

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 2008 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 + Euros)

ENLARGED EUROPE* **943 805**
+ 20 % 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**
+ 36 % compared to 2020

• PEUGEOT 2008 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 28 637 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 2008, 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

KEY POINTS

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

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 MARKETS

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	▲

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 %

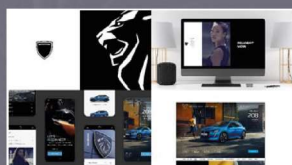
HIGHLIGHTS

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

