



BUSINESS RESULTS | 2024

PEUGEOT

PEUGEOT

1,097,750 registrations in 2024

Peugeot's sales outside Europe 29 represent 25.1% of the brand's total sales

PEUGEOT EUROPEAN LEADER

In the B-Hatch electric segment with the PEUGEOT E-208

In the electric commercial vehicle segment

with the PEUGEOT E-Partner, PEUGEOT E-Expert et PEUGEOT E-Boxer

ELECTRIC VEHICLES (BEV + PHEV + MHEV) EUR29

35% of Peugeots registered in EU29 are electric

Confirmed move upmarket with the launch of the PEUGEOT E-3008, the PEUGEOT E-5008, and the PEUGEOT E-408.

In a challenging and competitive context in 2024, electric vehicle sales have increased by 8% compared to 2023 in Europe. PEUGEOT more than doubled its electric car orders in this period. The PEUGEOT brand continues to dominate the electric city car segment with the PEUGEOT E-208 as well as the electric light commercial vehicle segment. These excellent results bring us closer to our goal of becoming the EV leader in the European mainstream market.

REGIONS

ENLARGED EUROPE

Volume:**
827,523

MS*:
4.9%

Europe 29: PEUGEOT E-208, No. 1 in the electric B-segment saloon

Europe 29: PEUGEOT, leader in the electric commercial vehicle segment

France: PEUGEOT No. 2 in the passenger and commercial vehicle market, with the PEUGEOT E-208 leading the B-segment saloons, the PEUGEOT 2008 leading the B-segment SUVs, the PEUGEOT 3008 leading the C-segment SUVs, and the PEUGEOT 308 being the No. 1 C-segment saloon and estate car

Denmark: PEUGEOT 208, best-selling B-segment saloon

Portugal: PEUGEOT is the market leader in passenger and commercial vehicles for the 4th consecutive year

Spain: PEUGEOT 208, No. 3 in the B-Hatch segment

Greece: PEUGEOT has been No. 2 in the passenger and commercial vehicle market since 2019

MIDDLE EAST & AFRICA

Volume:
121,429

MS:
2.8%

10 countries
with an increasing market share

Turkey: PEUGEOT in the Top 5 for the 2nd consecutive year with a market share of 5.9%.

PEUGEOT 408 volumes up by 23%

LATIN AMERICA

Volume:
88,675

MS:
2.2%

Brazil: MS 1.1%

Argentina: MS 9.5%, Top 4 The PEUGEOT 208 is the best-selling car across all segments

Chile: MS 5.3%, Top 6 – leader in the C-Van segment with PEUGEOT PARTNER, Top 2 in the commercial vehicle segment

INDIA ASIA-PACIFIC

Volume:
17,007

MS:
0.1%

Vietnam:

Top 9 and the only European brand in the Top 10. Volumes up by 15%

NORTH AMERICA - (MEXICO)

Volume:
18,825

MS:
1.2%

Mexico:

MS: 1.2%, highest sales volume in the last 15 years

PEUGEOT STRENGTHS (EUR 29)

PEUGEOT 208



Top 3 in the B-Hatch segment

PEUGEOT E-208: leader in the electric B-segment

PEUGEOT 408



Leader in PHEV in the C-segment saloons

Top 5 in the C-segment saloons

PEUGEOT 2008



4th vehicle in the B-SUV segment

PEUGEOT E-2008 : 3rd in the electric B-SUV segment

PEUGEOT 3008



100,000 orders, successful launch

Leader in the C-SUV segment in France

PEUGEOT 5008



Successful launch
Leader in 7-seater C-SUV segment in France

PEUGEOT PARTNER/RIFTER



Leader in the C-VAN segment

COUNTRIES REGISTRATIONS 2024



FRANCE
300,221



UK
96,210



ITALY
89,248

Rank	Country	Volume
4	Germany	78,206
5	Turkey	73,542
6	Spain	72,874
7	Argentina	37,145
8	Belux	30,767
9	Brazil	28,084
10	Portugal	27,331

TOP 10

TOP SALES WORLDWIDE 2024 – REGISTRATIONS IN VOLUME



274,819

PEUGEOT
208



214,995

PEUGEOT
2008



132,963

PEUGEOT
PARTNER/
RIFTER:



130,218

PEUGEOT
3008



99,757

PEUGEOT
308



48,152

PEUGEOT
5008



38,900

PEUGEOT
408

HIGHLIGHTS

REVEAL

AWARDS

MOTORSHOWS

January



Allure Care
8 years/160,000 KM
On the Electric line-up



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

March



Reveal New
PEUGEOT E-5008



Reveal New
PEUGEOT 9X8 livery

January



PEUGEOT E-3008
Car Of The Year
L'Argus

November



PEUGEOT E-5008
Golden Steering Wheel
of the Year Auto Bild

May



**PEUGEOT
Hypersquare
at VivaTech**

July



ChatGPT introduced in
PEUGEOT vehicles

October



Reveal
PEUGEOT E-408

December



PEUGEOT
PEUGEOT E-208 et
PEUGEOT E-308
Most efficient cars
according to ADAC



PEUGEOT
Favourite car brand
of the French

October



**PEUGEOT
Paris Motorshow**