



PSA PEUGEOT CITROËN

**BACK**  
IN THE RACE

**UP MARKET MOVE**



July, 31st 2015



# *What is pricing power ?*

*« Price is what you pay.*

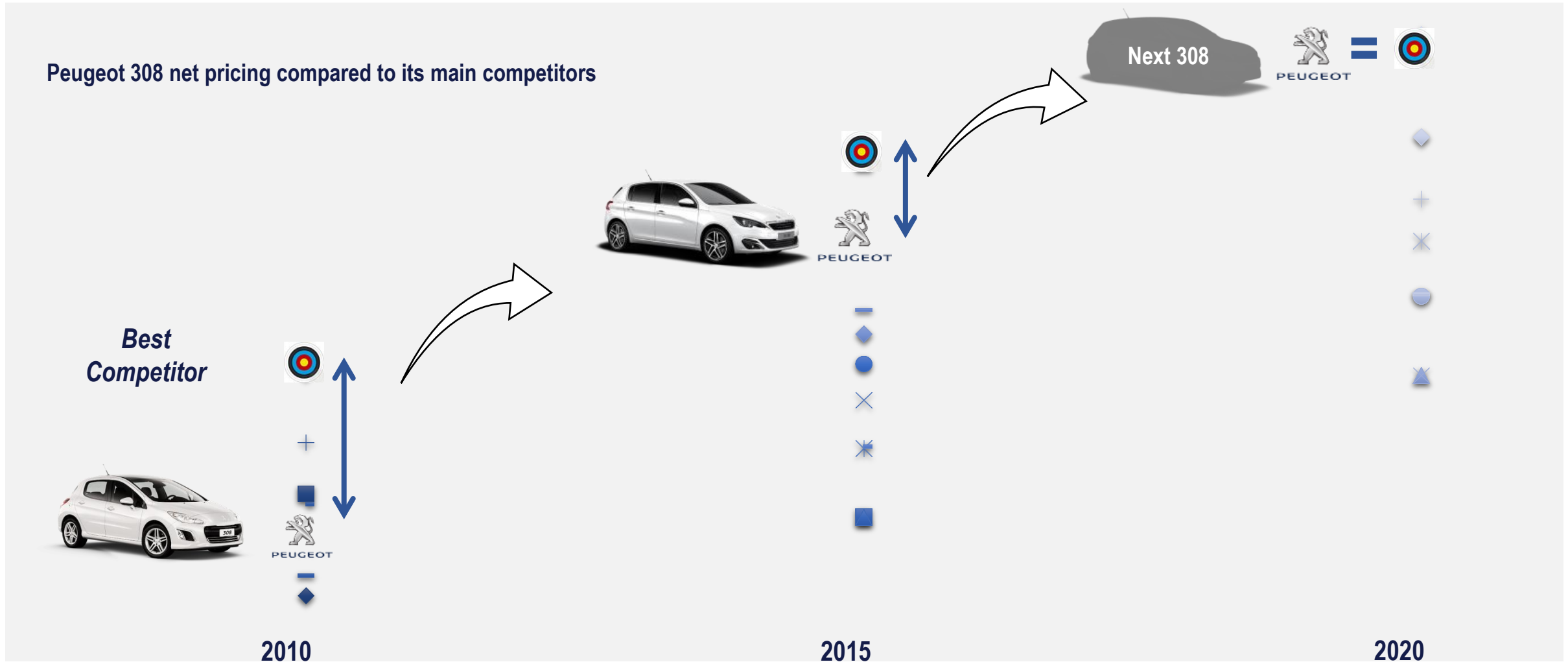
*Value is what you get.*

*And in the long run, price follows value »*

*Warren Buffet*

One front runner & a pack of followers

How to catch up with the front runner ?



# Improving pricing power

Analyze and implement a strategy to improve pricing power

■ **Understand** ■ **Improve brand value** ■

Paid Price

=

Usage value / Client added value

+

Investment value / Residual value

=> Actions on Client added value & residual value

Optimize paid price

Improve pricing power

Improve Client added value & residual value

## Reinforce Brands value, Innovative Marketing Communications

### ATTRACTIVE PRODUCTS



### EFFICIENT MARKETING

★★★★★  
CITROËN-ADVISOR.COM



YOUR COMPLIMENTS  
MAKE US HAPPY,  
YOUR CRITICISMS MAKE  
US PROGRESS.

CITROËN  
& YOU



DS Brand launch

Geneva 2015



37 million people  
reached



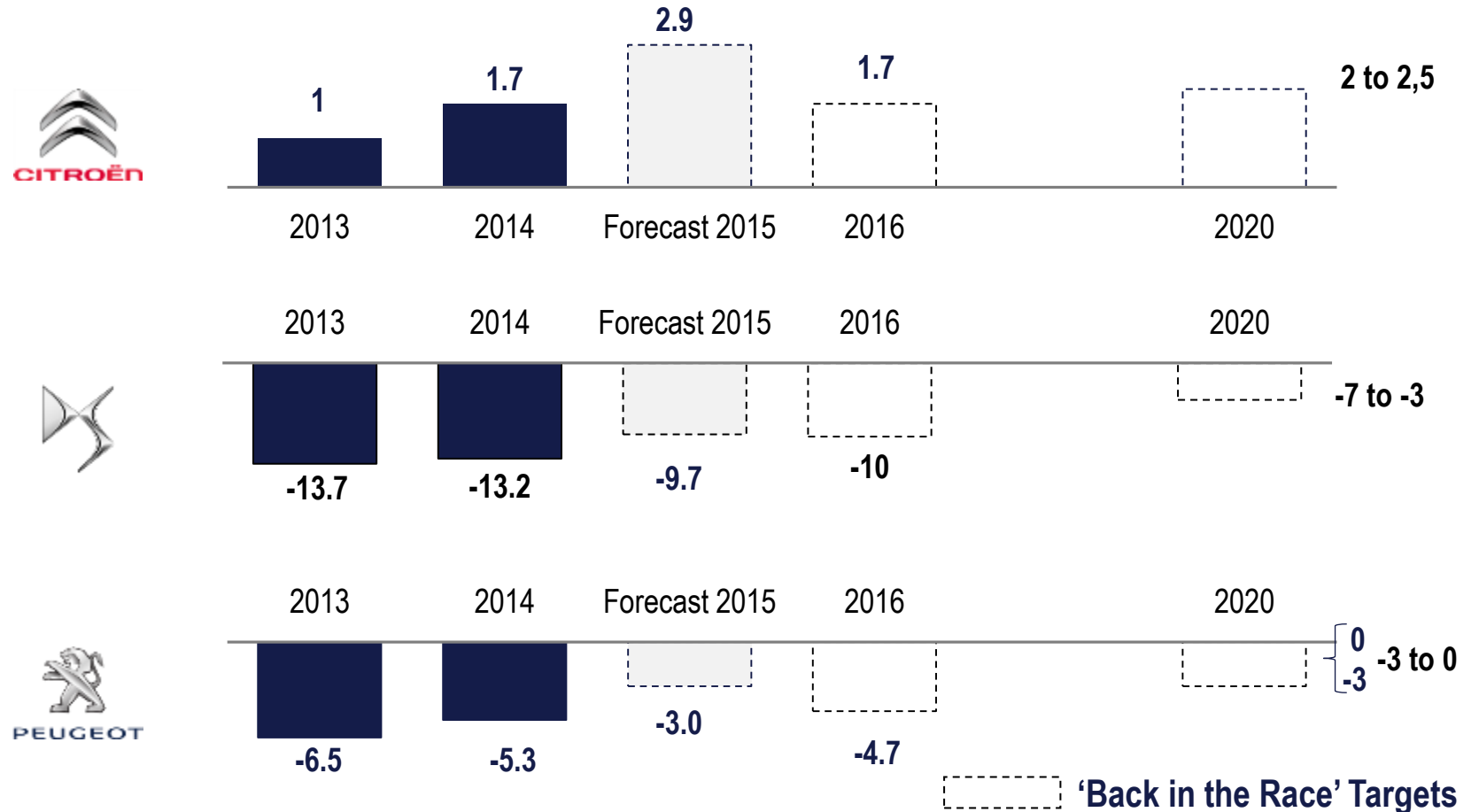
42% Like/Share



## Pricing Discipline



Evolution of net price positioning adjusted for content in Europe



\* vs the key competitor (one different benchmark for each brand - gap in %)

# ATTRACTIVE PRODUCTS – PEUGEOT WORLDWIDE PRODUCT FUNDAMENTALS

## EXCELLENCE

UNCOMPROMISING  
QUALITY

PERCEIVED QUALITY  
& DURABILITY



EFFICIENCY



DESIGN  
IDENTITY



## ALLURE

SHARP DESIGN

INVENTIVE VEHICLE  
CONCEPTS



UPPER  
VERSIONS



## EMOTION

INSTINCTIVE  
DRIVING EXPERIENCE

INNOVATIVE COCKPIT  
& CONTROLS



DRIVING  
SENSATIONS



# ATTRACTIVE PRODUCTS – PEUGEOT WORLDWIDE PRODUCT FUNDAMENTALS

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### UNCOMPROMISING QUALITY

#### PERCEIVED QUALITY & DURABILITY



#### EFFICIENCY



#### DESIGN IDENTITY



## ALLURE

### SHARP DESIGN

#### INVENTIVE VEHICLE CONCEPTS



#### UPPER VERSIONS



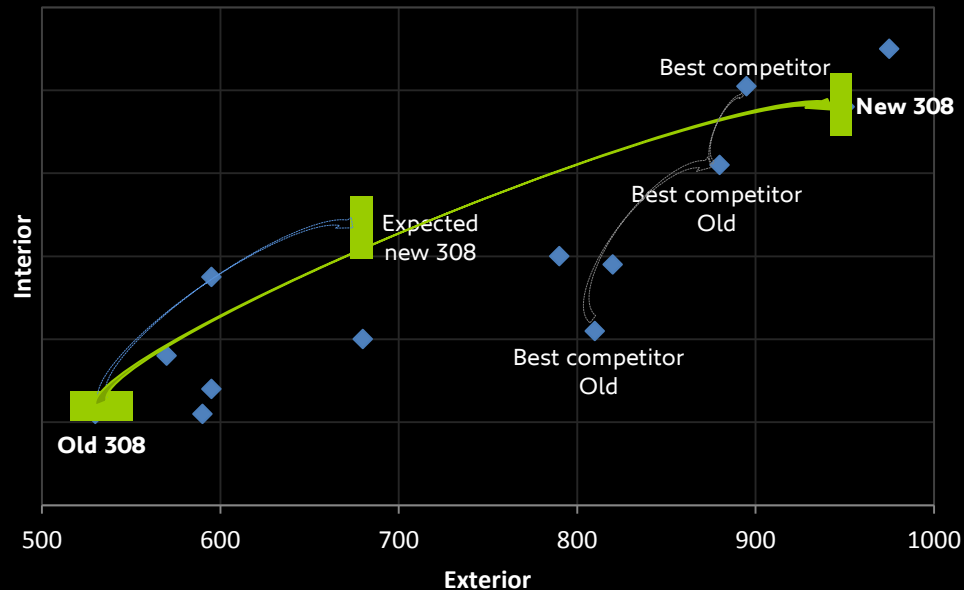
## EMOTION

### INSTINCTIVE DRIVING EXPERIENCE

#### INNOVATIVE COCKPIT & CONTROLS



#### DRIVING SENSATIONS



#### ■ Perceived Quality :

- First application on 308 followed by New C-SUV

#### ■ Long term Quality:

- 308 first results: outstanding 3 years ageing performance of materials

#### ■ Noise Control, soundproofing :

- Objective : 1st quartile of multi-brand surveys



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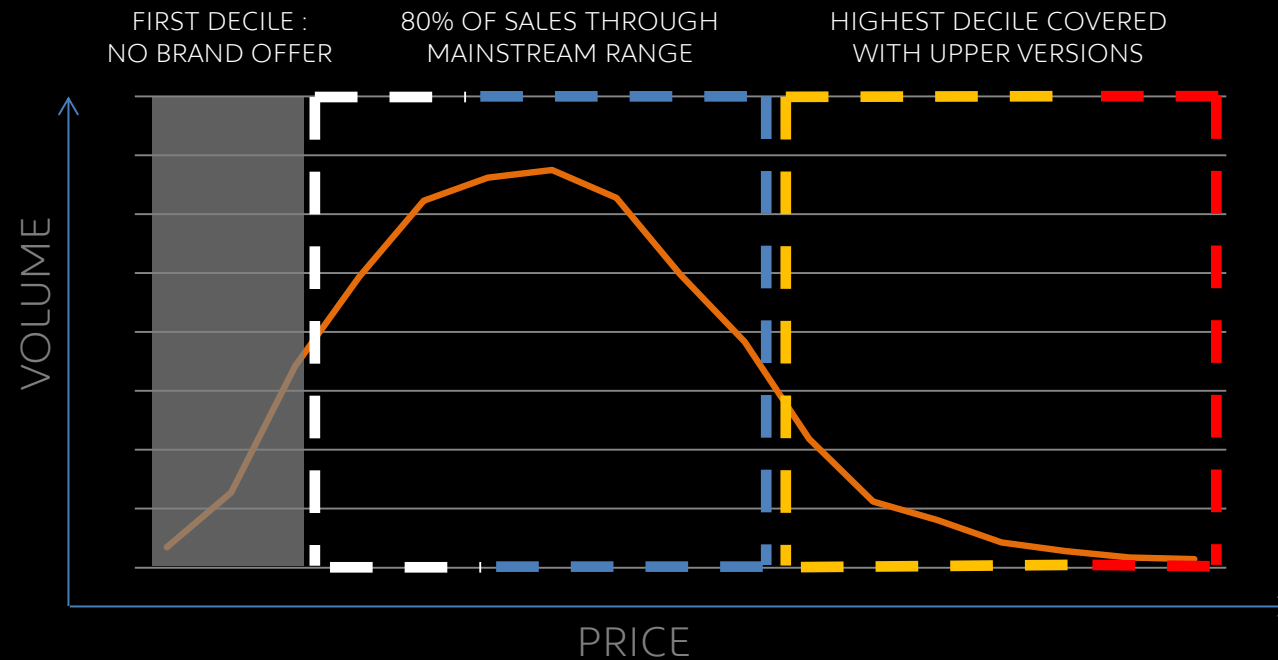
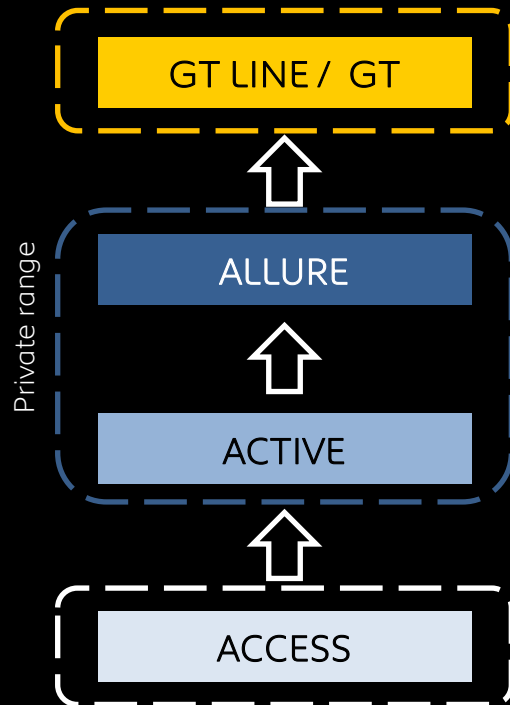
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## EMOTION

INSTINCTIVE  
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& CONTROLS



DRIVING  
SENSATIONS



208

2008

308

Small steering wheel / Central display



# Efficient Marketing & Communications

## Promote Product & Services

UP TO 2015



peugeot.es

# "EFIMOUR"

CON LOS MOTORES DE GASOLINA PURETECH,  
TENDRÁS MÁS EFICIENCIA Y MÁS GLAMOUR.

PEUGEOT 208  
GASOLINA PURETECH

DESDE  
**8.900€\***  
PLAN PIVE INCLUIDO

PEUGEOT recomienda TOTAL. Atención al Cliente 902 566 247.  
Consumo Peugeot 208: Consumo medio (l/100 km): desde 3,4 hasta 5,8. Emisiones de CO<sub>2</sub> (g/km): desde 67 hasta 135.

**APROVECHATE DEL PLAN PIVE EN TODA LA GAMA 208.**  
O lo que es lo mismo: lo tendrás absolutamente todo. Consumirás muy poco, ahorrarás mucho más y colaborarás con el medioambiente al reducir las emisiones de CO<sub>2</sub>. Además, mantendrás un comportamiento ágil y dinámico en la carretera. Y ahora... ¿te apunta el "Efimour"?

**PEUGEOT FINANCIACIÓN**  
PVP recomendada de 208 3p ACCESS 1.0 VTi 68cv / 50 kW (Inquilinos, transporte y Plan Pive-S) para particulares en París, Y. Bolo, que financien con Banque PSA Finance un capital máximo de 6.000€ con patrimonio mínimo de 30 meses. Oferta no acumulable y válida hasta 31-03-2014. Consulte condiciones en su concesionario. Modelos recomendados: 208 3p ALLURE 1.6 VTi 120 CV / 88kW con starter 17" Chassis Technical Grey y Pack Cielo. PVP con prestaciones y Plan PIVE-S: 13.950€. Plan PIVE-S en garantía 208, excepto GTi, sujeto a condiciones y límites de dicho Plan.

PEUGEOT 208

MOTION & EMOTION

PEUGEOT

Spain

Starting price

AS OF 2015



peugeot.pt

# NOVO PEUGEOT 208

DESPERTE A SUA ENERGIA

PEUGEOT i-COCKPIT | MOTORES PureTech | ACTIVE CITY BRAKE

**208€/MÊS**  
SEM ENTRADA INICIAL 1ª M. ALUGUER OPERACIONAL

PEUGEOT ASSISTANCE  
8 ANOS

NOVO PEUGEOT 208

MOTION & EMOTION

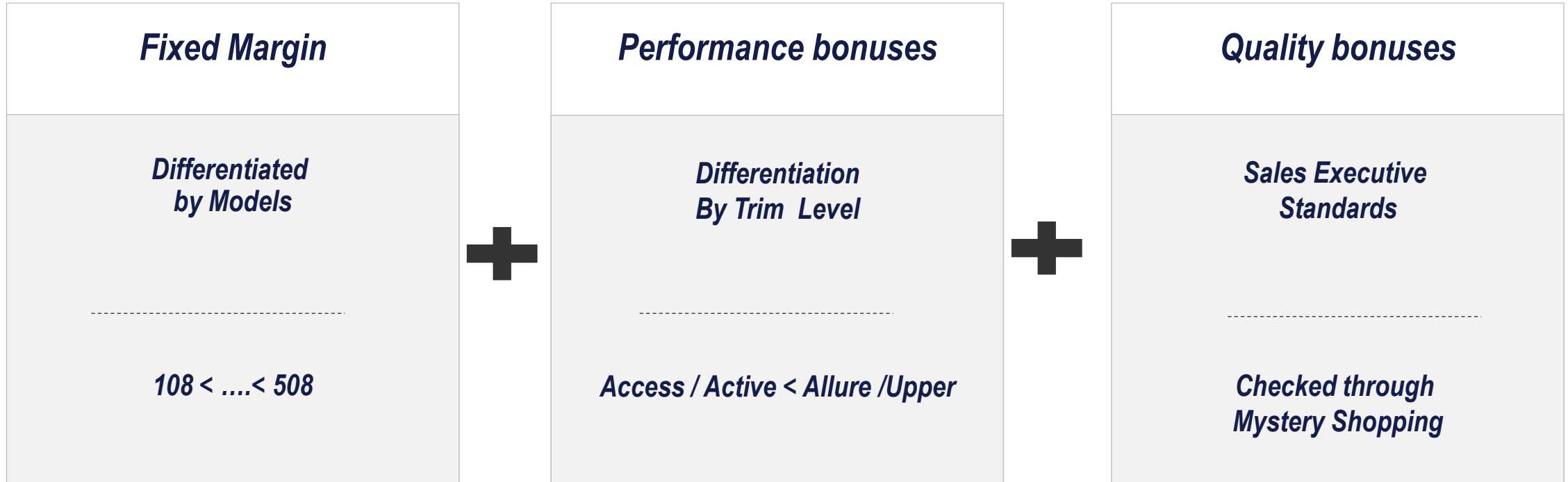
PEUGEOT

Portugal

Monthly offer


# Efficient Marketing & Communications

## Motivate dealers





## Train sales forces




### Responsibility of the Network

Introduction to the upselling strategy

Synopsis


Documents for download



#### The network's responsibilities

- Sell better and more
- Justify the price
- Offer an impeccable quality of service

Maxime Picat  
Marque Director



00:19 / 01:26

By means of an impeccable level of quality, this uncompromising quality.

## *Ensure strategy is consistently applied*

### *Organisation & Processes*

*Product  
Pricing  
Marketing*



*Worldwide  
Brand CEO*

*Production  
Sales*



*Regional  
VP*

### *Gouvernance & Control*

*From conception to delivery*

*Commitment of  
Brand CEOs & Regional VPs  
CFO & Chairman of the Board*

### *Motivation*

*Incentives & bonuses*

*Training  
& Personal development*

## *Illustration with the New Peugeot 308*





## Enhanced positioning

### Strong product

#### Excellence

Uncompromising quality

Car of the year  
– Europe



#### Allure

Sharp design

Launch upper  
versions

#### Emotion

Instinctive driving experience

Innovative  
cockpit

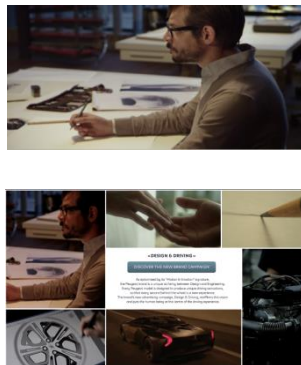




## Efficient marketing through Brand/model consistency

AUGUST  
2013

BRAND CAMPAIGN



SEPT  
2013

308 LAUNCH



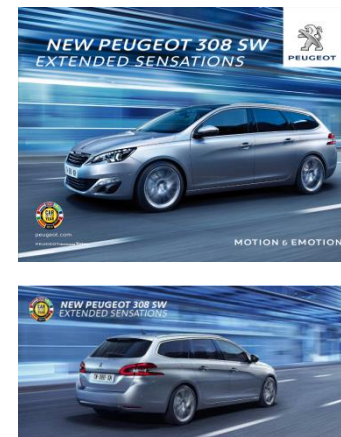
MARCH 2014

308 COTY



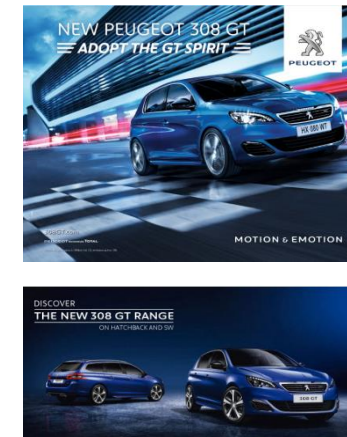
MAY 2014

308 SW LAUNCH



DEC  
2014

308 GT LAUNCH



APRIL  
2015

PURE TECH  
ENGINE CAMPAIGN

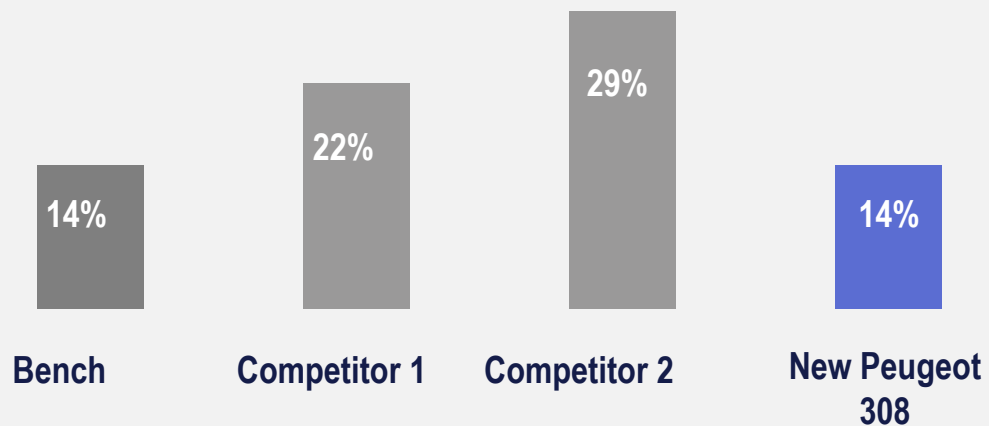


« Better opinion of the Brand ? » (source : GfK) => c.+30 pts vs OEM average

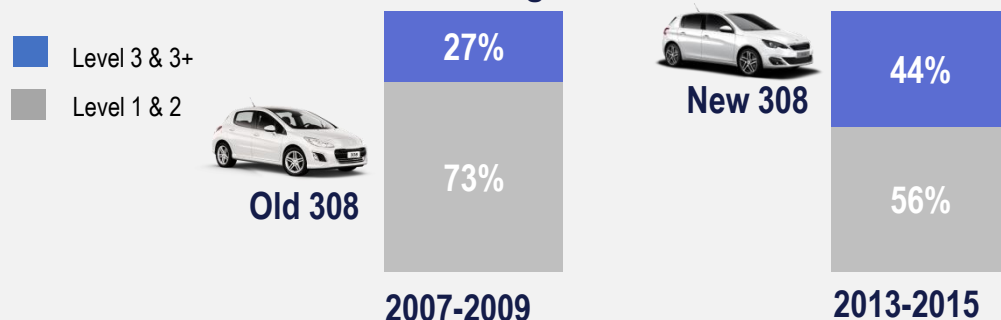
## Fierce discipline

### ■ Measure positioning

Low level of market Shares with Short term rentals Europe G5 – Q1 2015



Mix enrichment with the New Peugeot 308



Enhanced residual values New Peugeot 308

	DAT	39% (+ 4 PTS VS PREVIOUS 308)
	QUATTORRUOTTE	39% (+ 10 PTS)
	EUROTAX	47% (+ 12 PTS)
	ARGUS	45% (+ 4 PTS)
	CAP	32% (+ 6 PTS)



## ***Further levers to activate***

- **Geographical Extension**
- **New vehicles** to be launched in 2016 and 2017
- **New Services**

## New upper range of models



New C-SUV  
5/7 seats



New D-Sedan

## Technologies to maintain CO<sup>2</sup> leadership



BLUE HDI  
Diesel engine



EB PURE TECH  
Petrol engine



EAT6 AUTO  
transmission



Hybrid Plug- in



New B electric

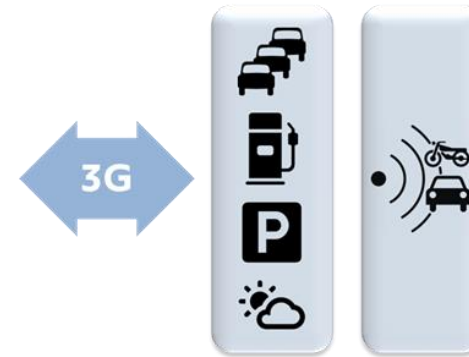


**More value through an extensive infotainment offer...**

## TELEMATICS SERVICES



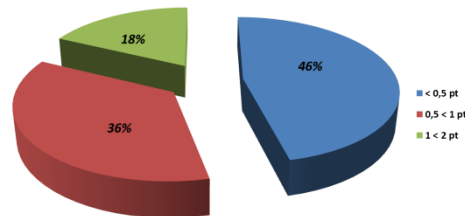
## EMBEDDED CONNECTED NAVIGATION



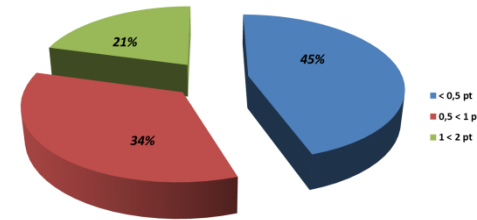
## MIRRORING



**....with a positive Residual Value impact** (question asked to RV influencers / leasers in dec.14)



Mirroring Solutions



Embedded + Telematic Solutions

Thank you