

MU by PEUGEOT honoured by *Automotive News Europe*

During the *Automotive News Europe* annual media conference (Bilbao, 22nd and 23rd June 2010), which brings together automobile industry decision-makers, analysts and journalists, a L.E.A.D.E.R Award presented for MU by Peugeot hailed the pioneering nature of this innovative mobility concept.

For the first time, three L.E.A.D.E.R Awards (Leaders in European Automotive Development, Excellence and Research), were attributed by a jury composed of representatives of *Automotive News Europe* and the *Automotive Intelligence Center*.

- . Manufacturer
- . Supplier
- . Automobile distribution

Peugeot was awarded the prize for MU by Peugeot in the last category.

The jury emphasised the innovative nature of the MU à la carte mobility concept: the extent of Peugeot's mobility range – from bicycle to fun car, including scooters, urban and family models, utility vehicles, and looking forward, at the end of 2010, to the 100% electric Peugeot iOn – a wide selection of accessories, flexible and inexpensive to use, and associated services. All these factors anticipate and respond to rising expectations for a new kind of mobility, especially in an urban environment.

After its inauguration in Paris in February 2010, in the second quarter MU began its European deployment: initially rolled out in several capitals and regional cities (Berlin, Madrid, Milan, Brussels, London), MU by Peugeot will continue its development in the second half-year, reaching other large urban centres in these countries, as well as being launched on other markets (Netherlands, Portugal...).

Ahead of its ramp-up in Europe, MU by Peugeot has already drawn over 2,500 French customers, while the public's growing interest is evidenced by the constantly rising number of visits to dedicated Internet sites (more than 200,000 hits since the beginning of the year).



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Peugeot

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. 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, an iconic model, the iOn, a 100% electric vehicle, the 408 in China, and three new models in Latin America.