

PEUGEOT 2023 COMMERCIAL RESULTS

In summary:

- PEUGEOT: **1 124 268** registrations in 2023, **+6%** increase versus 2022
- Continued internationalisation of sales outside the EU29 at **28.2%** of global sales, i.e. **+0.8 pts** increase versus 2022
- **17 countries had best market share in 15 years**
- **PEUGEOT EUROPEAN LEADER:**
 - **in the electric B** segment with E-208 and E-2008
 - **In the electric LCV** segment with E-Partner, E-Expert, E-Boxer
- Electrified vehicles (BEV + PHEV) EUR29
 - ✓ 18% of Peugeot vehicles registered in EUR29 are electrified
- Upmarket move confirmed with the launch of the new Peugeot 408 and the reveal of the new E-3008

“In a highly competitive 2023 environment, I am proud to announce a 6% increase in sales and a growth in international volume of nearly 1 point. At European level, the PEUGEOT brand remains the leader in the electric B segment with two models: the E-208 and E-2008, and occupies the top spot in electric commercial vehicles”

Linda Jackson – PEUGEOT CEO



Regions:

ENLARGED EUROPE

Volume: 811 722**

MS*: 5.0%

Europe 29: E-208 No.1 in the electric B-Hatch segment

Europe 29: Peugeot, electric leader in B-Segment and LCV-Segment

Denmark: 208 best-selling B-Hatch

France: Peugeot No.2 PC+ LCV, E-208 B-Hatch leader and 2008 B-SUV leader

Portugal: Peugeot No.1 in the PC + LCV market for the 3rd consecutive year

Greece: Peugeot No.2 in the PC+LCV market since 2019

MIDDLE EAST AND AFRICA

Volume: 135 065

MS: 3.3%

21 countries with market share growth

Turkey: Peugeot fastest growing Brand within TOP 10 with a MS of 6.4% (Top 5, +4 rank)

LATIN AMERICA

Volume 103 660

MS: 2.8%

Brazil: MS 1.6%, top 10

Argentina: MS 9.9%, top 5

208, 2nd best-selling car in all segments

Chile: Best MS of last 14 years at 5.4%, top 6 (+1) – 308 C-Hatch segment leader

INDIA ASIA PACIFIC - CHINA

Volume: 60 597

Stability MS: 0.18%

China PC:

MS stable: 0.2%

Vietnam: Top 9 Brand and only European Brand in Top 10

NORTH AMERICA

Volume [Mexico]: 13 224

MS: 0.07 %

Mexico:

MS: 0.9%, highest sales volume in last 15 years

* MS: Market Share

** Volume: registrations

Key Points



PEUGEOT 208:
Top 3 in B-segment
e-208: leader in the electric B-segment



PEUGEOT 2008:
3rd vehicle of the B-SUV Segment
e-2008: 3rd in the electric B-SUV segment



PEUGEOT 308:
PHEV leader in the Hatch + Wagon C-segment



PEUGEOT 408:
PHEV leader in the C-Sedan segment, Top 5 on overall C-Sedan Segment (+7 rank)



PEUGEOT PARTNER/RIFTER:
Leader C-VAN segment

TOP 10 Markets

Registrations

1. FRANCE



2023: 305 295

2. ITALY



2023: 91 319

3. UNITED KINGDOM



2023: 88 467

4. TURKEY



78 632

5. SPAIN



75 625

6. GERMANY



55 251

7. ARGENTINA



41 931

8. BELUX



39 586

9. CHINA



37 003

10. BRAZIL



34 920

2023

TOP Sales Worldwide

Registrations



PEUGEOT 208:
Volume 2022: 299 131
Volume 2023: 300 640



PEUGEOT 5008:
Volume 2022: 49 806
Volume 2023: 55 815



PEUGEOT 2008:
Volume 2022: 185 425
Volume 2023: 204 773



PEUGEOT 308:
Volume 2022: 99 373
Volume 2023: 106 826



PEUGEOT 3008:
Volume 2022: 145 627
Volume 2023: 133 772



PEUGEOT PARTNER/RIFTER:
Volume 2022: 95 290
Volume 2023: 121 560



PEUGEOT 408/408X:
Volume 2022: 22 234
Volume 2023: 55 962

Highlights

February 2023
Reveal of the restyled
508 and 508 PSE



January 2024
Announcement of Peugeot's
Carbon Net Zero Strategy "E-
Lion Project"



May 2023
Reveal of the restyled **2008**



REVEAL

September 2023
Reveal new E-3008
Sochaux (France)



November 2023
Peugeot 3008
Finalist COTY Prize



July 2023
Reveal of the restyled **208**



MOTOR SHOW

CES LAS VEGAS
Reveal INCEPTION
January 2023



MILAN DESIGN WEEK
New livery reveal of **PEUGEOT**
9X8 Le Mans
April 2023



AWARD

November 2023
Golden Steering Wheel Award for the
Peugeot 2008 – Auto Bild

