

PRESS RELEASE

Chennai, 03rd October, 2019

CITROËN INTRODUCES “CITROËN LEASE” FOR INDIAN MARKET

- **Citroën rolls out full leasing services through exclusive partnership with ALD Automotive**
- **To boost the Brand offensive in 2020 jointly with the launch of flagship C5 Aircross SUV**
- **Plan to offer a wide range of innovative solutions and provide “one-stop shop” experience to customers**

Citroën, a globally successful brand of the auto conglomerate, Groupe PSA, is introducing “Citroën Lease” in India to offer full leasing services for its customers in India in an exclusive partnership with ALD Automotive, a globally renowned automotive leasing and fleet management company. Citroën Lease solutions will provide new-age mobility solutions for individuals, small and medium -sized businesses, corporate and public sector.

Before the end of 2020, the launch of Citroën flagship, C5 Aircross SUV, will start Citroën’s long journey in India and this new strategic partnership in the leasing area will support Citroën’s ambition to become an inspired carmaker and the preferred mobility provider in India.

Commenting on the new leasing initiative, Roland Bouchara, Senior Vice President Sales and Marketing, Citroën India says, *“We are inspired by India and we are committed to provide the best-in-class car ownership experience to our customers. Leasing is one of the favourite ways to have a car across the world and in India, it is slated to grow at a rapid speed. Citroën Lease will be available across the entire product line-up at an attractive monthly lease rental. We are confident that our customers will benefit from this collaboration.”*

Suvajit Karmakar, Chief Executive Officer & Whole-time Director, ALD Automotive India says, *“We are proud and excited to partner with Citroën outside Europe, where we work very closely together to offer innovative and customised leasing solutions to our customers. The benefits of leasing to the customers include no upfront cost, no financial risk, efficient tax management, easy upgrade and hassle-free maintenance and insurance. With a strong product pipeline for India, Citroën Lease will be an attractive option for potential customers and we look forward to a mutually beneficial relationship with Citroën.”*

About Citroën

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 sector of mainstream brands, Citroën also stands out with a unique customer experience (Citroën Advisor, 'La Maison Citroën', etc.). In 2018, the Brand sold 1.05 million vehicles in over 90 countries.

Citroën media site: <https://int-media.citroen.com/> / [@Citroen](#)

About ALD Automotive

ALD Automotive is a global leader in mobility solutions providing full service leasing and fleet management services across 43 countries to a client base of large corporates, SMEs, professionals and private individuals. A leader in its industry, ALD places sustainable mobility at the heart of its strategy, delivering innovative mobility solutions and technology-enabled services to its clients, helping them focus on their everyday business. With over 6,500 employees worldwide, ALD manages 1.70 million vehicles (at end June 2019).

ALD Automotive India site: www.aldautomotive.in

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.

Media library: medialibrary.groupe-psa.com / [@GroupePSA](#)

Media contacts:

India PR Agency:

Atul Shah | atul.shah@adfactorspr.com | +919960255829

Citroën India:

Saurabh Vatsa | saurabh.vatsa@citroen.com

Bala Krishnan | bala.krishnan@mpsa.com