

PEUGEOT SALES RESULTS 2021



Fantastic momentum for the PEUGEOT Brand :

- Growth in registrations of +5 % compared to 2020
- **37** countries have beaten their market share record since 2015
- PEUGEOT 208 becomes #1 selling vehicle in Europe (PC+LCV EUR30)
- PEUGEOT 208 becomes #1 selling B-SUV in Europe (PC+LCV EUR30)
- **1** in **6** PEUGEOT vehicles sold in Europe was electrified
- Light commercial vehicles : +12 % growth compared to 2020
- International sales mix up 5,5 pp, representing 23,7 % of worldwide sales
- Successful move upmarket for the range :
 - Mix of level 3 and above **34 %** (+ 1,3 pp compared to 2020)
 - Automatic gearbox mix **50 %** (+ 4,4 pp compared to 2020)



"In a very turbulent global context, I am very proud of the excellent performance of the PEUGEOT brand, which has been able to demonstrate its agility and see its worldwide sales grow by 5 % in 2021"

Linda Jackson - CEO PEUGEOT

WORLD

Registrations 2021

1 214 851

PEUGEOT vehicles sold in 2021, +5 % compared to 2020

REGIONS

Registrations 2021 * (EUR30 + Eurasia)

ENLARGED EUROPE* **943 805**
+ compared to 2020

PEUGEOT gains 2 places, reaching the European PC+LCV Podium in 2021 (EUR 30)
France : first time ever leader in the passenger car market - 208 best-selling car in PC+LCV
Portugal : first time ever leader in the PC+LCV market - "Consumer's first choice" car brand for the 9th year running
Spain : PC+LCV market leader for the 4th year running
Russia : 2nd European LCV brand
12 countries increase their market share : Germany, UK, Sweden, Portugal, Ireland, Finland, Greece, Slovenia, Croatia, Bulgaria, Iceland and Cyprus

MIDDLE EAST AND AFRICA **109 876**
+ 20 % compared to 2020

Increase market share especially in :
Algeria : 24,3 % (+10 pts compared to 2020)
Morocco : 7,4 % (+1,2 pt compared to 2020)
Egypt : 7 % (+1,5 pt compared to 2020)

LATIN AMERICA **83 429**
+ 52 % compared to 2020

Brazil :
 • The car brand with the highest growth in sales : +126 % compared to 2020
 • The PEUGEOT 208 recorded the strongest growth in the B-Hatch segment : +270 %
 • PEUGEOT Expert leader in the D-Van
Argentina :
 • PEUGEOT 208 : 1st in B-Hatch ; sales up 50 % compared to 2020 with over 15.000 units sold,
 • PEUGEOT Partner : sales growth of more than 50 % ; on the podium for LCV sales,
 • LCV range (PEUGEOT Partner, Expert and Boxer) : sales growth of more than 20 % compared to 2020

CHINA **37 815**
+35 % compared to 2020

- PEUGEOT 208 sales up 263 %
 - PEUGEOT 5008 sales up 15 %
 - PEUGEOT 508 sales up 62 %
 - PEUGEOT 408 sales up 36 %

INDIA ASIA PACIFIC **28 637**
+ 20 % compared to 2020

Record sales in the region with 28637 vehicles, i.e +20 % compared to 2020, mainly in Vietnam, Australia, Taiwan and Japan
Japan : best PEUGEOT sales since 2004
New Zealand : best PEUGEOT sales since 2002
Malaysia : the Gurun plant will produce the PEUGEOT 208, 3008 and 5008 by the end of 2021

NORTH AMERICA (Mexico) **11 289**
+ 17 % compared to 2020

Mexico :
 Best Market Share since 2008, +0,1 pp compared to 2020

80 %

of all passenger car models in Europe with an electrified version

100 %

of all vans in Europe with an electrified version, including hydrogen for e-Expert hydrogen

KEY POINTS

PEUGEOT 208

+ 12 %



In Europe 30 : best selling model PC+LCV
In France : best selling car PC+LCV
In Argentina : number 1 in the B-Hatch segment

PEUGEOT 2008

+ 28 %



In Europe 30 : number 1 on the B-SUV segment

PEUGEOT 3008/5008

+ 3 %



In Europe 30 : number 3 in the C-SUV segment and number 3 in the PHEV C-SUV segment

PEUGEOT 308



Launch of the hatch in october in France and Belgium

PARTNER/RIFTER LCV



In Europe 30, new number 1 in the C-Van segment PC+LCV

Registrations 2021

TOP 10 MARKETS BY SALES

	2020	2021	CHANGE
1. 🇫🇷 FRANCE	372 578	362 762	▼
2. 🇮🇹 ITALY	93 195	97 965	▲
3. 🇬🇧 UK	84 513	91 006	▲
4. 🇪🇸 SPAIN	90 534	88 453	▼
5. 🇩🇪 GERMANY	65 445	63 161	▼
6. 🇧🇪/BELGIUM/LUXEMBOURG	45 922	41 433	▼
7. 🇹🇷 TURKEY	43 674	38 968	▼
8. 🇨🇳 CHINA	27 539	37 815	▲
9. 🇧🇷 BRAZIL	13 477	29 531	▲
10. 🇦🇷 ARGENTINA	21 993	27 224	▲

TOP MARKETS

Registrations 2021

TOP SALES WORLDWIDE

Registrations 2021

PEUGEOT 208



2020	240 700
2021	270 700
+12 %	

PEUGEOT 2008



2020	193 100
2021	247 600
+28 %	

PEUGEOT 3008



2020	172 300
2021	180 000
+4 %	

PEUGEOT 408



2020	9 700
2021	13 300
+36 %	

PARTNER



2020	84 500
2021	90 600
+7 %	

EXPERT



2020	55 600
2021	65 900
+19 %	

PEUGEOT BOXER



2020	62 600
2021	66 600
+6 %	

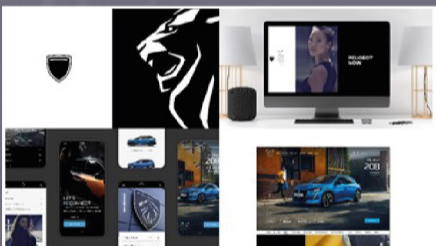
HIGHLIGHTS

PEUGEOT 2021



NEW BRAND IDENTITY

Launched in February 2021



LAUNCHES

LANDTREK

February 2021 :

Africa / Middle East :

South Africa, Angola, Algeria, Benin, Ivory Coast, Ghana, Mauritius, Madagascar, Morocco, Mozambique, Nigeria, Senegal, Togo, Tunisia

November 2021 :

South America

Chile, Ecuador, Guatemala, Panama, Paraguay, Peru, Dominican Republic, Uruguay

508 PEUGEOT SPORT ENGINEERED

April 2021



WEC : reveal Hypercar 9X8

July 2021



NEW PEUGEOT 308

October 2021



PEUGEOT e-PARTNER

October 2021



PEUGEOT e-EXPERT Hydrogen

October 2021

