Citroën Delivers Accelerated Growth In 2015

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Citroën is pleased to report significant growth in overall UK registration volumes during 2015, with total new car and commercial vehicles registrations of 99,268 for a year-on-year increase of 14.3%.

Passenger car registrations increased 16% to 69,128, which significantly outpaced the 6.34% growth in the overall car market. Commercial vehicle registrations increased 10.7% to 30,140.

The three best-selling car models were the C1, C4 Cactus and Grand C4 Picasso. The recently launched Citroën C1 city car was the most popular choice for new car buyers, with 19,105 vehicles registered last year. The New Berlingo van was the most popular LCV with 16,210 vehicles registered in 2015.

The C1, C4 Cactus and C4 Picasso fully embody the new Citroën brand positioning, with even greater emphasis on eye-catching design, greater comfort and more useful technology, as well as excellence in terms of the customer ownership experience. As a result, more Retail customers were attracted to the brand's showrooms last year.

The combination of growing sales in 2015 and a multi-award-winning product range reflects the enhanced desirability and appeal of Citroën models, which in turn helps to deliver increasingly competitive residual values.

Last year's results are particularly encouraging as the Citroën brand continues to establish its new positioning in the UK marketplace with the introduction of latest-generation models such as the C4 Cactus. 2015 was also the year that DS Automobiles became a separate premium brand in its own right.

The Citroën brand's ambition for continuing success in 2016 is underpinned by further new model introductions, including the launch of the New Citroën SpaceTourer later in the year.

Summary of 2015 results;

- Citroën passenger car & commercial vehicle registrations in the UK increased 14.3% to 99,268
- Passenger car registrations increased 16% to 69,128
- Commercial vehicle registrations were up 10.7% to 30,140
- Citroën C1 was the most popular car model, with 19,105 registrations
- The New Citroën Berlingo was the most popular LCV, with 16,210 registrations

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