

**PEUGEOT AND PATHÉ, AN
UNPRECEDENTED PARTNERSHIP
PROMOTING THE EXCELLENCE OF
FRENCH CINEMA**



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PRESS RELEASE



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- **PEUGEOT**, an iconic French brand within the automotive industry, announces a major partnership with **PATHÉ**, a historic French company and a leading player in European cinema.
- This strategic and exclusive partnership, unprecedented in scope, covers film production, distribution, and exhibition.
- With this collaboration, **PEUGEOT** strengthens its commitment to the 7th art, aiming to share the pleasure and emotion of both automobiles and cinema with a wide audience.



In 1896, Armand Peugeot, who had already been producing automobiles for several years, founded the Société Anonyme des Automobiles Peugeot in the Doubs region. That same year, Charles and Emile Pathé created Pathé Frères in Paris, a company specialising in the sale of cinematographic equipment and phonographs. Today, 130 years later, these two historic pioneers join forces to celebrate the innovation, boldness, craftsmanship, and French excellence that each embodies in their respective fields.

The automotive and film industries share one essential common ground: EMOTION. Emotion expressed through the pleasure of the automobile and the joy of driving core elements of PEUGEOT's DNA while emotion is also at the heart of the cinematic experience delivered by PATHÉ. With one shared ambition: to bring emotion to as many people as possible.

To help promote French cinema and create a strong emotional connection with its customers and its Network, PEUGEOT has chosen the 7th art as its new realm of expression. Because the Lion loves cinema, just as its customers do: more than 70% of them attend screenings regularly.

Today, PEUGEOT and PATHÉ announce a major partnership. A long-term, internationally scaled collaboration that spans all PATHÉ's activities: production, distribution, and film exhibition.

This partnership will be built on genuine joint efforts, for the benefit of PEUGEOT customers and all cinema lovers...

- **PEUGEOT will be associated with PATHÉ's film productions,** notably through the provision of vehicles for shoots, their integration on screen, and the deployment of co-branded activations at the time of each film release.

The partnership is already taking shape in two upcoming films: *Police Flash 80'* (in cinemas on March 18) and *Marsupilami* (in cinemas on February 4).



PEUGEOT

Throughout the year, PEUGEOT and PATHÉ will develop 360° content and activations to promote both the strength of the partnership and French cinema.

- **PEUGEOT and PATHÉ will notably create a short program each month, "In the Car With..."**, featuring a series of interviews about the cinematic experience, filmed onboard a PEUGEOT vehicle and broadcast across PEUGEOT and PATHÉ CINEMAS communication channels.
- **PEUGEOT will be featured within the premium PATHÉ cinema experience**, with branded touchpoints along the customer journey, as well as a presence in the pre-screening launch message, for every film: "PEUGEOT wishes you an enjoyable screening."
- **PEUGEOT dealers across France will benefit from the partnership with PATHÉ cinemas**, with opportunities to host events, showcase vehicles, or offer tickets to select films.

Finally, driven by a shared ambition, **PEUGEOT and PATHÉ will support the environmental transition of both the automotive and film industries** by integrating electric mobility both on set and on screen.

"With Pathé, we are bringing together two iconic French institutions driven by the same ambition: to innovate, to dare, and to create emotion. The automotive and film industries share a common mission: delivering pleasure to the widest possible audience. This partnership marks the beginning of a new chapter in which PEUGEOT will showcase the joy of driving, support French creative talent, and contribute to more responsible mobility. Together, we are shining a light on our expertise and enriching the experience of our customers, both in France and internationally,"

said Alain Favey, CEO of PEUGEOT.



PEUGEOT

"Cinema has this unique ability to create emotions that bring people together. This is precisely what brings us closer to Peugeot. Producing and supporting major films that can resonate across generations lies at the heart of Pathé's mission. This partnership opens a new chapter, uniting two worlds driven by a taste for boldness and powerful experiences, to move audiences both in theaters and beyond,"

emphasised Ardavan Safaee, President of PATHÉ Films.

"This partnership with Peugeot, a historic and visionary company, embodies our commitment to promoting innovation, excellence, and French savoir-faire. At Pathé Cinémas, we believe in the power of the big screen to inspire, unite, and move the broadest audience. Together, we reaffirm our dedication to delivering a premium cinematic experience that awakens the senses and embraces a sustainable vision for the future,"

stated Laure de Boissard, Managing Director of PATHÉ Cinémas France.

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PEUGEOT Press Site

<https://www.media.stellantis.com/em-en/peugeot>

ABOUT PEUGEOT

PEUGEOT offers the widest EV lineup of any European mainstream brand, covering all needs from urban cars to commercial vehicles. The French charisma, the driving sensations and the Designed to last constitute the brand values of PEUGEOT. Established in over 140 countries, PEUGEOT sold almost 1.1 million vehicles worldwide in 2024. Already the leader in electric B-segment and LCV vehicles in Europe, PEUGEOT is now offering a complete lineup of 12 models, of which 9 Passenger cars and 3 LCV. PEUGEOT offers 8 years/160,000 km Peugeot Care warranty on the battery and the vehicle, as well as the On-the-go Pass on all its electric passenger cars for complete peace of mind. PEUGEOT products incorporate the latest technology, showcased by the Panoramic i-Cockpit and ChatGPT on board across the entire range. PEUGEOT is also committed to educating younger generations by supporting initiatives such as Born Free and Under The Pole to bring them closer to nature. Furthermore, PEUGEOT's passion for performance and innovation is showcased through the PEUGEOT 9X8 Hypercar, which competes in the World Endurance Championship (WEC), including the 24 Hours of Le Mans.





PEUGEOT

Pathé

Founded in 1896, Pathé is today the leading film company in continental Europe. A market leader in theatrical exhibition in France, the Netherlands, and Switzerland, and also present in Belgium, Tunisia, Côte d'Ivoire, Senegal, and Morocco, Pathé operates 128 cinemas and 1,318 screens, offering premium experiences thanks to cutting-edge technologies such as IMAX®, Dolby Cinema, and 4DX.

A major player in Europe, Pathé produces and distributes around a dozen films each year—from popular comedies and family movies to auteur-driven works recognized at international festivals—as well as series.

Through Pathé Live, Pathé is also a leading operator in broadcasting cultural events in cinemas, offering opera, ballet, theatre, concerts, and cultural content in France and internationally.

The Jérôme Seydoux-Pathé Foundation is dedicated to preserving and sharing the history of cinema: conserving, restoring, and making the Pathé heritage accessible to the public, notably through a program of silent film screenings and exhibitions related to the history of cinema.

Pathé Cinémas

Pathé is the leading cinema exhibitor in France, the Netherlands, and Switzerland, and is also present in Belgium, Tunisia, Côte d'Ivoire, Senegal and Morocco. Pathé operates 128 cinemas with a total of 1,318 screens.

Its strategy of premiumisation and modernization relies on an active policy of building, rebuilding, and renovating cinemas; continuous innovation with top-tier technologies; unique and tailored services; and an optimized customer journey, both onsite and digital.

Pathé Films

Pathé Films plays a central role in French cinema, producing and distributing around a dozen films each year, ranging from major popular comedies to auteur films, as well as series.

Recent titles include Emilia Pérez by Jacques Audiard, The Count of Monte Cristo by Matthieu Delaporte and Alexandre de La Patellière, God Save The Tuche by Jean-Paul Rouve, and Marsupilami, the latest comedy by Philippe Lacheau.

Pathé Films is also committed to promoting its heritage by restoring and digitizing more than 150 major films, enabling audiences to rediscover them in theaters, on video, and on television.