



PRESS RELEASE

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Peugeot partners the Woody Allen film "Midnight in Paris"

The Peugeot 508 and 5008, as well as the 177 Torpedo and the Peugeot 401, accompany the nocturnal adventures of the 1920 Peugeot Landalet, the car starring in the Woody Allen film "Midnight in Paris".

The Marque has featured in numerous cinematographic productions over the years, from the era of classics such as "Zazie dans le métro" and "Jour de fête" through to more recent films like "Taxi".

And the tradition continues today, since for Woody Allen and his film "Midnight in Paris" which opened the 2011 Cannes Film Festival, Peugeot loaned both vintage and more contemporary models.

The leading man in "Midnight in Paris" travels through time in a Landalet 184 dating from 1920, which met the production's requirement for a car boasting "a driver's compartment with convertible roof and a covered passenger compartment".

The film also features a 177 Torpedo, a Peugeot 401 from 1934, and the interior of a Peugeot 404.

Two Peugeot 508s also appear in the film shot in July 2010, one week after the release of the first official photos and well before the launch of the Marque's new large touring car.

A Peugeot 5008 also puts in an appearance in one of the film's scenes.

Finally, ten or so Peugeot cars were made available to the film's production teams.

PRESS CONTACT

www.peugeot-pressepro.com

Peugeot

Present in 160 countries with 10,000 contact points, Peugeot combines rigorous standards and exciting ideas all over the world. In 2010, its bicentenary year, Peugeot consolidated its position as the leading French car make worldwide and moved up a place in the global league table of car makes (9th) selling 2,142,000 cars. Peugeot is the only make to deploy an overall mobility offer with passenger and utility vehicles, scooters, bicycles and a wide range of services including its "Mu by Peugeot" free choice mobility service.