

PEUGEOT unveils a monumental Lion sculpture, the new brand ambassador

PEUGEOT will present a Lion of extraordinary proportions at the Geneva Motor Show on 8 March. This sculpture symbolises the pride, strength and excellence of the brand and its 200+ year history. This spectacular and timeless work of art has been created by the designers of the PEUGEOT Design Lab. As the new PEUGEOT ambassador.

PEUGEOT presents its new brand ambassador at the Geneva Motor Show. This Lion is a monumental artistic expression, 12.5 metres long and standing 4.8 metres tall. It embodies the pride of a whole brand, pride in having elevated PEUGEOT to a standard of quality without compromise, a commitment firmly anchored in the brand's DNA.

The emblem of PEUGEOT for the last 160 years, the Lion walking on an arrow was first created in 1858. It symbolises the three qualities of the PEUGEOT saw blades originally produced by the brand: flexibility, the strength of the teeth and speed of cutting. The arrow conveys the concept of speed.

This sculpture has been created by the designers at the PEUGEOT Design Lab. Their mission is to use all of PEUGEOT's expertise to develop the non-automotive products for the PEUGEOT brand and work with clients outside of the automotive world.

"The designers have shaped an iconic, timeless design throughout this monumental Lion, with flowing, sculpted surfaces. Its spectacular dimensions emphasise the Lion's solid, powerful and unshakeable character. Its posture, standing up, moving forwards determinedly but without aggression, conveys a serenity and a confidence in the future," explains Gilles Vidal, Head of Design at PEUGEOT.

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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PEUGEOT

About PEUGEOT

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

Operating in nearly 160 countries with more than 10,000 points of sale, Peugeot increased its sales by 10,4% in 2017 to reach 2,119,845 vehicles sold worldwide. Peugeot combines exacting standards, allure and emotion with the goal of being the definitive broad top-of-the-range brand with a global reach.

Beginning in 1889, the automotive history of the brand has been further enriched in 2018 by the latest victory on the trails of the Dakar by the PEUGEOT 3008 DKR Maxi.

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 experiments 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.