



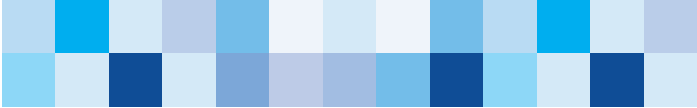




FOR MANY YEARS NOW, PEUGEOT HAS BEEN FOLLOWING A VOLUNTARY CODE OF PRACTICE AIMED AT PROTECTING THE ENVIRONMENT. NOW AS PART OF A NEW CHAPTER IN ITS COMMITMENT TO FUTURE GENERATIONS, PEUGEOT HAS JUST LAUNCHED THE "*BLUE LION*" STANDARD, WHICH HIGHLIGHTS THE ECOLOGICAL QUALITIES OF THE VEHICLES THAT IT SELLS.

THE "*BLUE LION*" ENVIRONMENTAL STANDARD IS AWARDED TO THE VEHICLES OFFERED BY THE BRAND THAT DO MOST TO SAFEGUARD THE ENVIRONMENT. IT SPECIFICALLY DRAWS ATTENTION TO PEUGEOT'S ONGOING EFFORTS TO REDUCE CO₂ EMISSIONS AND IMPROVE AIR QUALITY THROUGH THE DEVELOPMENT OF SPECIFIC TECHNOLOGIES.

SEPTEMBER 2007



In order to bear the “Blue Lion” standard, a model has to satisfy the following criteria:



have CO₂ emissions that are lower than or equal to 130 g/km for vehicles that use fossil fuels

- 158 g/km for vehicles compatible with the use of a mixture of 30% biodiesel with diesel (B30) and equipped with a DPFS (equal to 130 g/km in a well-to-wheel approach)
- 200 g/km for vehicles operating on superethanol E85 (equal to 120 g/km in a well-to-wheel approach)



or be running on VNG
(CO₂ emissions down 20% compared with petrol)

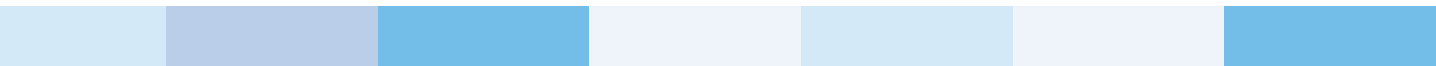


be manufactured at an ISO 14001 plant



be designed so that, at the end of its life, the vehicle is 95% recyclable (provide recycled materials and energy)

Naturally, technical advances made and new technology aimed at reducing pollutant emissions even more will all come under the umbrella of this new standard.



Concrete results

All these innovations for the benefit of the environment place Peugeot in a favourable position in CO₂ emission categories.

Since 2001, 1 000 000 vehicles emitting less than 120 g/km of CO₂ have been sold by Peugeot in Europe.

49% of the vehicles sold by the Brand in Europe in the first half of 2007 (276,000 units) have CO₂ emissions below 140 g/km.

28% of the vehicles sold by Peugeot in Europe at the end of June 2007 (155,000 units) have CO₂ emissions below 120 g/km.

Finally, it is worth pointing out that since 2000, the Brand has sold 1 500 000 vehicles equipped with a particulate emission filter (PEF).



Respect for the environment:



Peugeot's first contribution to the development of a more ecological vehicle goes back to the beginning of the Eighties with the implementation of the VERA programme, developed as part of an agreement signed with the Energy-Saving Agency.

In **1994**, the Brand started to market its first commercial vehicles to run on vehicular natural gas. The use of this fuel helps to reduce CO₂ emissions by 20% compared with a petrol engine.

1995 saw the launch of the electric 106. This "zero emission" vehicle was to become the most popular electric vehicle in Europe.

In **1998**, the launch of the first HDi diesel common rail engine cut consumption by 20% compared with an indirect injection diesel engine and an equivalent reduction in CO₂ emissions.

In **2000**, the 206 2.0 litre HDi eco was already making its mark with CO₂ emissions limited to 120 g/km.

During this same year, Peugeot launched a diesel particulate filter system (DPFS) onto the market, a world first.

Equipping the 607 initially, this major technological innovation for preserving air quality has since progressed to the 307, 807, 206, 406, 407, 207, 1007 and 308. Peugeot is the world leader in this technology that reduces particulate emissions to the minimum which can be measured.

2002 saw the introduction of the second generation of HDi diesel engines, which were developed in partnership with the Ford Motor Company.

The 1.4 litre HDi and 1.6 litre HDi diesel engines are characterised by their low fuel consumption and reduced CO₂ emissions of 20% compared to a diesel engine with a conventional injection system.

a strategic priority for Peugeot for many years

Consequently, the 1.4 litre HDi engine that equips the 206 only emits 112 g/km, representing a gain of 48 grams of CO₂ per km compared with the previous version with the 1.9 D engine, i.e. a reduction of nearly 5 tonnes of CO₂ per engine over 100 000 km.

In 2005, the launch of the electronically controlled manual gearbox helped to reduce further fuel consumption and greenhouse gases by nearly 5% compared with a conventional manual gearbox.

The benefit of this technology combined with the latest generation HDi diesel engine and a new electronically controlled manual gearbox, allows the 308 1.6 litre HDi DPFS 80 kW (≈ 110 bhp) to produce especially low CO₂ emissions for a vehicle in its category, namely 120 g/km.



Having established the environmental efficiency of the 308, this low emission level is also achieved by the 1.6 litre HDi 66 kW (≈ 90 bhp) version, thanks to the work that has been done on aerodynamics, development of the engine and also the contribution of innovative technologies.

In 2006, a partnership with BMW allowed a new family of turbocharged petrol engines (THP) to be created.

While still offering 10% to 15% cuts in fuel consumption and CO₂ emissions, these engines also guarantee enhanced performance and driving pleasure compared with the best market standards.

For example, the 207 1.6 litre THP 110 kW (≈ 150 bhp) only emits 166 g/km of CO₂ compared with 185 g/km for the 206 2.0 litre 100 kW (≈ 136 bhp) that has been replaced.

This partnership continued into 2007 with the launch of the new range of naturally aspirated petrol engines incorporating technology unequalled in its segment and known as VTi.

Compared with a conventional petrol engine, the reduction in fuel consumption can be as high as 30% when the engine is operating at low speed and 10% in the combined cycle.

In terms of emissions, the 207 1.6 litre VTi 88 kW (≈ 120 bhp) only emits 145 g/km of CO₂ compared with 166 g/km for the 1.6 litre 80 kW (≈ 110 bhp) engine that it has replaced.

Constant

research that is bearing fruit



Biofuels

For some time, Peugeot has been moving towards biofuels which are very favourable towards the overall reduction in CO₂ emissions and help to limit the greenhouse effect immediately through the vehicles operating on these fuels.

It is already possible to use petrol with up to 10% ethanol in Peugeot petrol engines without any modifications and up to 30% biodiesel in HDi diesel engines. Many PSA Peugeot Citroën diesel vehicles are now running on a 30% biodiesel/diesel mixture, and more than 14 million kilometres have been completed without any issues!

Europe and France are committed to developing the availability of biofuel with ambitious short-term objectives with regards to the rate of introduction, in order to reduce the usage of fossil fuel.

In addition to the existing fuels, a new fuel, known as superethanol (E85), consisting of a mixture of 15% unleaded petrol and 85% agricultural ethanol, is progressively being introduced into fuel stations in France.

This new fuel is not, however, compatible with current petrol engines; only adapted engines can operate on superethanol. These engines are quite happy to run on petrol, superethanol or any mixtures of the two (petrol / superethanol).

According to certain experts, the total overall reduction of CO₂ emissions due to the use of E85 could be as high as 70% if the entire cycle is considered, from production to combustion (well-to-wheel principle).

Following its trials in Brazil, Peugeot is now selling vehicles that can use superethanol and which are called BioFlex in Sweden, the Netherlands and in France.



HDi hybrid - technology of tomorrow

The next step, which will be required to reduce further fuel consumption, will be the introduction of hybrid diesel technology.

With equivalent power, this technology will cut consumption and CO₂ emissions by around 35% compared to today's diesel engines.

The evaluation tests made since the presentation of the first 307 *HybrideHDi* demonstrator in 2006, have confirmed that the chosen options and technical solutions are achievable.

The 308 *HybrideHDi* presented at the 2007 Frankfurt show is equipped with a 1.6 litre HDi DPFS 80 kW (≈ 110 bhp) diesel engine combined with a 16 kW (≈ 22 bhp) electric motor. The combined cycle consumption is 3.4 litres/100 km and 90g/km of CO₂, i.e. a reduction of 38 % compared with the equivalent 308 HDi.



Fuel cell

Actively involved in the development of fuel cell technology, Peugeot has presented several demonstrators illustrating the advances it has made in this field.

The latest, known as the 207 *pure*, is a symbol of both driving pleasure and a respect for the environment. It played a dual role – that of a particularly attractive concept car, providing a “glimpse” of the future 207 CC, and that of an innovative demonstrator equipped with the latest version of the GENEPAC fuel cell, developed in partnership with the Atomic Energy Commission. After the demonstrators: Taxi PAC (2000), H₂O (2002) and Quark (2004), 207 *pure* has created a new chapter with regards to the power output, efficiency and size of the fuel cell and with a range of approximately 350 km and a top speed of 130 km/h.

Carbon sinks: ecological sponsorship by Peugeot

In 1998, Peugeot became involved in a major ecological sponsorship project with the Amazon carbon sink. The aim was to study the link between reforestation, atmospheric carbon capture and climate control by means of a long-term (40 years), large-scale, live prototype.

2 million trees were planted between 1999 and 2004.

This project also includes the promotion of biodiversity; rather than using a single fast-growing species, which would be particularly productive, more than fifty species were planted. This biodiversity should also have a direct impact on the fauna by allowing the return of certain species within the new forest.





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