

PRESS STATEMENT

Chennai, 7 April 2020

Groupe PSA in India undertaking measures to combat Covid-19 health crisis; Outlines plans for business continuity

- **Since the start of the Covid-19 health crisis, Groupe PSA in India has been deploying Employee Safety First measures across all its locations**
- **The group remains committed to India and is working closely with all stakeholders to implement business continuity plans**

Groupe PSA in India, today, announced measures it has taken to tackle and contain the spread of the Covid-19 across all its offices and plants to ensure safety and well-being of all employees. **All the offices (Chennai) and plants (Thiruvallur and Hosur) in Tamil Nadu, are closed until further notice** and in line with Government's lockdown directive.

Work from Home for all Groupe PSA employees in India has been enforced. Continuing to keep the health and safety of employees as its top priority, the Groupe PSA Indian leadership team is in constant touch with all stakeholders for any support they may require.

Groupe PSA in India along with its Dealers, Agencies and Vendors understands the challenges to business this pandemic poses as the global business isolation impacts all multinational projects. While **reiterating its commitment to India**, given the current scenario where people at large are concerned about their personal well-being & health and automotive purchase is not a priority, **Groupe PSA in India in close co-ordination with its new dealer partners has decided to re-time the launch of its debut vehicle the Citroën C5 Aircross SUV to Q1 2021, while ensuring industrial readiness.** The re-timing is aimed to move the commercial launch to a potentially more positive economic activity period where consumer sentiments are upbeat.

At the same time, **Groupe PSA has decided to maintain the project timeline & investment for the C-Cubed program, under which the first vehicle designed, developed and made in India would be launched in 2021** as announced in 2019 by Carlos Tavares, Chairman of the Managing Board, Groupe PSA. Groupe PSA in India has reinforced to all employees and stakeholders the need to stay agile for business continuity post lifting of the government mandated lockdown.



About Groupe PSA

[Groupe PSA](#) designs unique automotive experiences and delivers mobility solutions to meet all customer expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall and provides a wide array of mobility and smart services under the Free2Move brand. Its 'Push to Pass' strategic plan represents a first step towards the achievement of the Group's vision to be "a global carmaker with cutting-edge efficiency and a leading mobility provider sustaining lifetime customer relationships". An early innovator in the field of [autonomous and connected cars](#), Groupe PSA is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia.

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The Citroën Brand

At the heart of the automotive market, [Citroën](#) has asserted itself since 1919 as a popular brand in the true sense of the word, making people and their lifestyles its first source of inspiration. A spirit underlined by its 'Inspired by You' signature and embodied by cars combining unique design and benchmark comfort. Within the mainstream brands, Citroën also stands out with a unique customer experience (Citroën Advisor, 'La Maison Citroën', etc.). In 2019, the Brand sold 1 million vehicles in over 90 countries.

Citroën media site: <https://www.citroen.in/media-centre> / [@CitroënIndia](https://twitter.com/CitroënIndia)

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