



LINDA JACKSON
CITROËN BRAND CEO

2018 OVERVIEW

1,046,000 SALES

WORLDWIDE

2018 OVERVIEW

EUROPE
825,000 SALES
+5%

EURASIA
6,400 SALES
+0.7%

CHINA
S-E ASIA
114,000 SALES
-13.2%

LATIN AM.
60,400 SALES
-11.8%

AFRICA
MIDDLE-EAST
34,700 SALES
-39.4%

INDIA
PACIFIC
5,700 SALES
-6.4%

2018 OVERVIEW EUROPE

5TH YEAR
GROWTH

IN A ROW

+28%
IN 5 YEARS

2018
825,000 SALES



2018 OVERVIEW EUROPE

GROWTH
x15
VS. MARKET

PC GROWTH
FASTEST
AMONG TOP 12 BRANDS

LCV
TOP 5
BEST-SELLING BRAND

H1 2019 OVERVIEW

EUROPE



H1 2019 OVERVIEW EUROPE

6TH YEAR
GROWTH

IN A ROW

+37%
IN 6 YEARS

H1 2019
456,000 SALES

H1 2018

H1 2016

H1 2017

H1 2014

H1 2015

H1 2013
332,000 SALES



H1 2019 OVERVIEW

EUROPE

**FASTEST
GROWTH
AMONGST TOP 12**

**+0.3
POINT
MARKET SHARE**

**+6.6%
PC GROWTH
VS. FALLING MARKET (-3%)**

PRODUCT OFFENSIVE

5 MAJOR LAUNCHES IN 2 YEARS



NEW
C3

650,000
SALES



NEW
C3 AIRCROSS SUV

220,000
SALES



NEW
C4 CACTUS

115,000
SALES



NEW
BERLINGO

115,000
SALES



NEW
C5 AIRCROSS SUV

110,000*
SALES

*INCLUDING CHINA

PRODUCT OFFENSIVE NEW LCV RANGE



1 WORLDWIDE SALE OUT OF 5

SERVICE RECOMMENDATION

	DEUR G5		DAML		DMOA		DRUC		CHINA		DINP	
	ANNUAL	TREND	ANNUAL	TREND	ANNUAL	TREND	ANNUAL	TREND	ANNUAL	TREND	ANNUAL	TREND
NV	91,6	↗	85,7	↗	90,7	↗	94,7	↗	90,1	↗	78,8	↗
AFS	84,7	↗	79,0	↗	83,1	↗	80,6	↗	77,4	↗	69,1	↗

% of customers who have rated 9 or 10 to the question 'Would you recommend the dealership?'

2021 AMBITIONS

PUSH TO PASS KEY OBJECTIVES

1.5 MILLION

PROFITABLE GLOBAL SALES

REFERENCE

IN AUTOMOTIVE COMFORT

TOP 3

RECOMMENDED AUTOMOBILE BRAND

PUSH TO PASS OBJECTIVES

VOLUMES GROWTH

2015

2019

2021

1.2 Mn

1.1 Mn

1.5 Mn



PUSH TO PASS OBJECTIVES

PRICING POWER EUROPE

vs Ford

2015

2019

2021

2.9pts



5.0pts



+3 pts
<Target<
+5 pts

PUSH TO PASS OBJECTIVES

CUSTOMER RECOMMENDATION VN

Base NCBS Survey

2015

2019

2021

Top8



Top4



Top1

PUSH TO PASS OBJECTIVES

CUSTOMER RECOMMENDATION APV

Base IACS Survey

2015

2019

2021

Top8



Top4



Top1

**HOW WILL WE ACHIEVE THESE
AMBITIONS ?**

CLEAR POSITIONING

PEOPLE MINDED BRAND

AT THE HEART OF THE MARKETS

UNIQUE AND DARING BRAND

BRAND FUNDAMENTALS

CUSTOMER
PERCEPTION

BRAND SIGNATURE

INSPIRED
BY YOU

BRAND POSITIONING

PEOPLE MINDED BRAND

BRAND PROMISE

BE DIFFERENT & FEEL GOOD

BRAND
FOUNDATION

BRAND D.N.A.

BOLDNESS & COMFORT

KEY VALUES

OPTIMISTIC // HUMAN // SMART

360° APPROACH

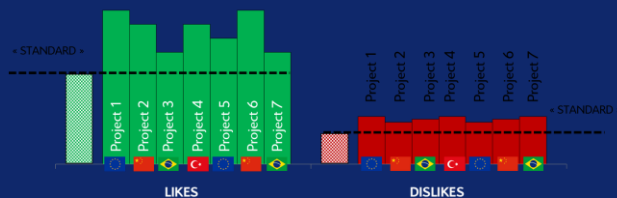
360° APPROACH

NEW RELATIONSHIP

BE DIFFERENT
CHALLENGING THE NORM

STRONG CHOICES

Monitored through customer research



PRODUCT ASSETS

FEEL GOOD
ADVANCED COMFORT

COMFORT BENCHMARK

Citroën Advanced Comfort®
Progressive Hydraulic Cushions® (PHC)
Advanced Comfort Seats



PRODUCTS



CITROËN
CUSTOMERS

JOURNEY

MOBILITY



Citroën Rent&Smile
I rent a Citroën at Citroën,
operated by Free2Move



Citroën Earn&Drive
I earn money when not using my car

SERVICES

CITROËN ADVISOR
Your opinion matters

Product
Dealer
Salesmen
Used Car



My CITROËN
Personal Space on Smartphone



Scan My CITROËN
User guide on Smartphone



Share with U
On board media sharing



New Dealership Citroën
La Maison Citroën
La Maison Citroën Nomadic
La Maison Citroën Pop up kit



+ Eat at Citroën



+ Lifestyle Product Stores
Children area



I maintain my car at Citroën
I repair my car at Citroën



I buy a B2B passenger car, a van or a converted vehicle at Citroën

NEW PLACES

STRENGTHS

CLEAR BRAND POSITIONING

GROWTH IN EUROPE

MOBILITY STRATEGY

CHALLENGES

CHINA RECOVERY
INTERNATIONALISATION

