



## Peugeot Eco Cup: selection of the candidates

The Peugeot Eco Cup, the first European eco-driving competition, seems to have generated huge public interest: a total of more than 22,500 European candidates have applied for the competition by answering the following question on the recruitment web site: "What, in your opinion, makes a good eco-driver"?

In each of the 18 participating countries, a local jury of journalists and Peugeot representatives has selected just four candidates – one for each of the four models involved in the competition.

In the final stage of the preparations for the start of the competition on Sunday 28 February, each candidate and a co-pilot of his/her choice will follow a one-day eco-driving course on 19 or 20 February 2010 and will be given the use of a vehicle in order to gain familiarity with driving a Peugeot.

Peugeot is delighted to announce the participation of partner NAVTEQ in this first edition of the Peugeot Eco Cup. NAVTEQ supplies the digital maps used in the navigation systems in Peugeot vehicles.

A study performed by NAVTEQ demonstrates that regular use of a navigation system helps drivers reduce their vehicle's fuel consumption and CO2 emissions. Furthermore, NAVTEQ now includes information that enables eco-driving in its map database.

Nokia also supports Peugeot's Eco Cup initiative: this major Finnish group is currently expanding its environmental approach to include new services and software. One of these initiatives, Nokia's multi-channel "Green Explorer" service, allows users to see the world while minimising the environmental impact of their travelling patterns. The 72 teams competing

in the event will be equipped with Nokia telephones.

The Peugeot Eco Cup is scheduled to start on Sunday 28 February 2010 from in front of Peugeot's head office at 75 Avenue de la grande Armée in Paris. From 9.00 a.m. onwards, the 72 competing vehicles will cross the economy run start line and head for Annecy on a mandatory 1000 km route. The time limit has been set at 31 hours including the night-time neutralisation from 8.30 p.m., which ensures safety and that the participants get a good night's sleep.

Jean-Marc GALES, Peugeot's CEO, will hand over the keys to vehicles that have been won by the four best eco-drivers in Europe on Peugeot's stand at the 80th Salon International de l'Automobile in Geneva on Tuesday 2 March around 11:00 am.

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