

PEUGEOT presents its new LEGEND collection of bicycles and lifestyle products

Relive over 200 years of history with PEUGEOT's new range of LEGEND products and bicycles, including a concept electric bike. The design of these modern objects has been directly inspired by the most emblematic and legendary products from PEUGEOT's illustrious history. LEGEND leather goods, clothing, and accessories are available from our online shop and at the PEUGEOT Avenue Paris flagship store. The bicycles will be available in early 2018 everywhere PEUGEOT bikes are sold.

The PEUGEOT LEGEND bicycle range: a timeless style for all!

Fans of retro bicycles who do not want to compromise on comfort or reliability will find the perfect model in the new PEUGEOT LEGEND range. The iconic black & white chequered livery pays homage to PEUGEOT CYCLES long list of racing victories. The frame designs hark back to the most legendary models from the brand's 130+ year of history. The LEGEND collection includes two types of bicycle for getting around town (Urban and City), as well as Road and Junior categories. The chainset of the LC01 bicycle is equipped with a reedition of PEUGEOT's signature "triple lion" design.

The name of each bicycle in the PEUGEOT Cycles range indicates the type of use it is designed for and its level in the range.

| Energy | Use | Range level | Gears/specific features |
|---------------------|----------------------|------------------------------|--|
| e = electric | J = Junior | 01 = top of the range | <i>Examples of gears:</i> D7 = (Shimano) 7-speed D7+ = 21-speed N7 = (Nexus) 7-speed NuVinci = continuous belt transmission |
| | C = City | | |
| | U = Urban | 02 = mid-range | |
| | R = Road | | |
| Collection | T = Trekking | 03 = entry level | <i>Example of a specific feature:</i> S = speed (45 km/h) |
| L =LEGEND | M = Mountain | | |
| | FB = Fat Bike | | |
| | F = Folding | | |

The PEUGEOT eLEGEND bicycle: a new concept

PEUGEOT presents the eLC01 concept electrically-assisted bicycle, the eLEGEND. Its clean lines draw their inspiration from one of PEUGEOT's most iconic compact bicycles. This concept foreshadows a model that will go on sale in mid-2018. However, it will be possible to get a special preview of that model, along with the complete PEUGEOT LEGEND range, at the Grandes Heures Automobiles event on 23-24 September 2017 in Montlhéry.



PEUGEOT LEGEND lifestyle collection: iconic and trendy

Created for fans of the brand, the designers at PEUGEOT Design Lab revisited iconic logos from PEUGEOT's more than 200 years of history. The range includes leather accessories, cardholders, smartphone case, notebook and keyrings. There are also canvas shopping bags and travel bags for weekends away. Stay stylish in black or white T-shirts and hoodies. The choice of materials, colours, and the manufacturing quality of the LEGEND collection are part of PEUGEOT's move upmarket in a domain outside the automotive.

Discover all of the products in the Peugeot lifestyle store at <https://boutique.peugeot.com>

Full information about Peugeot Design Lab is available at www.peugeotdesignlab.com.

Go behind the scenes of the Peugeot Design Lab projects on Instagram: [@peugeotdesignlab](https://www.instagram.com/peugeotdesignlab)

Find Peugeot Design Lab on Facebook: www.facebook.com/peugeotdesignlab

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About PEUGEOT

Stimulating and rewarding driving, sleek design and uncompromising quality comprise the brand's commitment to its customers and contribute to the emotion that every Peugeot unlocks.

Operating in nearly 160 countries with more than 10,000 points of sale, in 2016 Peugeot increased its sales by 12.3% to reach 1,919,460 vehicles sold worldwide. Peugeot combines exacting standards, allure, and emotion with the goal of being the definitive broad top-of-the-range brand having a global reach.

Beginning in 1889, the automotive history of the brand has been further enriched this year by the latest victory on the trails of the Dakar, with a 1-2-3 finish by the new Peugeot 3008 DKR.

About Peugeot Design Lab

With more than 200 years' expertise in industrial creation and 120 years' experience in automobile design, PEUGEOT launched its Peugeot Design Lab in June 2012 as a global brand design studio dedicated to external clients. Its main mission is to design products, services and brand experiences in all non-automotive sectors.

Since its creation, many clients have called upon its services: Airbus, Dassault Aviation, Alstom, Bombardier, Leclerc, Groupe Seb, Quechua, etc. One of its latest creations was the H160 helicopter for Airbus.

About Cycleurope

The Cycleurope Group is a creator, manufacturer, and distributor of bicycles and electric bicycles for all kinds of use. The Group has the exclusive world licence for the Peugeot brand and owns the Bianchi, Gitane, DBS, Monark, Crescent, Kildemoes and Everton brands. The Group markets close to a million bicycles and has three production units in Europe, including one in France at Romilly-sur-Seine (in administrative department no. 10). This site is the electric bicycle centre of excellence for the entire Group. As the market leader and La Poste's partner for many years, Cycleurope is constantly innovating to respond to mobility issues.

cycleurope.fr