

**PSA Peugeot Citroën launches EUROREPAR CAR SERVICE multi-brand network**

In order to address the challenges of an increasingly competitive market where size is of critical importance, the Eurorepar brand, created by Citroën in 2003 (1,350 garages in five European countries), and Motaquip Car Service, created by Peugeot in 2012 (300 garages), will be merging their networks on 1 January 2015 to form EUROREPAR CAR SERVICE.

The transaction is aimed at improving aftersales support in countries where the two brands are present and increasing the size of the network, while enhancing customer visibility and awareness. It is aligned with PSA Peugeot Citroën's goal of building loyalty among customers who own Group vehicles that are more than five years old and developing a multi-brand customer base.

**EUROREPAR CAR SERVICE benefits**

The new brand will combine the strengths of each of the two networks. These include a brand image that highlights the garage's reputation for professional service; an online rating system that ensures balanced opinions; the possibility to get a free estimate for standard auto jobs; nationwide fixed-price car servicing and transparency regarding technical repairs.

**New benefits for the networks**

A dedicated field team will be set up to provide the EUROREPAR CAR SERVICE network with day-to-day support. In addition, a customer-oriented advertising campaign will be rolled out to showcase the expertise and trust that come with a major auto repair brand.

As a result of the merger, EUROREPAR CAR SERVICE will become the leading multi-brand network in France, before rising quickly to the top in other European markets where the two brands are already present, and in other parts of the world.

**About PSA Peugeot Citroën**

*With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 2.8 million vehicles worldwide in 2013, of which 42% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2013. The Group is the European leader in low-carbon vehicles, with average emissions of 115.9 grams of CO<sub>2</sub> per km in 2013. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).*

*For more information, please visit [psa-peugeot-citroen.com](http://psa-peugeot-citroen.com).*

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