



PRESS RELEASE

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Excellence Française award for Citroën

At the *Excellence Française* ceremony yesterday in Paris, Citroën was chosen as the brand that best represents French know-how in the automotive sector. This award reflects Citroën's creativity and initiative, as embodied in its latest model, the Citroën DS5, launched tomorrow in France.



The *Excellence Française* awards, supported by the French Ministries of Defence and Culture, showcase French know-how in various areas of achievement, based on a selection of eleven different sectors each year. An annual ceremony selects "the companies whose talent, dynamic performance and entrepreneurship drive France forward", in the words of *Excellence Française* founder and chairman, Maurice Tasler.

Citroën, represented at the ceremony by managing director Frédéric Banzet, won the honours for the automotive industry, one of the sectors spotlighted at this year's event. Mr Tasler spoke of Citroën's place in French history, with models that have legendary status. He also underlined Citroën's achievement in proving to the world that luxury and innovation are very much part of the French automotive industry today.

True to its long and illustrious record of bold design, creativity and uncompromising attention to excellence, spanning more than 90 years, Citroën has remained true to its heritage: rethinking, reinventing and reinterpreting the car. The latest proof comes with the Citroën DS5, a model that is designed and made in France, and that exemplifies the best in Citroën know-how. With its unique style, inimitable sense of refinement, with the 'watch-strap' leather upholstery, and advanced technology, with the Hybrid 4 full-hybrid diesel engine, the Citroën DS5 puts French magic back into luxury motoring.

On the eve of the launch of this third model in the DS line, the *Excellence Française* award highlights the strong momentum of Citroën. A momentum that has brought the brand success not only in the marketplace with its products and services,, but also in the sporting arena, since it recently picked up its seventh Manufacturers title* in the WRC world rally championship!

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*pending official publication of this season's results by the FIA

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The Citroën Brand

Citroën was born 90 years ago at the feet of the Eiffel Tower. A dynamic and creative brand, it launched the hugely successful DS3 in 2010, followed in early-2011 by the DS4 and today by the DS5. Building on its positioning in Créative Technologie, Citroën markets a range including two full-electric cars, as well as vehicles equipped with e-HDi micro-hybrid technology, and a full hybrid, HYbrid4. The brand's technological advance is also on show in the World Rally Championship, where it has amassed seven Manufacturers' titles*. The Marque is also innovating in services with the Citroën Multicity mobility offering.

Citroën has 10,000 customer contact points, 11,500 employees and presence in 80 countries. It sold 1,460,000 vehicles in 2010.

*pending official publication of the results by the FIA