



PRESS RELEASE

February 2nd, 2011

RETROMOBILE 2011 : a century of performances and records for "l'Aventure Peugeot"

After the bicentenary of the Peugeot Brand celebrated on numerous occasions in 2010, "l'Aventure Peugeot" has chosen to evoke "a century of performances and records" for this edition of Retromobile 2011 and reminds in this way its timelessness and its constant concern of innovation.

With 2 or 4 wheels, ancients, models of the fifties and sixties, "youngtimers" or futuristic concept cars, twenty-one vehicles born under the sign of the Lion are represented at the exhibition. Coming from the collection of the "l'Aventure Peugeot" Museum in Sochaux or from private collections, thanks to the co-operation of its federated Clubs, they illustrate the mobility as Peugeot has seen it throughout the ages.

From the Type 7 to the 205 T16

A bare chassis of a Type 7 shows the technology of the very first vehicles of the brand. In 1895, a model of this type has been classed first in the race Paris Bordeaux Paris, first chronometred competition in the world where four Peugeots figured in the "top five".

The 301C equipped with a profiled body in 1932, has beaten the record of 24 hours (in class F) on the Miramas motor-racing track; 2650 km run at a speed of 110,417 Km per hour. This performance has been realized to support the launching of the 301C product range.

The 402 "Andreu", an aerodynamic study of 1938 based on a 402. Its streamlined body, equipped with a curious dorsal tail has a CX of 0,35, which was an exceptional value for that period. It had a maximum speed gain of 15 km/h and a reduced consumption of one third compared to a standard model.

Another model of records, the 404 diesel coupé single-seater has shown the ability of performances of the diesel motorization and has changed its image. On the race-track of Monthléry, this 404 has beaten 40 international records of endurance and pure speed (average speed : 161,590 km).

Reminder of other challenges, those of the 205 Turbo 16 which in 1985 and 1986 did its "big number" in winning 2 rally world champion titles. After that, in its rally raid version, it won 2 Paris Dakar and many other challenges.

Records with 2 wheels

The records of Peugeot have also been established with two wheel vehicles. Several of those were performed by the motorbike P515 in 1934; 9 world records of which the one of 3000 km at 118,62 Km/h on average. This 500 cm³ has known a big commercial success in its standard version.

Another example of the seniority of Peugeot in the individual transportation, and proof that the folding bicycle is not a recent innovation, the one represented here (said belonging to Captain Gérard). Designed in 1895, it has been manufactured by Peugeot during 20 years and has mainly equipped the French army.

EX1 : Acceleration records

While “the adventure continues”, the electrically powered concept car EX1 has been unveiled last September at the time of its first acceleration records at Monthléry. In China, the EX1 has even improved the records signifying that electric power is also synonym with sensations. This prototype shows perfectly the new style codes of the Brand.

The presence of the clubs

Concerning the Clubs, sport, tourism, specific anniversaries are evoked by models from the thirties to the eighties, as well as a retrospective at 1/43rd.

Aventure Peugeot Contact
Françoise Dubois +33(0)1 40 66 5618
francoisedubois@mpsa.com
www.musee-peugeot.com

Press contact
Jean-Briac Dalibard +33(0)6 08 83 25 40
Jeanbriac.dalibard@peugeot.com
www.peugeot-pressepro.com

Peugeot is the only brand displaying an offer of complete mobility with passenger cars and utility vehicles, scooters, bicycles and a large offer of services. Present in 160 countries with 10 000 contact points, Peugeot combines demand and emotion everywhere in the world. In 2009, Peugeot has sold 1 842 000 vehicles becoming the 1st. French brand in registrations worldwide and the 10th. Automobile brand. Of all the Peugeots sold in the world, 50% are emitting less than 140 g of CO₂. To day, strong with 200 years of inspiration, Peugeot renewed its styling, its visual identity, completed its mobility offer, and confirmed its international ambitions. The Brand continued its development with the launching of the RCZ, an exclusive model, the iOn, a 100% electric car, the 408 in China, the Hoggar in Latin America and the deployment of its mobility offer in Europe with the “Mu carte by Peugeot”.