The need for a sustainable and responsible mobility

► mobility needs

- vehicle ⇒ individual freedom
A key factor for economic and social development



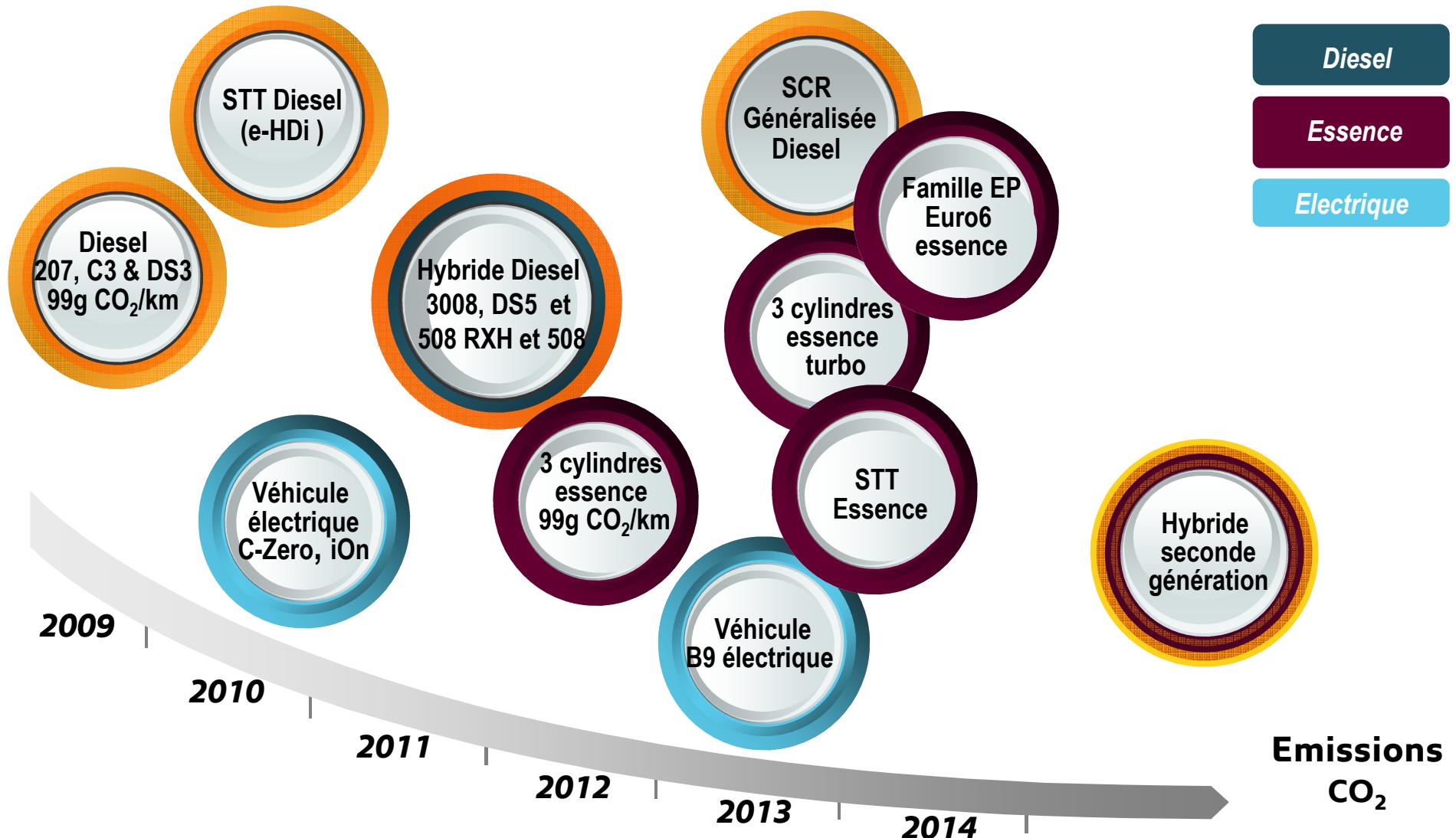
► environmental impact

- Automotive transportation =
Source of Green House Gases

PSA Peugeot Citroën strategy : "A clean car for each customer"

→ *Powertrain technology is a key player to secure the CO₂ route*

PSA strategy: a clean car for each customer



Market share of hybrid and electrical vehicles will be close to 15 % in Europe in 2020, with petrol getting closer to Diesel in internal combustion engines.

PSA electric offer: urban mobility with no emissions

The advertisement features a white Peugeot Partner Electric van shown from a side-front angle against a dark, minimalist background. Two large, semi-transparent circles containing a white cross (+) are positioned on either side of the van, framing it. Above the van, the slogan "HANDY IN THE BACK, ELECTRIC IN THE FRONT." is displayed in a bold, white, sans-serif font, separated by thin horizontal lines. In the top right corner, the website "peugeot.com" is visible. At the bottom left, the text "NEW PEUGEOT PARTNER ELECTRIC" is printed in a small, white, sans-serif font. At the bottom right, the Peugeot lion logo is centered above the words "PEUGEOT PROFESSIONAL". Along the bottom edge, the slogan "MOTION & EMOTION" is repeated twice.

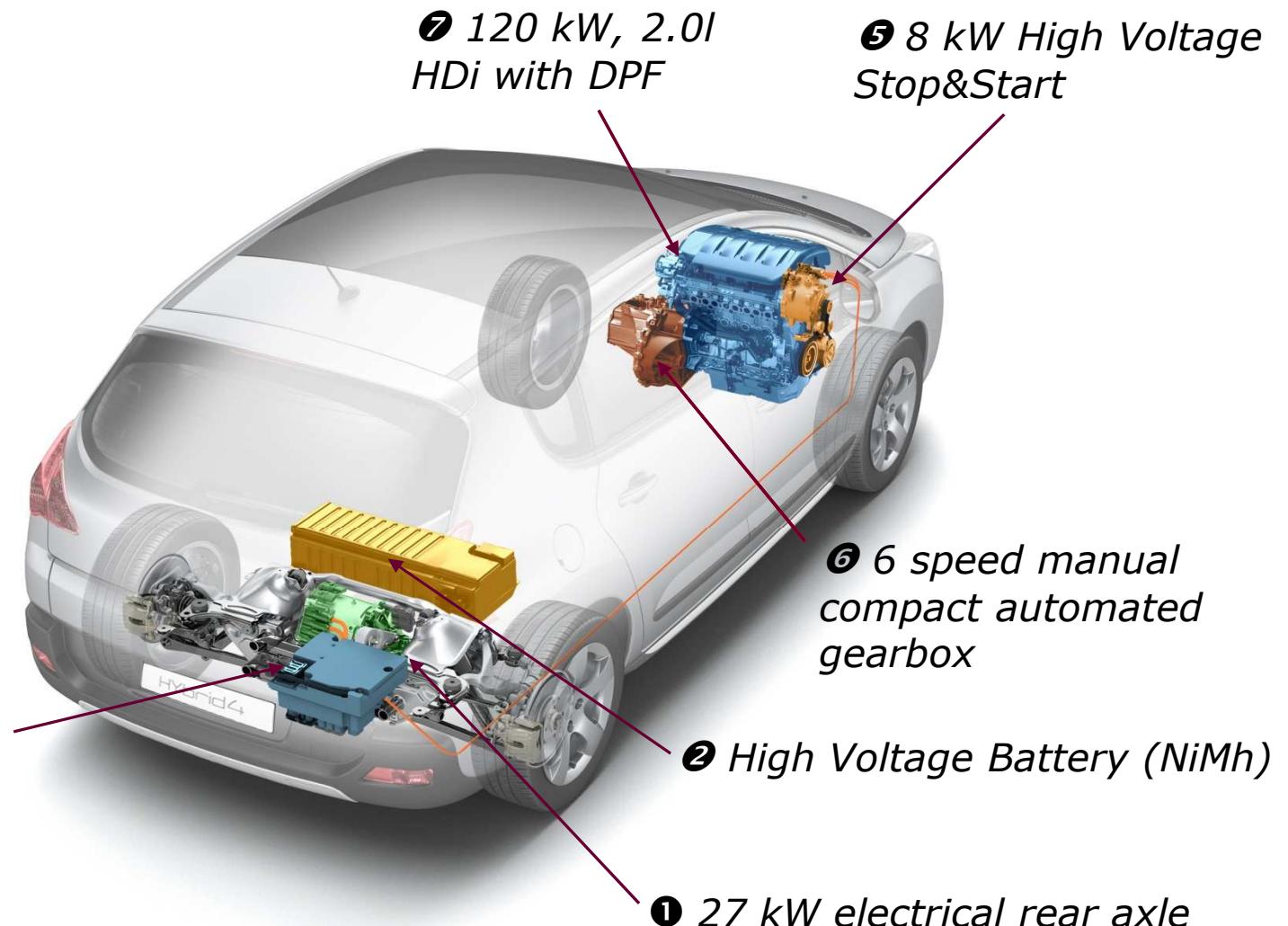


Diesel Hybrid components

- ▶ **200 hp**
- ▶ **88 g/km CO₂**
- ▶ **3,4 l/100 km**
- ▶ **4WD**

③ Hybrid Powertrain management unit

④ Power Electronics (Inverter & DC/DC)



⑦ 120 kW, 2.0l HDi with DPF

⑤ 8 kW High Voltage Stop&Start

⑥ 6 speed manual compact automated gearbox

② High Voltage Battery (NiMh)

① 27 kW electrical rear axle

Global environmental optimisation achieved on the whole vehicle

New 1,2l EB PureTech
+gear set optimization :
-17% / -25g CO₂/km

Micro-hybrid :
(STT + Electrical Management)
-6g CO₂/km

Aerodynamic :
-2dm² / -1g CO₂/km

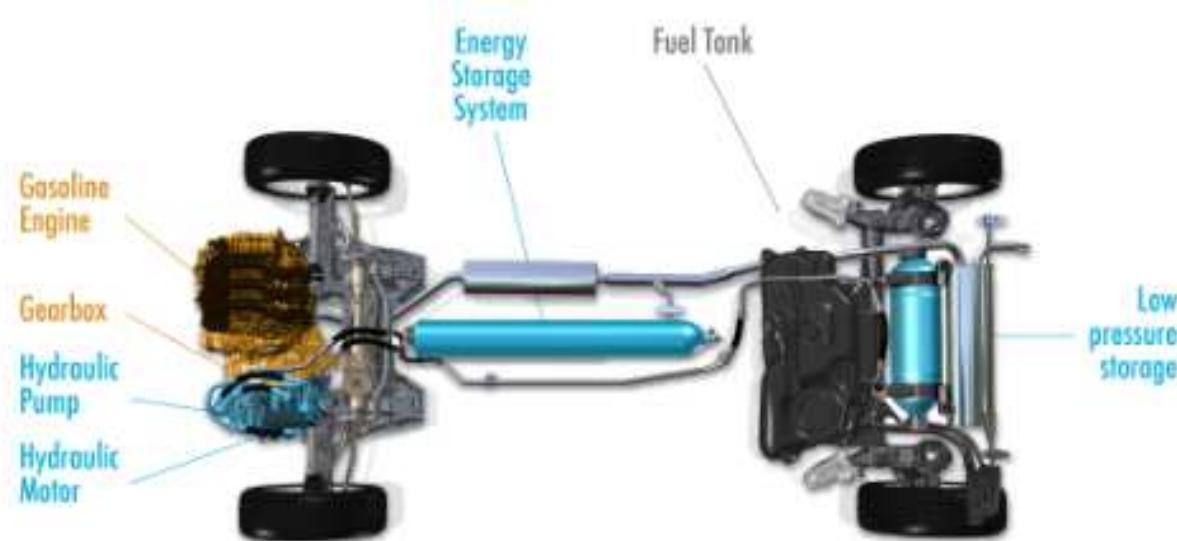
Rolling resistance :
-10% / -2g CO₂/km

Vehicle weight :
-140 kg / -6g CO₂/km



→ 40g / km CO₂ of total gain between the new 308 1,2l EB Turbo PureTech BV6 and the previous 308 1,6l N.A.

Hybrid Air: innovating full hybrid Petrol engine



Urban driving
Fuel savings up to
45%

+
Overall
(City, road, highway)
Fuel savings of
35%

System automatically selects
the most efficient mode to each situation

Hydole: Petrol Plug-in Hybrid

eHYdole

PSA PEUGEOT CITROËN





GRACIAS