

## Mu by Peugeot A novel mobility services offer

Automobiles Peugeot is launched a mobility services offer known as **Mu by Peugeot**. This ground-breaking offer in the world of motoring enables clients, irrespective of whether or not they own a vehicle, to have access to a range of mobility services via a pre-paid card that can be topped up on the [www.mu.peugeot.fr](http://www.mu.peugeot.fr) Internet site

Mr. Jean-Marc Gales, Peugeot's Managing Director, states **"With this innovative offer, Peugeot affirms its ambition to offer total mobility to all in harmony with the current economic and environmental challenges"**.

The **Mu by Peugeot** concept comprises two offers:

- Peugeot range products or accessories rentals. Accordingly, as and when needed, cardholders will be able to rent a bicycle, a 50 cm<sup>3</sup> or 125 cm<sup>3</sup> scooter, a leisure vehicle (207 CC, 308 CC, Coupé 407, 3008), a utility vehicle, a replacement vehicle (2 or 4 wheeled), or a mobility accessory (GPS, roof box...).
- Partner service providers offers. In liaison with a travel agent and via a simple telephone call, the cardholder can book an air or rail ticket, reserve a hotel room or organise a personalised trip. Driving lessons, courses to learn eco-friendly driving techniques or advanced driving training can also be booked via the same call centre.

The card is topped up by purchasing credits on line via the [www.mu.peugeot.fr](http://www.mu.peugeot.fr) Internet site or by earning credits by purchasing services from a partner provider. The service will be clearly highlighted in sales outlets by means of special signage: reception desk, point of sale advertising, etc.

**Mu by Peugeot** is currently already up and running in Brest, Lyons, Nantes and Rennes within the approved dealer and agents network. This new mobility service will be deployed in nine European countries between now and 2011 and plans are afoot to enhance the offer with further mobility services.

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