

Peugeot, official partner of the ESWC®

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Peugeot has become one of the partners for the 8th edition of the Electronic Sports World Cup.

Peugeot has become a partner of the ESWC Electronic Sports World Cup™, the world's front-ranking video game competition. This annual contest pits the best players on the planet against each other as they bid to become World Champion.

Peugeot has become a major partner for the 2010 edition of the ESWC in its role as official transporter for the event.

The ESWC® 2010 will be held at Disneyland Resort Paris™ in the Convention Center of the Newport Bay hotel. Peugeot vehicles will provide transport for the press, VIPs and ESWC partners from 30 June to 4 July 2010.

A perfect fusion of excitement, adventure, sport and exchange, the Electronic Sports World Cup dovetails seamlessly with Peugeot's trademark values of rigorous standards and exciting ideas.

About the ESWC: WWW.ESWC.COM

Held for the first time in 2003, the ESWC is an annual tournament where the world's leading video game players get a chance to face off against each other. The ESCW has rapidly grown into the benchmark event for the video game sector. Originating from all continents, the competitors play their favourite games over several days in an attempt to become champion of their respective countries and then the world for their discipline. The ESCW is now the unmissable competition for video games of our times.

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Peugeot

Peugeot is the only marque to deploy an overall mobility offer with passenger and utility vehicles, scooters, bicycles and a wide range of services. Present in 160 countries with 10,000 contact points, Peugeot combines rigorous standards and exciting ideas all over the world. On the strength of 200 years of inspiration, in 2010 Peugeot is renewing its style lines, its visual identity, completing its mobility offer and asserting its international ambitions. The Marque continues its development with the launch of the RCZ, a custom-built vehicle, the iOn, a 100% electric vehicle, the 408 in China and three new models in Latin America.