



PRESS RELEASE

21st June 2010

## Peugeot joins forces with Toy Story 3, the new feature-length cartoon from the Disney•Pixar studios, to promote its family range.

To mark the occasion of the third phase in the adventures of Woody and Buzz Lightyear, Peugeot invites the characters from Disney's famous cartoon to feature in its forthcoming advertising campaign for its range of family cars.

The Pixar studio creative artists therefore turned to their drawing boards to dream up new stories and produce exclusive animation for an advertising spot that will reproduce the world of the film.

The close collaboration between the Disney•Pixar studio teams has resulted in a campaign that blends humour, innovation and family, all values shared by the two brands, rolled out in a multimedia scheme. Thus, Woody, the intrepid cowboy, toys with the modular design of the 5008 compact MPV in an advertising film, while Buzz Lightyear and his associates will be seen in poster, press and POS advertising campaigns for the Partner Tepee, 308 SW and the 807 MPV.

These advertisements will be shown in over 18 countries throughout the summer, depending on when the film is released in the cinema (14th July in France).

"Disney and Peugeot have common foundations of know-how, emotion and a very strong sense of heritage. That is why the partnership was a logical outcome, with the support of the Casablanca agency. Our aim, through this scheme, is to associate the Disney values with our Marque around the range of family cars" states Isabel Salas Mendez, responsible for Peugeot Sponsorship and Partnerships.

"We are very proud of this partnership, which totally symbolises what we want to offer brands: genuine integration, a pooling of expertise, common values for a winning partnership" confirms Nicolas Roux, Director of production and partnerships.

### Press contact

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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. In 2009, Peugeot sold 1,842,000 cars, becoming the leading French brand (for registrations) worldwide and the 10th automobile marque. 50% of Peugeot vehicles sold worldwide emit less than 140 g CO<sub>2</sub>. 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, the iOn, a 100% electric vehicle, the 408 in China, with three new models in Latin America, and the European deployment of its "Mu by Peugeot" free choice mobility service.