



200 years of excellence and emotion



PEUGEOT

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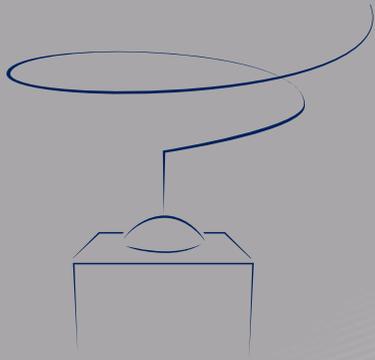


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“Counter” coffee grinder





Peugeot has an extraordinary history.

For the past 200 years, the Peugeot name and its emblem, the Lion, has appeared on a range of products such as dress crinolines, coffee grinders, pepper mills, bicycles, scooters and cars.

This is a unique history - a story of 200 years of inspiration.

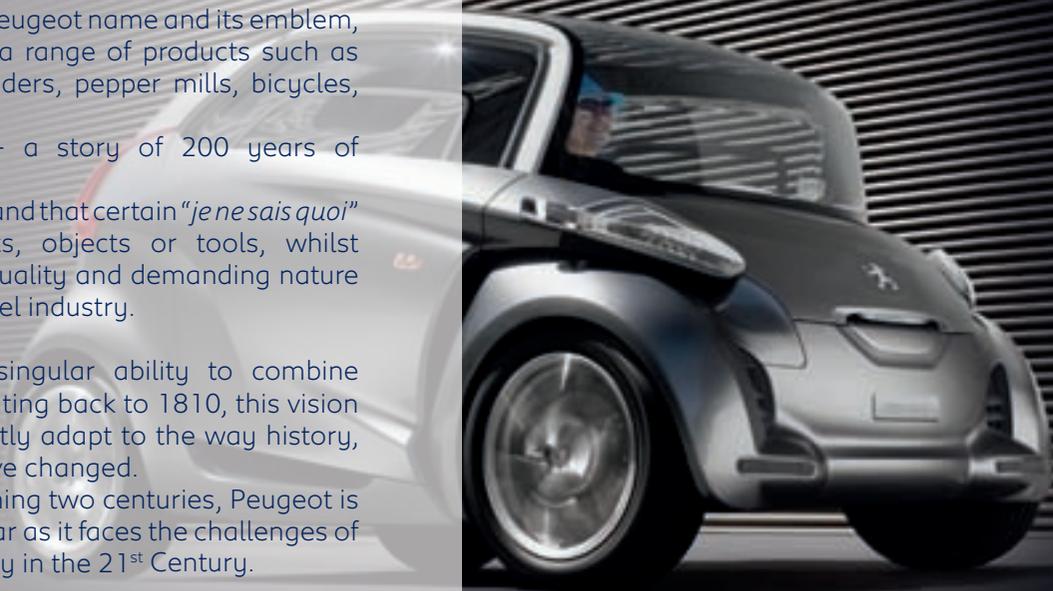
Peugeot added its own style and that certain "*je ne sais quoi*" to each of these products, objects or tools, whilst remaining true to the high quality and demanding nature of its original work in the steel industry.

Peugeot's strength is its singular ability to combine emotion with excellence. Dating back to 1810, this vision has seen the brand constantly adapt to the way history, practices and customers have changed.

Backed by this history spanning two centuries, Peugeot is looking to the future of the car as it faces the challenges of the environment and mobility in the 21st Century.

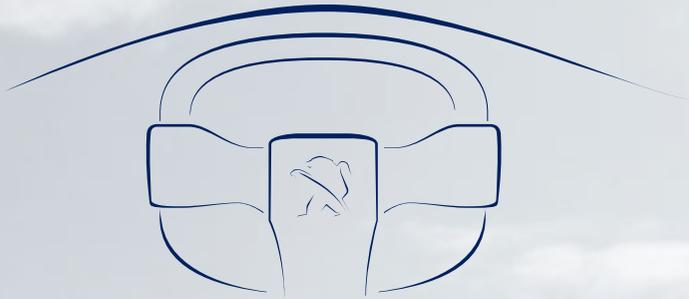


PEUGEOT
MOTION & EMOTION



SR1





No matter what the solutions to the challenges of mobility and the environment may be, emotion will always remain central to the Peugeot motoring experience, resulting in a unique combination of excellence and emotion. A Peugeot will never be purely functional.

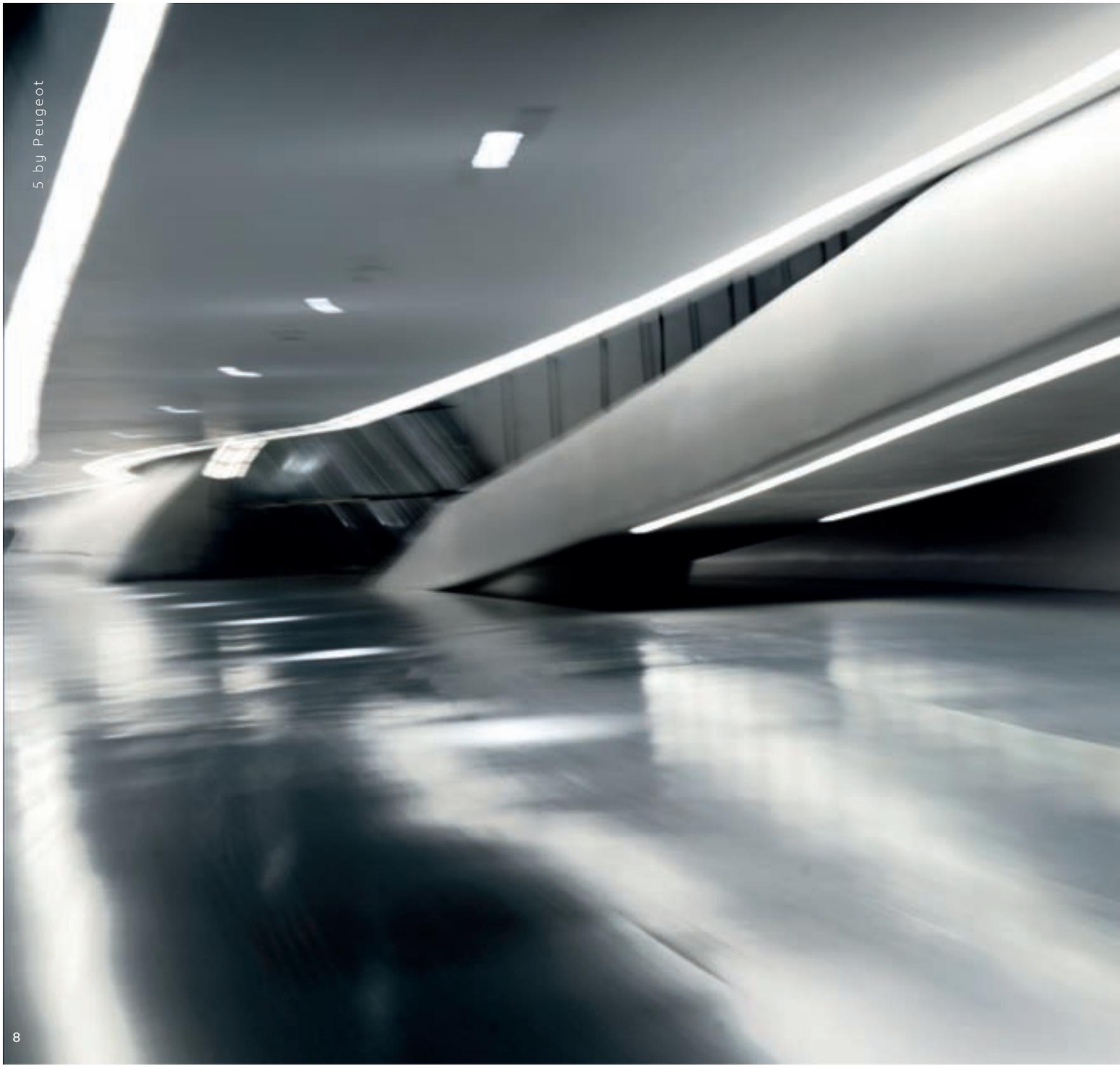
The brand has constantly drawn on this duality as the source of its inspiration.

A pioneer of mass-produced Diesel engines, creator of a string of innovations including the first car with independent front wheels, retractable ruftop on standard models, petrol injection engine and the Particulate Filter, Peugeot continues to pursue its quest for technological excellence and innovation, whilst never neglecting the all-important elements of style and emotion.

While the SR1 concept car is the most powerful and purest expression of that unique Peugeot style, it is not alone. Enter Peugeot BB1, a city car that reinvents car design codes; the "5 by Peugeot" concept car, an understated and prestigious saloon, and the RCZ, a sports coupe packed with emotive design and appeal. All of these examples illustrate the brand's capacity to place emotion at the heart of the motoring experience.

The car of the future: combining excellence and emotion











Today, Peugeot aims to achieve environmental excellence with an even cleaner car. The innovative Particulate Filter system has, in the space of ten years, equipped some 2.3 million HDi vehicles. The brand pursues its quest to improve the efficiency of its petrol combustion engines with a new, small three-cylinder petrol engine, whilst the new e-HDi associated with its Stop and Start system improves the efficiency of its Diesel engines, delivering fuel savings of 15% in the urban cycle.

Tomorrow, Peugeot will launch its 100% electric with iOn which is due to arrive on our streets at the end of 2010. Previously at the forefront of this market, this vehicle marks Peugeot's return to the electric car market.

The day after tomorrow belongs to the hybrid and HYbrid4 technology, combining dynamic performance and stringent environmental efficiency. A world first, the Peugeot 3008 HYbrid4 is due to go on sale in 2011 with 200 bhp, four-wheel drive, a 35% cut in consumption, reduced CO₂ emissions (99g on 3008HY4), and also featuring a zero-emission mode.

Peugeot is at the forefront of technological innovation to meet the challenges of our environment, without sacrificing the sheer joy of driving.

The car of the future: meeting the challenges of the environment



iOn





The urban universe is constantly and rapidly changing, presenting us with the challenges of getting people from A to B.

Peugeot is the only car manufacturer to provide an integral mobility offer including passenger vehicles, commercial vehicles, scooters, bikes and a wide range of services.

Mu by Peugeot: mobility needs are changing. In response, Peugeot has launched an innovative range of “à la carte” mobility services providing users access to a range of transportation solutions from renting vehicles or accessories to purchasing mobility services. Pre-paid mobility can be topped up online!

BB1: imagine a new way of getting around the cities of the future. Coming in at a mere 2.5m this small all-electric car guarantees zero emissions and seats four!

With **iOn, E-Vivacity and the Electric-assisted bicycle**, Peugeot is the only manufacturer to create an integral mobility offer: car, scooter or bike – there’s an electric solution for all!

Peugeot Connect SOS and Peugeot Connect Assistance provide geolocation emergency call services and calls to the Peugeot Assistance centre by simply pressing the LION button.

With its extended range of mobility services, Peugeot is extending its reach, furthering its investments and building new relationships with its customers.

The car of the future: meeting the challenges of mobility



Tools, household utensils, crinolines, spectacle frame springs, saw blades, surgical instruments, sewing machines, and more. Rooted in a very agricultural France, a pioneering and daring family strikes out from the land and makes their way into industry.

1532 - 1886
From grain to steel





Peugeot toolbox

15th century

Proof of the presence of the Peugeot family in the Montbéliard region in Vandoncourt. Originally a farming family, the Peugeots also included artisans, soldiers and cloth weavers in their midst. Several Peugeots were already persons of considerable influence in the region: Jehan Pequignot, pronounced Peugeot, and three of his sons or grandsons were Mayors of Vandoncourt during the 16th and 17th Centuries.

1734 - 1810

1734 marks the beginning of the family's foray into industry with the birth of Jean-Pierre Peugeot. Unable to inherit the mill from his father, he turned instead to weaving. He left his heirs a dye-works, an oil mill and a grain mill.

In 1810, his sons, Jean-Pierre II and Jean-Frédéric, founded the company Peugeot-Frères aînés et Jacques Maillard-Salins with their brother-in-law. The family mill at Sous-Crates, owned by Jean-Frédéric, is converted to a steel foundry, marking the beginning of an industrial era for the Peugeot family.

**1819 - 1832**

Peugeot-Frères aînés et Jacques Maillard-Salins becomes Peugeot-Frères et Compagnie. From 1824, the Hérimoncourt factory (employing 70 workers) processes 100 to 150 kg of steel per day with its three hammers and seven rolling mills. Peugeot products are exported to Switzerland, Italy and Turkey. In 1825, Peugeot-Frères et Compagnie becomes Peugeot frères aînés, Calame et Jacques Maillard-Salins.

1832 heralds the birth of the company Peugeot frères aînés.

1840 - 1850

The family branches out into other areas and opens new factories: Pont-de-Roide, Valentigney, Beaulieu - sites still in use today by companies in the PSA Group. In addition to the famous coffee grinder, (a hugely successful product created in 1840 which you will still find for sale today), the family also produces band saws, springs, corset stays and umbrella frames, to name but a few.

In 1850 the Lion emblem appears on Peugeot saw blades for the first time. This logo was officially registered at the Conservatoire des Arts and Métiers in 1858.

**1851 - 1869**

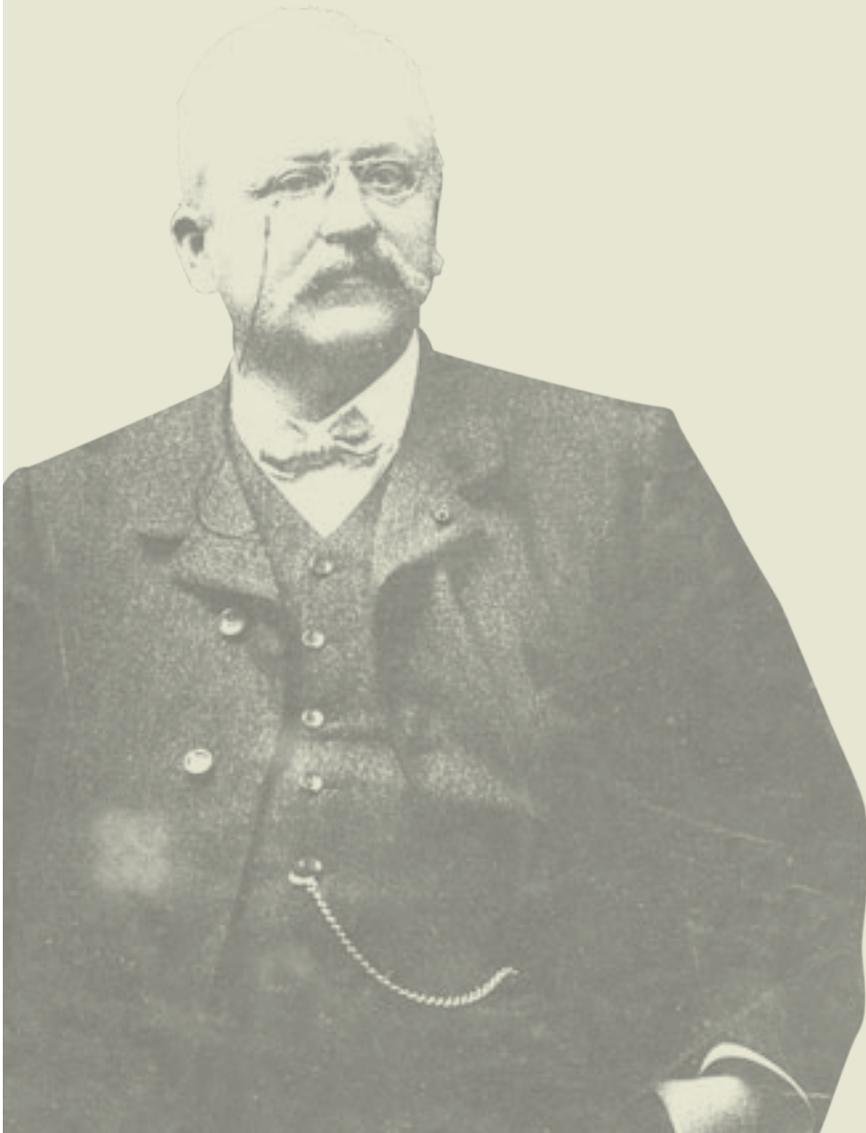
Jules and Émile, sons of Jean-Pierre II, found Peugeot frères in 1851 with their nephew, Louis Fallot. The company's registered office is at Valentigney.

Diversification continues in the period 1855 to 1869 with the company producing its first crinolines, clippers (originally designed for the army's horses, a version to be used by the men soon followed), and sewing machines, which the company would continue to produce until 1936!

1869 - 1886

1869 sees the establishment of forward-thinking social policies by Peugeot: a savings bank, mutual aid, free health care, insurance, hospitals, schools, retirement scheme, and a 10-hour working day - 33 years ahead of the law. Emile Peugeot founded the Prix littéraire pour la paix (Literature Peace Prize)

The Peugeot chain bicycle, brainchild of Armand Peugeot, goes into mass production in Beaulieu in 1886.



1889 - 1918
Armand Peugeot:
the automobile era

Armand Peugeot (1849-1915) leads the company into motor car production. Fascinated by this new invention, he quickly realises the car's immense potential and seeks out others who share this vision. His early meetings with Gottlieb Daimler and Émile Levassor date back to 1888.

From steam to petrol, from the crank to the steering wheel, he has the ability to negotiate the major twists and turns to stay in the race and steer Peugeot onto the road to success.





1889 - 1891

The first motor vehicle with the Peugeot name is shown in 1889: the Serpollet-Peugeot, a steam-driven three-wheeler produced in collaboration with Léon Serpollet. By now, Peugeot factories employ 1,100 people. In 1890, Armand Peugeot abandons steam in favour of petrol and produces the first four-wheeled petrol-driven vehicle under the Peugeot brand: the Type 2, with a Daimler engine. In 1891 Peugeot frères is renamed Les fils de Peugeot frères. With Rigoulot and Doriot taking turns as drivers, a four-wheeled, petrol-driven car takes part in the Paris-Brest cycle race and clocks an average speed of 14.7 km per hour. The return journey along the Vanentigney road and back covers a total of 2,200 km! The first person to buy a Peugeot car takes delivery on 2 October 1891 - a Type 3, one of 64 produced.

1892 - 1895

Armand Peugeot extends the range with the Type 5 (a two-seater), Types 6 and 7 (phaeton), the Type 8 Victoria, the Type 9 vis-à-vis and the Type 10 estate. Types 11 (two-seater) and 12 (covered estate) would follow, along with the first commercial vehicle, the Type 13 delivery van.

Édouard and André Michelin try out the first tyres on a Peugeot Type 6 (nicknamed the Éclair) during the Paris-Bordeaux-Paris race.



1896

Armand Peugeot founds Automobiles Peugeot, a Société anonyme, to concentrate on manufacturing private cars and trucks, while the sons of his cousin Eugène form Les Fils de Peugeot frères, dedicated to the manufacture of tools, bicycles and motorbikes. Enter the Type 14, with the first two-cylinder horizontal engine (patented by Michaux). Daimler engines would be abandoned the following year.

1897 - 1900

Armand builds a factory at Audincourt in the Doubs region (covering an area of over 50,000 m²), followed by another at Lille (Fives). The range is almost entirely revamped, with Types 21 to 25 supplementing the existing range: Types 14 (two-seater), 15 (phaeton - the most popular), 16 (vis-à-vis), 17 ("voiturette" - a mini-car) and 18 (8-seater estate). The Peugeot catalogue now includes some 15 models, ranging from 2 to 12-seaters, all equipped with a Peugeot engine and delivered with Michelin tube tyres (optional instead of solid tyres).

July 1898 sees Peugeot take part in the first Paris Motor Show.

Production at the Peugeot car plant from 1889 to 1900 hits the 1,298 mark, with 500 produced in 1900 alone.



1901 Peugeot unveils the Type 36 in two versions: a three-seater spider and four-seater tonneau. The first Peugeot with a front bonnet and a new single-cylinder vertical engine, it also features a steering wheel with an inclined steering column instead of the handle bar, and a screw and nut system replacing the old chain transmission. The first four-cylinder Peugeots are shown at the Paris Motor Show.



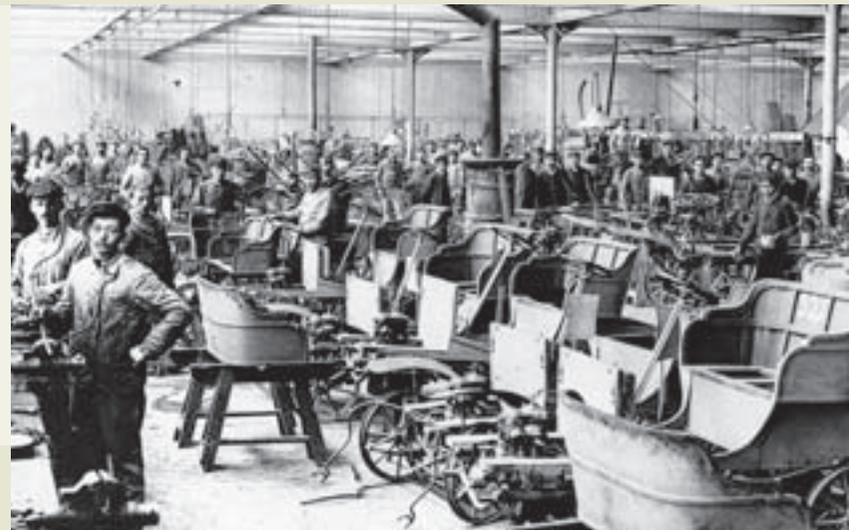
1902 - 1904

The Peugeot range is completely updated, based on the Type 36 model.

Automobiles Peugeot establishes its head office at Levallois. A Peugeot truck is awarded a national prize; a Peugeot 20 CV makes it to the top of La Turbie at a speed of 40 km per hour.

In 1903, the range is simplified and trimmed back to six Types: the 42, 43, 44 (four-cylinder engine), 50 (two-cylinder engine), 54 and 56 (single-cylinder engine).

The first Peugeot Baby (Type 69), fitted with a vertical single-cylinder engine, is presented in 1904. From 1904 until the outbreak of the First World War, Armand renews the entire range every year.





1905 - 1908

The first motor cars roll out of the Fils de Peugeot frères plant, the single-cylinder Lion-Peugeot followed by the two-cylinder V engine. While Armand is increasingly interested in developing more ambitious cars, the more popular are the small Lion-Peugeot cars.

Peugeot factories produce thirty tons of phonograph springs each month.

1907 sees the formation of Établissements Peugeot & Cie (rolling and tooling).

In 1908, aggregate output at Automobiles Peugeot and Les fils de Peugeot frères stands at 2,220 units.

1910 - 1913

Merger of Automobiles Peugeot and Les fils de Peugeot frères creating the Société anonyme des automobiles et cycles Peugeot, with Robert Peugeot at the helm. The two ranges would be developed side by side until the outbreak of World War I.

The second Peugeot Baby (Type BP1), designed by Ettore Bugatti, is unveiled in 1912. Very different from its 1904 sister, 3,095 Babies roll out of the production plant between 1912 and 1916.

Construction work starts at the Sochaux plant in 1913.

Output triples between 1911 and 1913. Peugeot's output of 9,338 units accounts for 50% of French production and 20% of the domestic market.



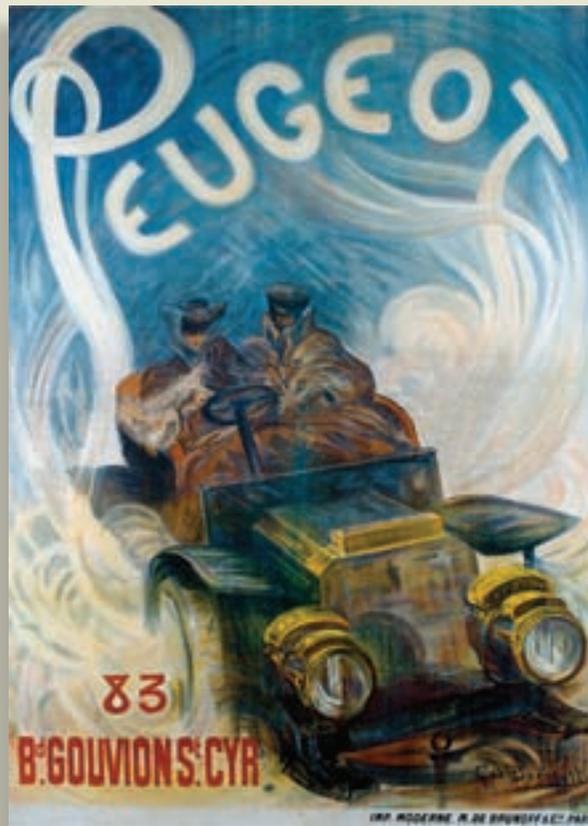
1914 - 1916

The workforce at Société anonyme des automobiles et cycles Peugeot now totals 2,500 and the company produces 10,000 cars and 80,000 bicycles per year at its plants.

Armand Peugeot, founder of the automobile division of the company, dies in February 1915.

1916 sees Robert Peugeot purchase new land at Sochaux-Montbéliard.





1914 - 1918 The Lille plant is in occupied France and is out of production, but the other Peugeot plants all participate in the war effort. They supply 1,000 motorbikes, 63,000 bicycles, 3,000 cars, 6,000 trucks, 1,400 tank engines, 10,000 aircraft engines and six million bombs and artillery shells.
Creation of Bulletin des Usines, the first company newspaper in France.



After World War I, Peugeot is intent on pursuing its industrial rise. The 1921 Quadriette heralds the company's ambition to democratise the motor car and make it accessible to a wider public.

Innovation was the order of the day: the folding roof and aerodynamic forms pioneered by the company illustrate its spirit of innovation and ability to adapt to modern times.

1919 - 1946
The era of
democracy





1919 - 1920

The new Peugeot 10 CV (Type 163) makes its debut, followed by the Quadrilette (Type 161), an economical cycle car taking its inspiration from the pre-war Baby. In 1920 Peugeot introduces a six-cylinder car with a valve-less engine, the 25 CV (Type 156), the first private passenger car to be built at Sochaux.
A foundry is built at this site.

1923 - 1925

Brakes for all four wheels are fitted across the range, on some models as standard or offered as an option.
Annual output doubles from 10,000 to 20,000 vehicles in the period 1923 to 1925. The 100,000th car rolls off the Peugeot production lines in 1925.



1926

La société des automobiles et des cycles Peugeot splits into two: Automobiles Peugeot and Cycles Peugeot.

The Lumineuse car body is unveiled at the Paris Motor Show, the forerunner of the famous sunroof. Peugeot would long remain the undisputed specialist for this product.

A car body factory opens at Sochaux.

1928

Instigated by Jean-Pierre Peugeot, the Sochaux-Montbéliard site starts mass production with concentration of the means of production.

Peugeot produces its first Diesel engines marking the beginning of an era of specialisation in this technology for the Lille plant (CLM, Compagnie Lilloise de Moteurs). These engines are sold to power heavy goods vehicles, agricultural machinery and heavy plant.



1929 The 6 CV 201 is unveiled, the first car to use the new Peugeot numbering system of three digits with a zero in the middle. It would also be the first mass-produced car in the world to feature independent front wheels (1931). The huge success of the 201 enabled Peugeot to weather the economic collapse of the 1930s.



1932 - 1933

1932 sees the launch of the 301. The worldwide recession catches up with Peugeot and this turns out to be a most difficult year for the company. Output declines from 43,000 units in 1930 to 28,000 in 1932 but climbed back to 36,000 again in 1933 with production of 201 and 301.

In 1933, Peugeot's aerodynamic shape is extended across its range: rounded headlights, slightly sloping grill and low, sweeping wings.

301 models are given an aerodynamic shape with a lengthened rear profile (reminiscent of a dress train).

Peugeot launches its first range of electrical tools.

1934

Launch of the luxury, six-cylinder 601, and a world first produced in collaboration with the designer Paulin and the coachbuilder Pourtout: the Éclipse, a car with a folding roof (patented by G. Paulin) and built on a 401 chassis. The idea would be taken up later by both Ford and Mercedes-Benz, before being redesigned by Peugeot to suit the thoroughly modern tastes of the late 1990s with the 20♥ in 1998.

The 401 is unveiled and Peugeot adopts the beavertail body across its range.



1935 - 1938

The 402 is Peugeot's first truly aerodynamic car body to be mass produced; it is known as the "Sochaux Rocket". A semi-automatic version with an electro-mechanical Cotal gearbox was produced in 1938, followed by a Diesel version in 1939.

Total annual output reaches 50,000 units in 1938, accounting for one quarter of French domestic output. At this point, 1,300 people are employed at Sochaux.

1939 - 1945

1939 and production at Sochaux is temporarily transferred to Bordeaux as the country gears up for war. The Sochaux plants are occupied by the Germans in 1940 and bombarded by the Royal Air Force in 1943. Sabotage teams are formed and a number of directors, managers and workers who supported the Resistance are deported to Germany. Liberated in 1944, Sochaux is left pillaged and destroyed by the occupying Germans, and it proves a difficult task to re-prime the industrial machine.

1946 sees cars built once again at the plant: DMA commercial vehicles and the 202, the former basic model in the Peugeot range. 14,000 202s are built at Sochaux.

Despite the destruction wrought by World War II, Peugeot starts to write a new chapter in its history and in 1948 produces an innovative monocoque-construction saloon car. In terms of Style and Technology, the group continues its string of innovations.

1948 - 1973 **The great recovery**



**1948**

Peugeot unveils the 203, its first post-war car and with it initiates the policy of a unique model to represent the brand. The 203's four-cylinder engine featured remarkable technology for a mass-produced model of the time: an Alpax hemispherical cylinder and V-shaped overhead valves with spark plugs in the central well. Structurally, it is the first monocoque car body built by Peugeot. It would also go on to mark another first for the automaker as production exceeds 500,000 (with some 700,000 203s produced from 1948 to 1960).

1955 - 1956

Launch of the 403, the first Peugeot with a curved windscreen, the fruit of its collaboration with the Italian coach builder, Battista Farina, to become Pininfarina.

Peugeot's annual output reaches 112,223 units.

1956 and the first computerised system is introduced at Sochaux to manage procurement.



1959 - 1960

Peugeot launches the 403 Diesel, the first mass-produced Diesel car in the world with an automatic clutch fan controlled by the engine temperature.

Construction of the first test circuits near Sochaux.

A milestone is reached as the two millionth car leaves Sochaux.

The 404 makes its debut and 2 million of them are produced in 1972. Designed by Pininfarina, it heralds a renaissance of the Peugeot style.

1961 - 1963

In 1961, Peugeot unveils the first French indirect-injection petrol engine, which soon becomes standard on the 404 range.

The Mulhouse site is built and Peugeot's annual output stands at 260,000 units.

Negotiations are held with Citroën in 1963 to tease out a co-operation agreement, but, failing to achieve progress, the company starts negotiations with the Régie Nationale des Usines Renault.



1965 - 1966 Peugeot unveils its revolutionary 204, the first of its cars to feature front-wheel drive. It is powered by a light alloy engine with overhead camshaft and features four independent wheels and front disk brakes. The Société des Automobiles Peugeot becomes Peugeot S.A., a holding company controlling all the companies in the Group.



1965 - 1966

The assets of the Société des Automobiles Peugeot and of Indenor (Diesel engines) are combined within the Société des Automobiles Peugeot, whose aim is now to manage the production and sale of the cars produced in its plants.

The 204 makes its debut in 1965 and with it Peugeot revolutionises the market, inventing the average small car and adding a transverse mounted engine and front-wheel drive to the company's range of equipment.

In 1966, Peugeot and Renault sign an agreement to form the Association Peugeot-Renault and create joint subsidiaries, including the Française de mécanique for the manufacture of engines for both partners.



**1967 - 1970**

In 1967, Peugeot introduces a Diesel version of its 204 with the smallest Diesel engine in the world, a 1,200 cc engine. 1968 sees the addition of a luxury saloon to the range, the 504, named car of the year in 1969, the same year the company launched the 304 and 504 coupés and cabriolets.

Peugeot is ranked the second largest French manufacturer of private cars. In 1970, its annual output tops 500,000 units.

1971 - 1973

1971 Volvo joins the Association Peugeot-Renault to engineer a V8 engine for the three companies. The engine they produce is actually a V6, known as the V6 PRV.

1972 sees the debut of the 104. Built at Mulhouse, it is the smallest four-door car in the world. Peugeot now employs 71,000 people, with 57,000 of these working in its automotive businesses.

In 1973, Automobiles Peugeot adopts the statutes of a European company with a Supervisory Board and a Board of Directors.

Total output since the creation of the company hits the 8 million mark.

While the oil crisis shakes the foundations of the automotive industry, Peugeot acquires Citroën and Chrysler-Europe in quick succession. The move expands its ranges and gives it a stronger presence in Europe. The Guangzhou agreements also date to this period, giving Peugeot an official presence in China and providing further proof of the company's great appetite for expansion.

1974-1989

As hungry as a lion





1974 - 1978

Presentation of the V6 PRV engine on the 504 coupé, engineered under the cooperation agreements with Renault and Volvo in 1971. Peugeot unveils its luxury 604 saloon in 1975. It builds the Bavans technical centre dedicated to researching and testing motor vehicle pollution control systems. Peugeot takes over Citroën in 1976 (having taken a 90% stake in that company's capital in 1974 through a share-exchange deal with Michelin) and creates the holding company PSA Peugeot-Citroën. 1978 sees further expansion with the acquisition of the French, English and Spanish subsidiaries of the Chrysler Corporation, adding to PSA's portfolio of brands and further strengthening its presence in Europe. The 10 millionth Peugeot rolls off the production lines in spring of the same year. The 305 is launched in 1977 and is a huge commercial success.

1979 - 1982

In 1979, Peugeot is the first to offer a car with a turbo Diesel engine: the 604. Peugeot revives the Talbot brand, which it acquired when it took over Simca, to distribute the products of Chrysler Europe subsidiaries. The 505 is launched.

Peugeot-Talbot Sport is created in 1981 and is headed up by Jean Todt. Launch of Talbot Tagora and Samba and the Peugeot J5 commercial vehicle. This period also sees the formation of three new tooling specialist subsidiaries.

The P4 military vehicle is launched in 1982 for the French army.



1983 - 1984

Enter the 205, a groundbreaking product that would play a key role in the company's recovery in the wake of the worldwide recession in the automotive sector.

Peugeot acquires Talbot .

1984 sees the unveiling of the 205 GTI. This flagship sports model is the benchmark for handling and roadholding for a set of dedicated followers. It marks a high point in the 205 brand image and gives a turbo boost to sales of this stunning car. The T16 competition models and successes in the World Rally Championships and Rally Raids seal Peugeot's prestige and success on the international stage.

1985 - 1987

Peugeot launches the 309. The Guangzhou agreements provide an official seal of approval for the company's presence in China.

In 1987, Peugeot unveils the 405 with a range of 10 different petrol and Diesel engines. 405 is voted 1988 car of the year.

In November, Montbéliard hosts an exhibition of Contemporary Art and the Automobile, a milestone in art history.

Refurbishment work commences at the Sochaux site: "Sochaux 2000". Peugeot number 20,000,000 is produced.

Merger of AOP (Acier et Outillage Peugeot) and Cycles Peugeot to form a new company, ECIA (Équipements et Composants pour l'Industrie Automobile).



1988 - 1989 In June 1988, the musée de L'Aventure Peugeot in Sochaux opens its doors. Peugeot presents the Oxia concept car amid euphoria about super cars. More than just a study in style, Oxia is a powerhouse of a sports car and places the spotlight on Peugeot's technical expertise and vitality.
The 405 wins Car of the Year in 1988.
In 1989, Peugeot unveils its 405 with all-wheel drive, followed by its luxury 605 model. In December, production of the 309 at Poissy hits the one million mark.

1990 is a big year for Peugeot as it celebrates the centenary of the company's motor vehicle production!

More firmly anchored than ever in the world market, the Group continues to explore new avenues: the first Particle Filter for Diesel engines and its first forays into large-scale trials of electric vehicles are two prime examples.



The 1990s: heading into the 21st Century



**1990 - 1993**

1990 marks 100 years of motor vehicle production for Peugeot. Production of the 205 tops 3.5 million and in July the millionth 405 is built at Sochaux. Peugeot launches the 106 in 1991, followed by the 306 in 1993. The 205 celebrates its 10th birthday and production edges close to 5 million units. A world premier, PSA provides 50 electric 106s and Citroen AXs as part of a large-scale trial of electric vehicles at La Rochelle.

1994

Peugeot reveals the 806 MPV, the result of a collaboration between PSA Peugeot-Citroën and Fiat, with the Citroën Évasion, Fiat Ulysse and Lancia Zeta all sharing the same platform. Also from the same partnership comes the Boxer van, available in sizes ranging from 7.5 to 13 m³ and built in Italy. Peugeot unveils its electric concept car, the Ion, a small urban MPV. Peugeot Motorcycles adds the Zénith, Buxy and Speedake models to its range of scooters.



1995

PSA unveils its Tulip concept (Individual and public urban transport) featuring a small city one-box car as part of a distribution and rental scheme, inspired by the La Rochelle experiment.

Launch of the 406, the new mid-range saloon to take over from the 405.

Production of the 106 hits the one million mark and the 100,000th 806 comes off the production line.

1996

The millionth 306 emerges from the plant 33 months after it entered production, beating the record set by the 205 by one month.

July sees the launch of the new LCV designed jointly with Citroën, the Peugeot Partner/Citroën Berlingo.

Peugeot unveils two concept cars in October: the Asphalte, a roadster designed with a motorbike rear, and the 4x4 electric Touareg.

Chairman of Automobiles Peugeot, Jacques Calvet, is elected President of the European Automobile Manufacturers' Association (ACEA).



1997

Another first for Peugeot as it leads French carmakers in adopting water-soluble and more environmentally friendly paint technology.

Given the success of the new 106, an assembly line is installed at Sochaux matching the capacity at Mulhouse.

Peugeot launches the Pininfarina-designed 406 coupé to unanimous praise as the most beautiful French car. Sales of the car far outstrip initial projections of 15,000 as more than 23,000 are snapped up.



1997

On 30 September, Jacques Calvet retires from PSA and is succeeded at the helm of PSA Peugeot-Citroën by Jean-Martin Folz on 1 October.

Faurecia is formed from the merger of Bertrand Faure and ECIA (Équipements et Composants pour l'Industrie Automobile) with the ambitions of a global parts manufacturer. PSA Peugeot-Citroën holds 51% of the shares.





1998

The company signs an agreement with the government of Rio de Janeiro to build a plant at Porto Real. The first 206s emerge from production there in December 2000.

Peugeot and Citroën initiate a policy of shared platforms and industrial tooling.

Presentation of the innovative 20 ♥ concept car: its hinged folding roof (an idea originally pioneered on the 401 Éclipse in 1934) provides room for two spare seats or luggage.

November sees the debut of the 206 WRC, which would later take part in the World Rally Championships starting in 1999.

1999

Enter the new prestigious 607 saloon and a major technical innovation: the first Particulate Filter on a Diesel engine.

Peugeot launches its “Carbon Sink” initiative and plants 10,000 trees in Brazil to counter the greenhouse effect. The project represents an investment of 10 million euros and is run in conjunction with the French Office National des Forêts (ONF) and a French-Brazilian NGO.

At the dawn of the 21st Century, Peugeot is positioned as THE carmaker par excellence: combining new technologies, new partnerships extending across the globe, and closer contact with its customer base.



The Noughties: gathering speed





2000

Launch of two new concept cars: the 607 Féline and 607 Paladine. The millionth 206 rolls off the production line, a mere 18 months after its launch.

The extended Musée de l'Aventure Peugeot is inaugurated at Sochaux.

September heralds another Peugeot innovation: it is the only carmaker in the world to fit a Diesel engine under the bonnet of a coupé, the 406 HDi. The Particulate Filter is fitted on all its Diesel ranges.

A world first: the inventive and playful prototypes, City Toyz, kick-start the first design competition launched online by Peugeot.

2001

Peugeot's Moroccan manufacturing plant, which had ceased production in 1995 re-opens.

This year sees the launch of the 307.

In July, PSA Peugeot-Citroën and Toyota sign an agreement for the joint development and production of small cars in the Czech Republic.

At 11.49 on 28 August, the two millionth 206 rolls off the production lines.

**2001**

PSA Peugeot-Citroën and Ford Motor Company present their first, joint Diesel engine as part of a large-scale project for the production of three million engines (12,000 units per day). The resulting four-cylinder, HDi 1.4 (for PSA Peugeot-Citroën), is available in versions from 60 to 92 bhp.

1,909,000 Peugeots are produced in 2001, compared to 1,714,000 in 2000.

2002

With more than 800,000 produced, the 307 is named Car of the Year by an international panel.

PSA Peugeot-Citroën signs a partnership agreement with BMW Group to manufacture the new generation of small petrol engines. It also initiates a joint venture with Renault-Nissan and Ford covering automotive telematics.

DPCA (Dong Feng Motors Peugeot-Citroën Automobiles) opens its doors in China in October, a joint venture expanding on previous agreements between Citroën and Dong Feng.



Peugeot Blue Box is launched in autumn as the new design concept for Peugeot sales and service outlets, setting the standard for the brand's international corporate image.

Death of Pierre Peugeot, a board member from 1972 to 1998 and Chairman of the Supervisory Board since 1998. He is succeeded in this position by his son, Thierry. PSA Peugeot Citroën is one of the last industrial groups to remain in the hands of its founding family.



2003

Peugeot celebrates production of its 40 millionth car. Average daily output is 8,600 units.

Peugeot retains its reputation as the major folding roof specialist with its 307 CC.





June sees the inauguration in Mexico of an Automotive Training Centre, the culmination of an agreement between Peugeot, the Mexican Department of Education and the University of Mexico. The company already runs similar partnerships in Brazil, China, Ivory Coast, Kuala Lumpur, Moscow and Cairo.

Peugeot announces a new step in its European industrial infrastructure with the construction of a new assembly plant in Slovakia.

At the end of June, the 307 CC is awarded 4 EuroNCAP stars.

2004

Peugeot reveals the 407 saloon and SW, to replace the 406 saloon and estate.

The 307 Sedan makes its world debut at the Geneva Motor Show. Manufactured by Dong Feng Peugeot-Citroën Automobiles, the saloon goes on the market in China in summer 2004.

In June, Peugeot unveils the 1007 with its groundbreaking front sliding doors. It is also the first Peugeot to use the four-digit number system with two zeros.



2005 - 2006

The millionth Peugeot is fitted with a Particulate Filter.
 Launch of 107, the resolutely stylish and zippy city car.
 Launch of 407 coupé, an embodiment of the quintessential Peugeot know-how in terms of both style and the features it delivers.
 The 206 beats all previous Peugeot production records as output reaches 5,407,000 units.
 In 2006, Peugeot develops its greener THP/VTI petrol engines.

2007 - 2009

Launch of the 4007, an all-terrain 4x4 developed in co-operation with Mitsubishi, as well as the 308 and 207 CC, to take over from the innovative 206CC.
 The 50,000,000th Peugeot rolls out of its plant on 20 June of this year.
 The 3008 crossover and 5008 MPV are launched in 2009. The BB1 all-electric concept car is unveiled.
 Peugeot sells 1,842,000 cars this year, making it the top French carmaker in the world (in new car registrations) and the 10th largest carmaker overall.
 50% of Peugeots sold worldwide emit less than 140 g of CO₂.



2010

Today, Peugeot is the only carmaker to provide an integral mobility solution: Mu by Peugeot, with motor vehicles, bikes, scooters and a wide range of services, including à-la-carte mobility.

With a presence in 160 countries and 10,000 customer contact points, Peugeot is synonymous with emotion and technological perfection worldwide.

Backed by 200 years of inspired history, the company is moving forward with its ambitious plans on the world stage, renewing its style concepts and corporate identity, and adding to its range of mobility solutions.

Motion & Emotion: a new identity and a plethora of new vehicle projects to launch us into the new century!



The Lion brand has always been passionately involved in sport. A number of values close to Peugeot are shared with the world of sport: dynamism, a sense of beauty and style, team spirit and endurance, all of which are perfectly and brilliantly illustrated in the various disciplines of motor sport: rally, rally-raid, circuit and endurance events.

Its sporting exploits have not only won Peugeot wonderful trophies, but has also ensured that its cars convey an unparalleled image of reliability.

Motor sport: a century of passion



**1894 - 1909**

In 1894, during a “horseless carriage race” between Paris and Rouen, Peugeot and Panhard tie for first place.

In the first race against the clock organised from Paris to Bordeaux and back in 1895, the Peugeot Type 7 is ranked 1st; three Peugeots are in the first four.

From 1907 to 1909, Peugeot Lion voiturettes notch up several victories, notably in the Targa Florio.

1913 - 1938

1913 sees Peugeot win the Automobile Club de France (ACF) Grand Prix, beating the speed records at Brooklands (170.88 km per hour), and score its first Indianapolis 500 triumph in a historic victory achieved with an avant-garde engine designed by the engineer Ernest Henry with input from the Peugeot team drivers: a four-cylinder engine with two overhead camshafts and 4 valves per cylinder. Peugeot would go on to win three times at Indianapolis, in 1913, 1916 and 1919.

Peugeot finds itself on the winner’s podium in the 1925 Targa Florio with a valveless-engine Peugeot, while in 1932, the 201 pulls off a double in its class at the Monte Carlo Rally and the 402 Darl’mat sweeps victory in the 1938 Le Mans 24 Hours (2-l category), which is regarded as the toughest endurance test in the world.



1963 - 1978

Peugeot snatches its first victory in the East African Safari with Nowicki and Cliff behind the wheel of a 404, a feat it goes on to repeat three years in a row, in 1966, 1967 and 1968. The 504 then roars onto the African Rally circuits, winning the Bandama in 1974 and pulling off a triple in 1975 with victory in the Safari, Bandama and Tour du Maroc, followed by a double in 1978 with the Safari and Bandama

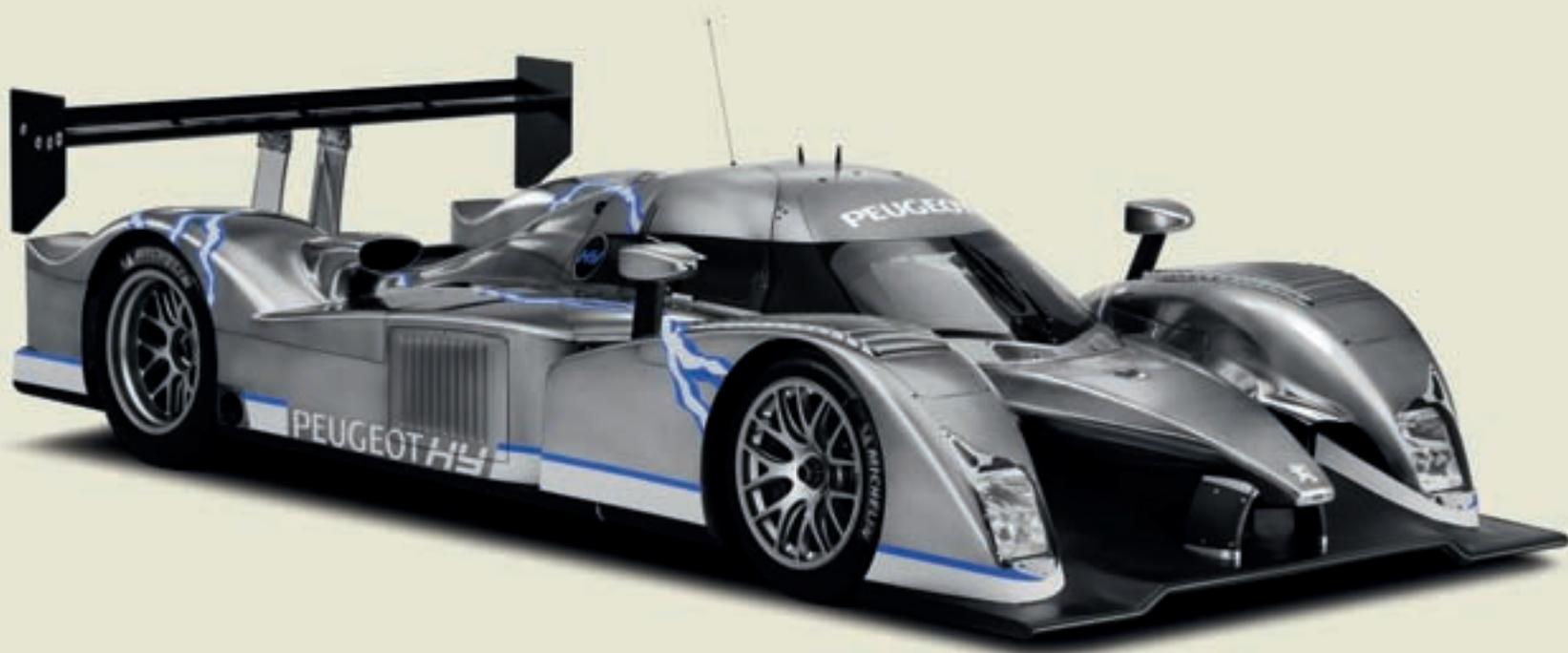
1985 - 1990

In 1985 and again in 1986, Peugeot is World Rally Champion with a 205 Turbo 16.

Starting in 1987, Peugeot turns its attention to Rally Raids with immediate success in the highly-coveted Paris-Dakar rally: its team is victorious with the 205 T16 in 1987 and 1988, followed by two more winning years in 1989 and 1990, this time with the 405 T16! In 1988 and 1989, the 405 T16 powers to victory at Pike's Peak (Colorado).



1991 - 1993 1991 sees the first victory for the Peugeot 905 at Suzuka, followed by wins at Magny-Cours and in Mexico. In 1992, the 905 has a brilliant season as it notches up a string of successes: Silverstone, Le Mans 24 Hours, the toughest race of its kind in the world, Donington, Suzuka and Magny-Cours. Peugeot sweeps the WRC world championship. In 1993, the Peugeot 905 Évolution once again storms to victory in Le Mans 24 Hours, monopolising first, second and third places!



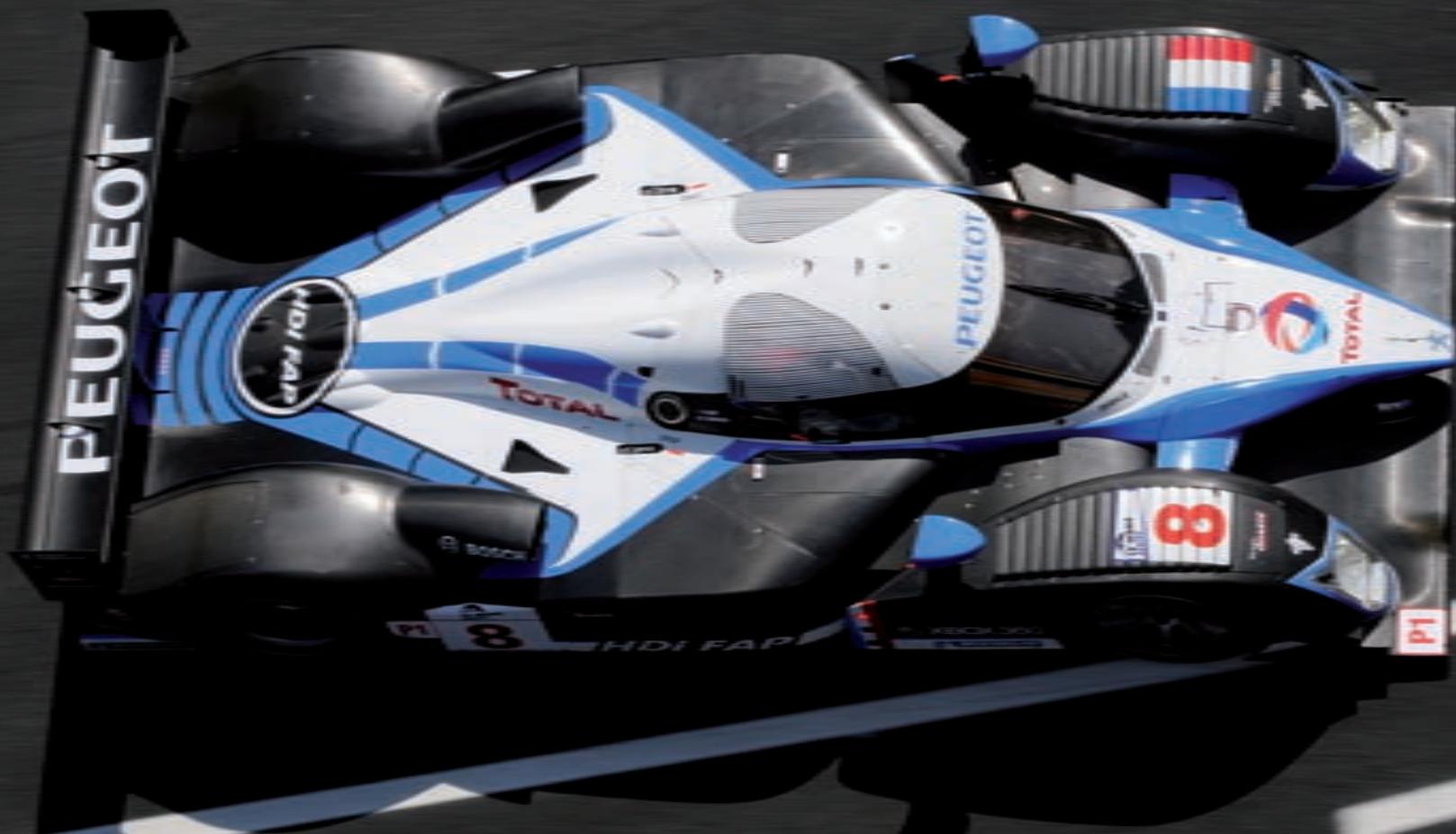
1994 - 1998

In 1994, the 406 is crowned French Grand Tourism Champion and Peugeot makes its F1 debut in partnership with McLaren (7 podiums), and then with Jordan the following year.

In 1995, the 306 Maxi makes Peugeot the French Rally champion in the 2-litre class in 1996, while the 406 is crowned Super Tourenwagen champion in Germany the following year.

In 1998, Jacques Calvet and the Prost Grand Prix team sign a partnership agreement to take part in the Formula 1 world championship. Peugeot undertakes to provide the V10 engine for the next three years.





1999 - 2002

206 WRC reigns as undisputed king!

1999 sees victories in the Tour de Corse and the San Remo Rally.

In 2000, victory beckons once again, this time with wins in the Swedish Rally, followed by 2nd place in the Portuguese and Argentine Rallies and, to top off a great year, Peugeot is crowned WRC World Champion!

2001 sees Peugeot snatch the World Rally Champion title a second time.

In 2002 comes the third successive WRC title, with seven doubles and one triple in the 11 legs of the championship!

2003 - 2009

Peugeot unveils its new weapon for the World Rally Championship: the 307 WRC, based on the 307 CC and due to take over on the track from its predecessor, the 206 WRC.

In 2004, Peugeot racks up a world first for motor sport with the launch of the Peugeot RC Diester Cup, a single-model event for small saloon cars powered by a central diester engine (a clean fuel derived from vegetable oils).

In 2009, the Peugeot Sport team roars to a stunning victory in the 908 HDi FAP winning a historic double at Le Mans.

With continuing innovation as a core value, Peugeot has always been driven by a constant quest for technical and aesthetic innovations to improve the motor car and the motoring experience.

The 402 Andraeu from 1936, the Peugeot Griffes to 1976, followed later by the 607 Féline, Moonster, 4002, 407 Elixir, 407 Silhouette ... to name but a few of the innovative designs that form the stuff of dreams for the motoring enthusiast and the progress for the Lion.

**Concept cars:
The future is
written today**





While concept cars have played a regular part in Peugeot's history (the 402 Andreau dates back to 1936), at the close of the 20th Century the carmaker unleashed a whole series of these vehicles, a testament to the company's technical expertise and dynamic performance.

1984 - 1988

In 1984, Peugeot unveils the Quasar. A true exercise in style with the body sweeping low to the front, this two-seater coupé takes its inspiration from science fiction and futuristic space travel. It is powered by a bi-turbo 4-cylinder engine.

In 1988, testimony to its enduring vitality, Peugeot reveals the Oxia concept car. Another study in style, it would become a high-performance sports car.

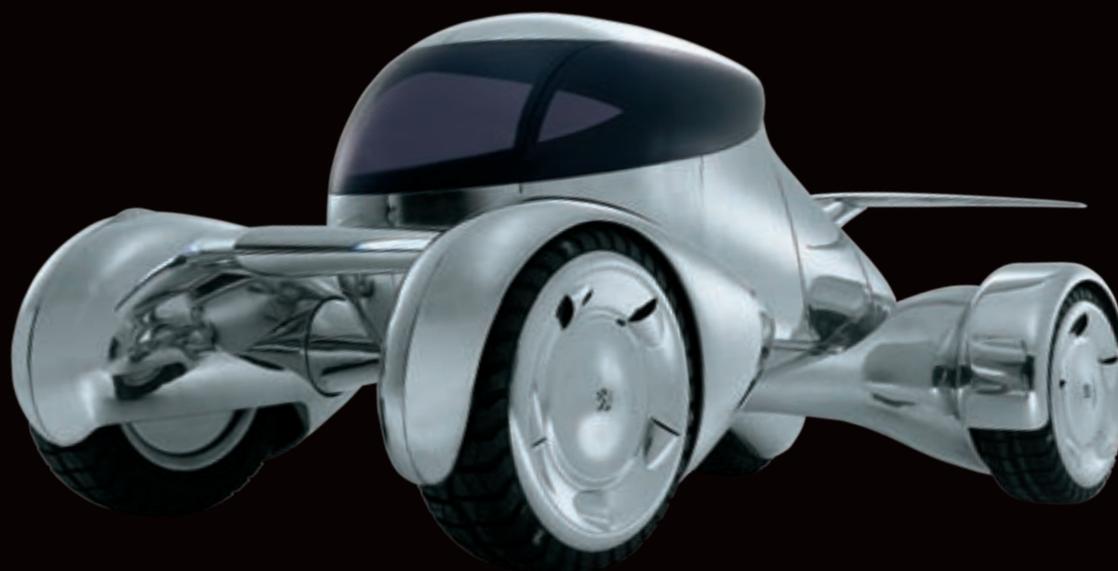


1994 - 1996

Peugeot reveals 2 electric concept cars during this period: iOn, introduced in 1994, is a small urban electric MPV. Its four wheels are placed at the four corners of the chassis, making it the ideal silent and clean city runabout.

The 1995 Tulip (individual and public urban transport) represents a revolution in transport policy: a car-sharing scheme with two-seater electric cars available at various points in the city.

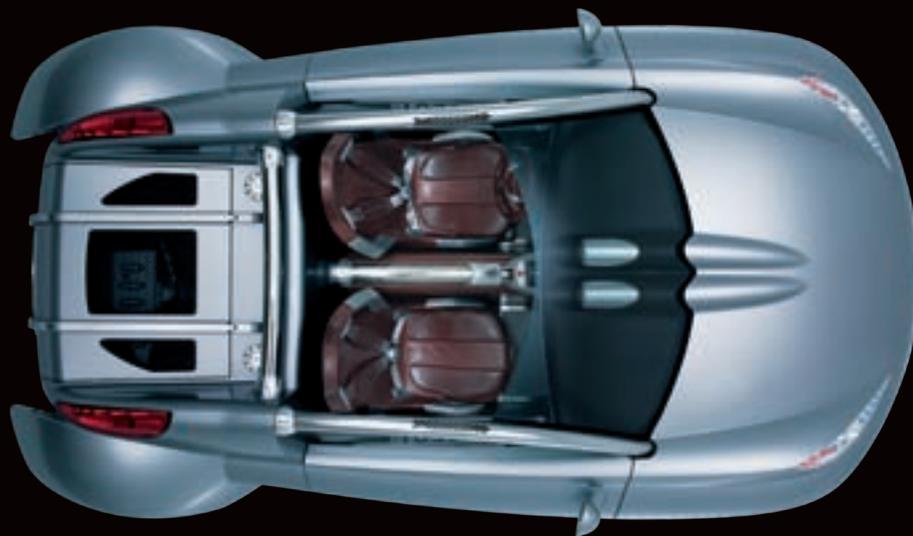
In 1996, Peugeot introduces its Asphalte concept, a roadster designed with a motorbike rear, and Touareg, a quiet 4x4 with excellent driveability. This electric concept car has a small electric generator that charges the batteries with a small reserve of petrol to increase the car's autonomy.



1998 - 2000

Peugeot unveils the 20 ♥ concept car at the Geneva Motor Show. Its hinged folding roof takes up an idea originally pioneered by Peugeot in 1934 and provides a solution to a technical challenge for a small car: how to fold a roof into the boot of a coupé. A technical tour de force which would become reality on the 206 CC.

2000 sees Peugeot unveil two concept cars at the Geneva Motor Show: the 607 Féline and 607 Paladine.



2009 - 2010

Combining emotion with excellence, and the joy of the drive with respect for the environment, Peugeot brings out two new concept cars in this period: SR1 and BB1, forerunners of the car of the future pointing the way for design trends into the next decade.





Peugeot explores and re-interprets Grand Tourers with this SR1 dream car. Elegant, streamlined, dynamic, and stylish with controlled power supplied by HYbrid4 technology, SR1 is the ultimate in concentrated emotion. Its aesthetics signal the future design directions for Peugeot cars and renew the carmaker's unique design identity.

BB1, "the modern urban car", draws on two worlds - motorbikes and cars - to bring us Peugeot's vision for city mobility. Its architecture is revolutionary and it sits on a tubular chassis designed with the team at Peugeot Scooters. Extremely compact (2.5 m), the all-electric BB1 will transport up to four people nimbly (with zero CO2 emissions). It also features some of the latest innovative and interactive technologies promoting connectivity. The future is written today.

Dating back to 1882 with the launch of the famous Grand Bi, the penny-farthing, Peugeot's involvement in bicycle manufacture has continued to present day. The company's fertile imagination gave birth to many remarkable models: the tandem, three-wheeler, quintuplet, racing bikes, motorbikes, mopeds and scooters.



**Two-wheel
locomotion:
From velocipede
to electric scooter**





1885 - 1904

In 1885, Peugeot manufactures its first bicycle range: a simple bicycle, a three-wheeler and a Kangaroo chain bicycle (a Grand Bi fitted with a double chain drive system with pinion and chain on the front wheel). In 1886, the company opens a dedicated bicycle production factory at Beaulieu. Production in the period 1886 - 1890 soars from 150 to 8,000 units. The first motorised three-wheelers are launched in 1898. These first models are equipped with a Dion engine, later replaced by a Peugeot engine in 1900. In 1899, Peugeot builds its famous "Captain Gérard" folding bicycle, which would form part of soldiers' kit in World War I. Its chainless transmission innovation also dates to this period with the introduction of acatene transmission. The first motorbike with a Zedel or Peugeot engine goes on the market in 1901. By 1904 all its motorbikes are driven by Peugeot engines. A Peugeot sets a flying-start one-kilometre record of 123.287 km per hour.

1930 - 1955

In 1930, bicycle output at Beaulieu peaks at 162,000. In 1934, the 500cc motorbike, the 515, sets no fewer than three world records. The company launches new 500, 350 and 175cc motorbikes in 1936, together with a 100cc lightweight motorcycle. In 1939, the first motorised three-wheelers appear on the scene: these small commercial vehicles would enjoy huge success during the 1950s. In 1945, a new range of 100 and 125cc lightweight motorcycles is produced. In 1954, Peugeot launches its scooter range and continues to produce this product until 1961. In 1955, Cycles Peugeot now employs 3,500 people and Beaulieu turns out 220,000 cycles.



1956 - 1972

These are difficult years for the bicycle market. As Cycles Peugeot sees its revenue collapse by 50%, it tries to contain the crisis by diversifying and moving into automotive parts production to become a parts manufacturer.

1962 sees the launch of the streamlined BB 104 moped.

In 1972, Peugeot acquires the factory at Romilly-sur-Seine and in 1987 all of Cycles Peugeot's manufacturing activity is based here.

1983 - 1996

1983 sees a return to scooters for Peugeot with the launch of the 80cc SC, which would later evolve into the ST and then the SX.

Peugeot is the leading French scooter manufacturer from 1989 to 1991.

Peugeot launches a new generation of scooters: the Fox in 1993, and Zénith, Buxy and Speedake in 1994.

In 1995, the 4x4 of the scooter world makes its appearance in the form of the new Squab.

After a year of trials, Peugeot Motorcycles introduces the first electric scooter in 1996, the Scootelec.



The Noughties 2000 dawns and with it the new societal order. New behavioural patterns emerge as concern for the environment grows, as does peoples' interest in 'leisure' sports. Peugeot returns in force to the cycle market in an exclusive world partnership with Cycleurope, the leading European bicycle manufacturer.

The B1K, an avant-garde electric bicycle concept, provides a glimpse of the bike of the future.



2010

In 2010, Peugeot responds to the renewed popularity of the bicycle with a new range, its "Collector's Edition", a limited series with four models in the range (racing, city, VTT and VTC). With Peugeot Scooters, the brand also reaffirms its presence with a range of scooters from 50 to 500cc forming the most comprehensive selection on the market (45 scooters and mopeds).





The 1st brand to market electric scooters, Peugeot launches two new concepts in 2010: HYbrid3 Evolution (a hybrid three-wheel scooter) and E-Vivacity, the perfect “eco-citizen” electric scooter. Heading into the 21st Century!



It is 1847, and brothers Jules and Emile Peugeot want their products to stand out from their competitors' and to ensure that their customers are aware of the quality of the steel used in the manufacturing process. They therefore decide to stamp the products with their own distinctive mark. To create their emblem, the brothers call on *"the good taste of artist Justin Blazer, a silversmith and engraver established in the Montbéliard region"*.

The Lion and its history





PEUGEOT LION'S OFFICIAL BIRTH CERTIFICATE

On 20 November eighteen hundred and fifty-eight at 10 a.m. the following person did appear before me, Henri Beurnier, Court Clerk: Mister Emile Peugeot, manufacturer residing at Valentigney, who, in accordance with the Law of 23 June, eighteen hundred and fifty-seven, registered 1) the imprint of the trademark representing a lion, with or without an arrow, which the establishment **Peugeot Frères de Valentigney** intends to stamp on its saw blades, laminated edge tools and others, so that the said registration may be included in the minutes of the court. 2) A second imprint of the aforementioned trademark to be sent by us to the Conservatoire Impérial des Arts et Métiers, in accordance with the law. In witness thereof, this certificate is hereby issued, and having read the foregoing, the abovementioned party duly signs with myself, Court Clerk.

Beurnier

Peugeot Frères



They chose the Lion from amongst the trademarks he created to designate first-class quality. In 1850, the Lion appears on all saw blades, the firm's flagship product, to make the link between the quality of the blade and those associated with the animal:

- "the toughness of the teeth, like the lion's"
- "the flexibility of the blade, evoking the animal's supple spine"
- "the speed of the cut, like a bounding lion"

On foot of the law on trademark registration passed in France, Peugeot Frères registers its trademark on 2 November 1858: "the company's trademark representing a lion, with or without an arrow, to be used on its saw blades, laminated edge tools and others".





1858



1923



1925



1935



1948



1950



1960



1980



1998



2010

Over time, the Lion emblem would assume a number of different forms according to the products it was emblazoned on: tools, bicycles, motorbikes or Lion Peugeot cars. While Automobiles Peugeot would wait until 1933 to start using the emblem, the Lion would remain a constant from this point onwards, appearing on the bonnet as a motif or positioned in the centre of the radiator grille (in a number of graphic evolutions).

2010

To mark the bicentenary of the brand, the Peugeot Lion is changing again. In line with its new brand identity, Peugeot's designers have created a simpler and more dynamic logo with a new stance and a new sense of movement. Aesthetically, it now plays on the dual appearance of the metal, combining matte and polished finishes, and breaks free from its blue background in a show of strength.

L'AVENTURE
PEUGEOT



In 1982, Pierre Peugeot, Chairman of the Supervisory Board of the PSA -Citroën Group, formed the Aventure Peugeot association, dedicated to gathering, collating and displaying to the public the historical heritage associated with the steel industry created by the Peugeot family and the developments it give birth to. Internationally, the museum acts as a forum for international collectors, for Peugeot Clubs, and all those who love the Lion brand. Xavier Peugeot, another of Pierre Peugeot's sons, took over stewardship of the "Peugeot Adventure" in 2009, succeeding Thierry Peugeot, who held the position from 2003 to 2009.

Musée de l'Aventure Peugeot
Carrefour de l'Europe 25600 SOCHAUX
Tel.: +33 (0)3 81 99 42 03 - Fax: +33 (0)3 81 99 42 27
e-mail: musee-peugeot@wanadoo.fr
www.musee-peugeot.com - www.boutiquemusee.peugeot.com

Open every day from 10:00 to 18:00 (except January 1st and December 25th)

**The Peugeot
Adventure and
Museum – More
than just a museum,
it's an adventure**





In 1984, the foundations of a future museum are established to showcase the knowledge and expertise of hundreds and thousands of people working over the past two centuries to create and produce the company's products bearing the Lion brand.

June 1988 marks the inauguration of the Musée de L'Aventure Peugeot at Sochaux, at the entrance to the group's largest production facility.

In 2000 and 2010: extension of the display areas and development of the museum's other visitors' facilities.

Boasting a display area extending over 6,000 m² the museum offers visitors a journey through time showing Peugeot products from 1810 to the present. Motor cars from 1891 to modern-day concept cars are displayed in period architectural and museographical environments. Two-wheelers are displayed in a village. In addition to the collection of vehicles, visitors can also see many other Peugeot products: coffee grinders, tools, sewing machines, wireless radios, aircraft engines, boat engines and objects and diverse and unusual as stainless steel dental crowns, firearms and the Peugimix, the first food processor. Restaurant facilities and the museum shop complete the experience making for an unforgettable experience. The museum has attracted in excess of 1,700,000 visitors.

Peugeot loves sport, and not just motor sport. It has also built up close sporting partnerships in the world of soccer (with its Sochaux team), tennis and golf.

Peugeot partnerships: Sport in the blood



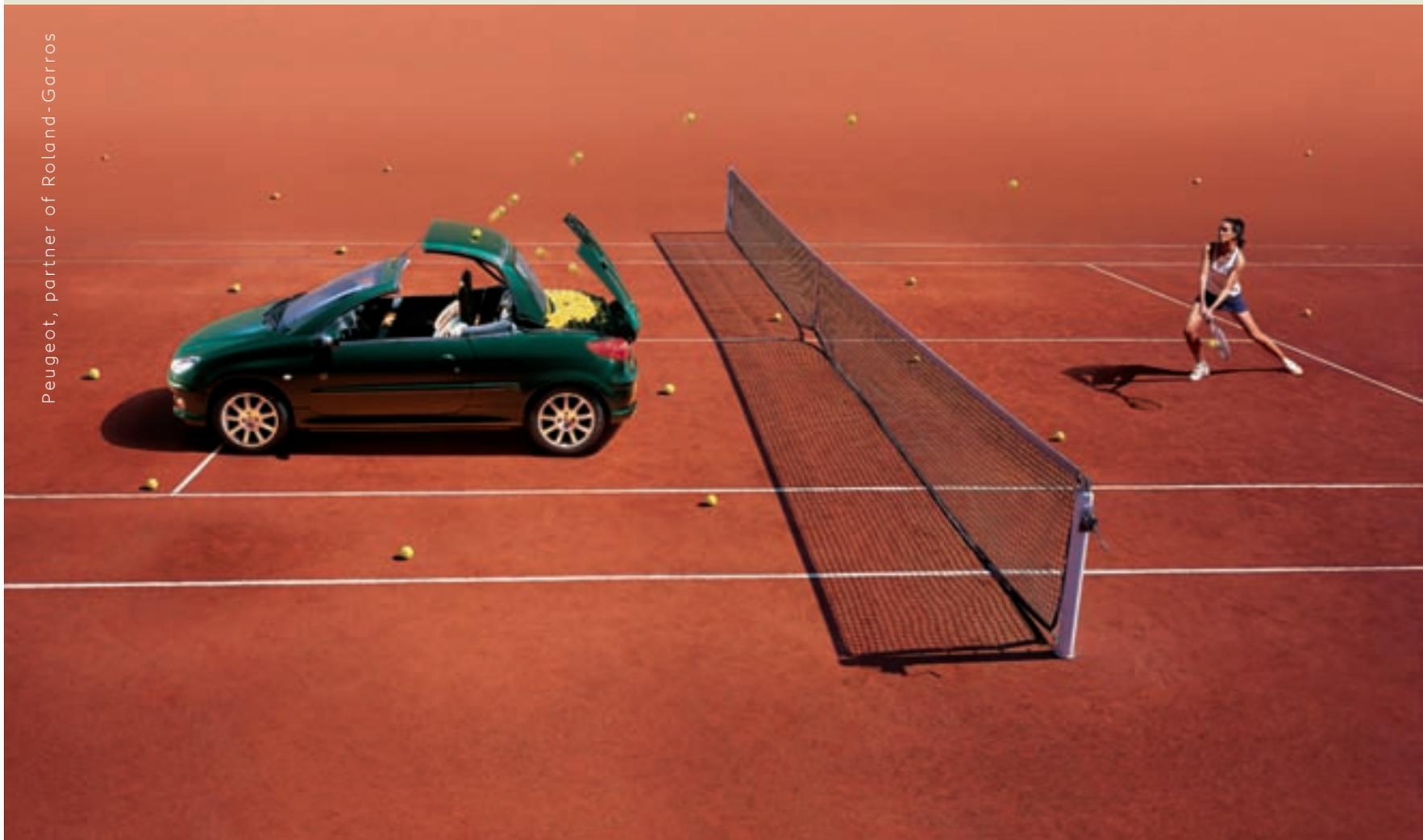


Sochaux-Montbéliard, a winning team

One of its most emotional ties in the sporting world is certainly the partnership with the club founded by Jean-Pierre Peugeot in 1928, FC Sochaux Montbéliard, one of the first professional soccer clubs in France. Peugeot is the club's sole shareholder. FCSM won two French championship titles, in 1935 and 1936 and won the Coupe de France in 1937.

In 1949, The Yellow and Blues initiated a training programme focused on young talent with the "Lionceaux" (the Lion Cubs) and opened a youth training centre in 1974. Talent from this pool helped FCSM to re-enter the French First Division and battle their way into three Coupe de France finals (in 1959, 1967 and 1988) and a European semi-final in 1981.

2000 saw the club return to glory, with a renovated Bonal Stadium and a new training centre. FCSM carried off three national cups (the French Coupe de la Ligue in 2004 and Coupe Gambardella in 2007) with several showings in European competitions. FCSM recently celebrated two anniversaries: its 80th birthday and 60 years of its youth training programme.



During the 1970s tennis seemed a natural field of expression for Peugeot, embodying as it does the values of dynamism and elegance.

Since Peugeot made its entrance to Roland-Garros Village in 1984, the partners' mutual trust has never faltered. Peugeot is now the tournament's main partner, evident in the many Peugeot signs around the courts!

In 1989, Peugeot and the French Tennis Federation further strengthen their mutual commitment.

Peugeot becomes the official partner and official transport provider for the Roland-Garros French Open, responsible for organising and providing transport for players, VIPs and Roland-Garros tournament officials.

1989 also sees Peugeot celebrate its involvement in French tennis with the inception of a special series of Roland-Garros badged models: the 205 Roland-Garros saloon, 405 Roland-Garros estate, then the 205 cabriolet, 106 saloon, 306 saloon and cabriolet, the 806, 206 saloon and 206 CC, the 307 SW up to today's 207 CC. The first Roland-Garros scooter is launched in 2000, and the first bike in 2005.



Since Jean-Pierre Peugeot created the first corporate golf course in 1929, Peugeot has consistently increased its commitment to golf. The values of the game – beauty, natural surroundings and control - are all shared by Peugeot and facilitate its increasing involvement.

Its golfing sponsorships include 14 years as sponsor of the Peugeot French Open and support of the Lancôme Trophy. In August 2004 Automobiles Peugeot launched the Peugeot International Pro-Am a tournament for teams with one pro and two amateur players selected after a series of national qualifying rounds (or invited by Peugeot). The Pro-Am takes place over four days at three prestigious Paris golf courses.

The Peugeot RCZ Cup was launched in 2010.

This new international competition is open to all golfers and is based on an original competition concept: nine of the 18 greens in the course will have two flags (one easier than the other). Golfers play in doubles scramble competitions to qualify for the international grand finale at Saint Cloud in September 2010.



We envisage and design cars. Ensuring the link with our customers who drive them is just as important to us. Peugeot is reinvesting in the city centre through its new retail concept to offer products and services locally within easy reach of its customers: Peugeot City.

Blue Box

**At Peugeot, we
take customer
relations to heart**





The first Peugeot City is inaugurated in rue of Châteaudun in Paris in 2010. Peugeot will reach out to a mobile, time-pressed urban customer base through this new city centre presence, along the lines of some of the larger supermarket chains.

The range at Peugeot City will be tightly focused with the emphasis on a maximum number of services: vehicle order and delivery, financing, mobility solutions, a tactile showroom for information and model customisation, convenient opening hours, etc.

The 150 m² Peugeot City is both a relay point for its Mu by Peugeot mobility service and an information point for Peugeot products, services and latest news.

In 2010 Peugeot City will be opened in a number of cities worldwide: Riyadh in Saudi Arabia and Warsaw in Poland.

The rue de Châteaudun Peugeot City is also the first site designed in accordance with the brand's new corporate image.

Peugeot models by year

- 1889**
Serpollet-Peugeot
(1 produced in 1889)
- 1890**
Type 2
(4 produced in 1890)
- 1891**
Type 3 – quadricycle
(64 produced up to 1894)
Type 4 – vis-a-vis
(1 produced for the Bey of Tunis)
- 1894**
Type 5 – 2-seater quadricycle
(14 produced up to 1896)
Type 6 – phaeton
(7 produced in 1894)
Type 7 – 4-seater phaeton
(25 produced up to 1897)
Type 8 – 4-seater victoria
(18 produced up to 1896)
Type 9 – 4-seater vis-a-vis
(87 produced up to 1897)
Type 10 – 5-seater estate
(3 produced up to 1896)
- 1895**
Type 11 – 2-seater
(27 produced up to 1897)
Type 12 – 5-seater covered estate
(2 produced in 1895)
Type 13 – delivery omnibus
(5 produced up to 1896)
- 1897**
Type 18 – 8-seater estate powered by a Peugeot engine
(26 produced up to 1902)
Type 14 – 2-seater
(18 produced up to 1898)
Type 15 – 4-seater phaeton
(276 produced up to 1902)
Type 16 – 4-seater vis-à-vis
(87 produced up to 1900)
Type 17 – 2-seater or 3-seater voiturette
(182 produced up to 1902)
Type 19 – 4-seater victoria
(75 produced up to 1902)
Type 20 – 8-seater omnibus
(14 produced up to 1900)
- 1898**
Type 21 – 4-seater coupé
(9 produced up to 1901)
Type 22 – 2-seater pick-up
(5 produced up to 1900)
Type 23 – 6-seater wagonette
(10 produced up to 1901)
Type 24 – 2-seater car
(20 produced up to 1902)
Type 25 – 3-seater coupé-cabriolet
(2 produced up to 1902)
- 1899**
Type 26 – 2-/3-seater voiturette
(419 produced up to 1902)
Type 27 – landaulet
(29 produced up to 1902)
Type 28 – 4-seater phaeton
(8 produced up to 1900)
Type 29 – 8-/10-seater estate
(5 produced up to 1900)
- 1900**
Type 30 – 3-seater “victoria” car
(84 produced up to 1902)
Type 31 – 2-seater light car
(7 produced up to 1902)
Type 32 – 6-seater wagonette-tonneau
(21 produced in 1900)
- 1901**
Type 33 – 4-seater phaetonnet
(84 produced up to 1902)
Types 34 and 35 – commercial vehicles
(92 produced up to 1902)
Type 36 – 3-seater spider or 4-seater tonneau
(111 produced up to 1902)
- 1902**
Type 37 – voiturette
(100 produced in 1902)
Type 39 – first 4-cylinder Peugeot
(100 produced in 1902)
Type 48 – 4-seater tonneau
(131 produced in 1902)
Type 49 – tonneau or double phaeton
(162 produced in 1902)
- 1903**
Type 42 – double phaeton
(79 produced in 1903)
Type 43 – double phaeton
(76 produced in 1903)
Type 44 – 4-seater double phaeton
(58 produced in 1903)
Type 50 – 4-seater tonneau
(138 produced in 1903)
Type 54 – voiturette
(250 produced in 1903)
Type 56 – tonneau
(16 produced in 1903)
- 1904**
Type 57 – 2-seater voiturette
(149 produced in 1904)
Type 58 – 4-seater tonneau
(121 produced in 1904)
Type 61 – double phaeton or coupé-limousine
(147 produced in 1904)
Type 62 – tonneau or phaeton
(96 produced in 1904)
Type 63 – 4-seater tonneau or coupé-limousine
(136 produced in 1904)
Type 65 – tonneau
(12 produced in 1904)
Type 66 – limousine
(20 produced in 1904)
Type 67 – tonneau
(235 produced in 1904)
- 1905**
Type 68 – tonneau or phaeton
(276 produced in 1905)
Type 69 – “Baby”
(400 produced in 1905)
Type 71 – double phaeton
(103 produced in 1905)
Type 72 – double phaeton or coupé-limousine
(138 produced in 1905)
Type 76 – double phaeton
(32 produced in 1905)
Type 77 – tonneau, phaeton, landaulet
(306 produced in 1905)
- 1906**
Type 42 – double phaeton or tonneau
(261 produced in 1906)
Type 79 – sport
(3 produced)
Type 80 – sport
(3 produced in 1906)
Type 81 – torpedo, limousine or double phaeton
(251 produced in 1906)
Type 82 – double phaeton
(200 produced in 1906)
Type 83 – limousine
(71 produced in 1906)
Type 85 – double phaeton
(6 produced in 1906)
Lion VA
(1,000 produced up to 1908)
Lion VC and VC1
1000 produced up to 1910
- 1907**
Type 88 – double phaeton or delivery van
(625 produced up to 1908)
Type 91 – double phaeton
(339 produced up to 1908)
Type 92 – double phaeton and sport
(527 produced up to 1908)
Type 93 – double phaeton
(164 produced in 1907)
Type 95 – sport large tourer, limousine
(30 produced in 1907)
Type 96 – double phaeton
(55 produced in 1907)
Type 99 – double phaeton
(324 produced in 1907)
Type 103 – double phaeton
(45 produced in 1907)
- 1908**
Type 104 – sport
(17 produced in 1908)
Type 42 – double phaeton, sport or landaulet
(23 produced up to 1909)
Type 106 – double phaeton
(109 produced in 1908)
Type 107 – omnibus
(12 produced in 1908)
Type 108 – coach
(301 produced in 1908)
Type 120 – double phaeton
(11 produced in 1908)
Lion VY
(142 produced up to 1909)
- 1909**
Type 101 – phaeton or spider
(75 produced in 1909)
Type 111 – coupé
(200 produced in 1909)
Type 112 – double phaeton or limousine
(60 produced)
Type 113
(95 produced in 1909)
Type 116 – torpedo or double phaeton
(500 produced)
Type 117 – landaulet, coupé, limousine
(104 produced in 1909)
Type 118 – coach
(150 produced in 1909)
Lion VC2
(1,175 produced up to 1910)
- 1910**
Type 122 – double phaeton
(34 produced in 1910)
Type 125 – landaulet, torpedo, sport
(150 produced in 1910)
Type 126 – torpedo
(350 produced in 1910)
Type 127 – torpedo
(1,226 produced in 1910)
Type 129 – landaulet or torpedo
(180 produced in 1910)
Type 130 – torpedo
(85 produced in 1910)
Type 131 – landaulet
(50 produced in 1910)
Type 133 – double phaeton or coupé-limousine
(50 produced in 1910)
Type 134 – double phaeton
(16 produced in 1910)
Lion V2C2
(680 produced in 1910)
Lion V2Y2
(300 produced in 1910)
- 1911**
Type 135 and 135 A – coupé-limousine, landaulet
(376 produced up to 1913)
Type 136 and 136 A – 16 CV sport
(235 units)
Type 138 – torpedo, coupé-limousine, sport
(925 produced up to 1912)
Type 139 and 139 A – torpedo, coupé-limousine
(551 produced up to 1913)
Type 141 – sport or torpedo
(51 produced in 1911)
Lion VC3
(425 produced in 1911)
Lion V2C3
(520 produced in 1911)
Lion V2Y3
(215 produced in 1911)
- 1912**
Type 143 – torpedo, sport
(300 produced up to 1913)
Lion V4C3
(653 produced up to 1913)
- 1913**
Type 144 and 144 R – coupé, torpedo, limousine
(1,799 produced up to 1915)
Type 145 – torpedo, sport
(135 produced up to 1914)
Type 146 – limousine
(428 produced up to 1914)
Type 148 – limousine or torpedo
(83 produced up to 1914)
Lion 6 CV – Type BP1 and B3P1, “Baby”
(3,095 produced up to 1916)
Lion 10 CV – Type VD and V4D
(1,500 produced in 1913)
- 1914**
Type 147 standard
(45 produced in 1914)
Type 150 – sport and torpedo
(49 produced in 1914)
Type 153 and 153 A torpedo
(1,356 produced up to 1916)

1915

Lion – Type VD 2
(480 produced in 1915)

1919

Type 159 – torpedo, coupé-limousine, sport
(502 produced up to 1920)

Type 163 – torpedo, charrette normande
(9,349 produced up to 1924)

1920

Quadrilette Types 161 and 161E
(3,500 produced up to 1922)

Type 153 B – torpedo, coupé-limousine
and CI

(1,325 produced up to 1922)

Type 156 – torpedo, limousine, cabriolet,
coupé-landaulet

(180 produced up to 1923)

1922

Sport Type 163 BS – torpedo special sport
(346 produced up to 1923)

Sport Type 153 BRS

(200 produced up to 1923)

Quadrilette Type 172

(8,705 produced up to 1924)

Luxe Type 163 BR – torpedo, limousine,
coupé, charrette normande

(2,230 produced up to 1924)

Sport Type 173 S – sport torpedo

(1,002 produced up to 1925)

Luxe Type 153 BRA and CA

(1,731 produced up to 1925)

Sport Type 175 – torpedo sport

(303 produced up to 1925)

Sport Type 174 S – torpedo sport

(208 produced up to 1928)

Type 174 - CI, limousine, coupé, cabriolet
(810 produced up to 1928)

Type 176 – torpedo, CI, cabriolet, coupé,
sport

(1,512 produced up to 1928)

Type 177 – torpedo, CI, charrette
normande

(16,039 produced up to 1926)

1924

Quadrilette GS Type 172 BS

(100 produced in 1924)

Type 172 BC

(7,084 produced up to 1925)

1925

Type 181 – torpedo, CI, cabriolet, coupé,
(9,259 produced up to 1928)

1926

Type 172 R

(27,119 produced up to 1927)

Type 177 M and R – torpedo, cabriolet, CI,
coupé

(18,202 produced up to 1929)

1927

Wider Type 172 M – torpedo, cabriolet
(11,970 produced in 1928)

Six Type 183, 183 C and D – torpedo,
cabriolet

(12,626 produced in 1931)

1928

Type 184

(31 produced up to 1929)

1929

5 CV – Type 172 S – torpedo, cabriolet
(2,112 produced in 1929)

5 CV – Type 190 S – CI, cabriolet, torpedo
(33,677 produced up to 1931)

1930

201 – saloon, cabriolet, coupé
(142,309 produced up to September 1937)

1932

301 – saloon, cabriolet, coupé
(70 497 produced from March 1932 to
September 1936)

1934

601 – saloon, coupé, coach, roadster
(4,004 produced up to July 1935)

1935

401 – saloon, coupé, cabriolet, coach
(13,545 produced up to August 1935)

1936

402 – limousine, coupé, roadster, Éclipse
(75,172 produced from September 1935
until the occupation of France)

1937

302 – saloon, cabriolet
(25,103 produced from August 1936 to April
1938)

1938

202 – saloon, découvrable, cabriolet
(104,126 produced from January 1938 to
July 1949)

1941

VLV electric
(377 produced from May 1941 to February
1945)

1948

203
(685,828 produced from October 1948 to
February 1960)

1955

403 – saloon, long variants, cabriolet
(1,214,126 produced from April 1955 to
December 1966)

1960

404 – May - saloon, coupé, cabriolet, long
variants
(2,885,377 produced)

1965

204 – April - saloon, estate, coupé,
cabriolet
(1,604,290 produced)

1968

504 – September - saloon, coupé,
cabriolet, long variants
(3,689,166 produced to end-1999)

1969

304 – October – saloon, coupé, cabriolet
(1,178,422 produced)

1972

104 – October - saloon
(1,624,990 produced)

1975

604 – March - saloon
(153,252 produced)

1977

305 – November – saloon, estate
(1,649,177 produced)

1979

505 – May – saloon, long variants

(1,351,254 produced to end-1999)

1983

205 – February – 3- and 5-door, cabriolet
(5,258,789 produced to end-1999)

1985

309 – saloon
(1,638,623 produced)

1987

405 – May – saloon, estate
(2,433,734 produced to end-1999)

1989

605 – October - saloon
(254,350 produced to end-1999)

1991

106 – September – saloon
(2,463,930 produced to end-1999)

1993

306 – February – saloon, cabriolet, estate
(2,423,904 produced to end-1999)

1994

806 – March - MPV
(125,018 produced to end-1999)

1995

406 – October – saloon, estate, coupé
(945,668 produced to end-1999)

1996

Partner – July – commercial and passenger
vehicles
(261,962 produced to end-1999)

1998

206 – October – saloon, SW, CC
2000
607 – May - saloon

2001

307 – April – saloon, estate, CC, SW

2002

807 – June - MPV

2004

407 – April - saloon, SW, coupé
407 SW – September

2005

1007 – February – saloon
107

2006

207 – saloon, CC, SW
New Boxer – commercial vehicle

2007

4007 – 4x4
Expert – commercial and passenger
vehicles

308 – saloon, SW, CC

2008

Bipper

2009

3008 Crossover
5008 MPV

2010

RCZ

Concept cars

1936

402 Andreau – Paris Motor Show

1971

504 Riviera (Pininfarina) – Paris Motor Show

1976

Peugeot – (Pininfarina)

Peugeot Griffé – (Pininfarina)

1981

Vera 01

1982

Vera 02 Diesel

Vera +

1984

Quasar – Paris Motor Show

1986

Proxima – Paris Motor Show

1988

Oxia – Paris Motor Show

Cabriolet 405 – (Pininfarina)

1994

iOn – Paris Motor Show

1995

Tulip – (Individual and public urban transport)

1996

Asphalte and Touareg – Paris Motor Show

406 Toscana – Geneva Motor Show

806 Surf – Geneva Motor Show

806 Pollen – Geneva Motor Show

Tulip – Paris Motor Show

iOn – Paris Motor Show

1997

Nautilus (Pininfarina) – Geneva Motor Show

806 Runabout – Frankfurt Motor Show

Touareg-Asphalte – Geneva Motor Show

1998

20 ♥ – Geneva Motor Show

206 Escapade – Paris Motor Show

1999

206 Escapade – Geneva Motor Show

306 Break Hdi (“shooting” estate)

Geneva Motor Show

2000

607 Féline, 607 Paladine – Geneva Motor Show

Prométhée and City Toyz – Paris Motor Show

2001

Caméléo – Geneva Motor Show

206 SW – Salon de Francfort

307 SW – Salon de Francfort

Moonster – Salon de Francfort

Tai Pac – Salon de Francfort

2002

RC Carreau and Pique – Geneva Motor Show

H20 – Paris Motor Show

Sésame – Paris Motor Show

3 ♥ 7 – Paris Motor Show

607 Pescarolo – Paris Motor Show

2003

Hoggar – Geneva Motor Show

807 Grand Tourisme – Geneva Motor Show

407 Elixir – Salon de Francfort

4002 – Salon de Francfort

2004

407 Silhouette – Geneva Motor Show

2004

1007 RC

Quark

907

2005

407 Prologue

Moovie

20Cup

2006

2007 RCup

307 CC HYbrid HDI

908

908 RC

207 Épure

Spider 207

2007

207 SW Outdoor

4007 Holland & Holland

308 RCZ

308 SW Prologue

308 HYbrid HDI

308 BioFlex

Bipper Beep Beep

2008

RC HYbrid4

Prologue HYbrid4

2009

SR1

BB1

2010

5 by Peugeot



AUTOMOBILES PEUGEOT RC PARIS B 552 144 503.

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