

**For immediate release  
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## **150 Roaring Years of Peugeot**

The Peugeot brand celebrates its 150<sup>th</sup> birthday. Today, Peugeot vehicles are distributed in more than 150 countries and are universally recognised by their Lion emblem. It was on 20 November 1858 that Emile Peugeot first registered the use of a Lion as the brand's emblem. Over time the appearance of the Lion has, however, evolved; from a majestic profile walking on an arrow to the start of it beginning to face to the left.

Although the first production car (type 3) built by Armand Peugeot dates from 1891, it was only in 1906 that production cars were first decorated with the "Lion walking on an arrow" emblem. In 1910, the two entities (Peugeot Frères and Armand Peugeot) merged to become La Sté des automobiles et cycles Peugeot; the two product ranges, however, co-existed until the First World War and the last car from this period to display the Lion was, the Bébé Lion (designed by Ettore Bugatti), presented at the Paris Motor Show in October 1912.

Subsequent models displayed old-style lettering on the top of the radiator grille contained inside a double "ellipse", combined in some instances with lettering on the radiator either unaccompanied or in a coat of arms (from the 201).



In the 1920s the Lion became a rallying call for "Peugeotistes" who used it as a decoration on their radiator caps.



Peugeot bicycles and motorcycles first used the Lion “walking on an arrow” emblem against the background of a spoked wheel; later, in the 1920s, a fighting Lion facing to the right was introduced and, lastly, the same design but with upright lettering in 1960. Tools and domestic appliances opted for the Lion “walking on an arrow” in a coat of arms or on an oval plaque for coffee grinders.

#### **The Lion finally makes the leap onto the front of Peugeot cars**

From October 1933, with the launch of the "aerodynamic" range of Peugeot vehicles 201, 301 and 601 with the first six cylinder engine, a Lion's head appeared on the top of the radiator grille for the first time. This format also appeared on the 401, first seen at the 1934 Paris Motor Show. The idea was used again with a tapered head on the 402 (1935) then the 302 (1936) and the 202 in 1938.



In 1948, the 203 adopted as its figurehead a Lion on the bonnet in a more prominent style.

A new Lion was also used on the bonnet of the 403 which was first shown in 1955 and was the first vehicle to have one million versions produced.



### **The Lion adopts its heraldic pose!**

The launch of the 203 marked the first appearance of the heraldic Lion of Franche-Comté and the Duchy of Montbéliard.

It was attached to the boot lid until October 1952 and migrated to the front of the bonnet in September 1958 until the end of the series in February 1960. During this period the heraldic Lion also appeared on PEUGEOT motorcycles.

The same design of the Lion was also placed in a small coat of arms in the centre of the radiator grille on the 403 range from April 1955 to 1966 before being replaced by a larger version, which first appeared on the Pininfarina styled 404, in May 1960.

It was then replaced by a Lion (gilt or chrome-plated) leaping from its background in September 1968 on the 504, then was adopted by the 404, 204, 304 and 104.



Another generation, the Lion "in outline" appeared on the 604 marketed in September 1975, and then extended to the 305 (November 1977) and 505 (May 1979) before being presented on a black background in 1982 on the 205, through to the 306 in 1993.



### **The Lion successfully makes its mark**

At its launch in October 1995, the 406 stood out with its large Lion emblem which rapidly migrated across the entire "six" generation models.

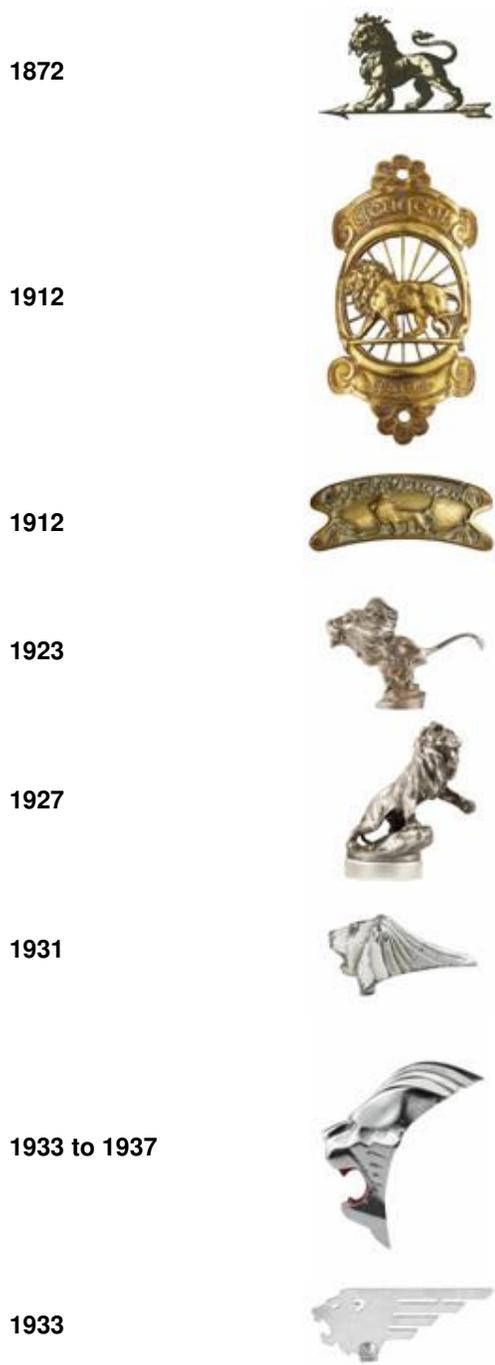
This led in 1998 to the Lion of today, with its stylised, angular appearance that decorates the front and rear of PEUGEOT cars and scooters.

In 2000, the Adventure Peugeot association, in recognition of its mission to protect the company's heritage, placed the Lion in a coat of arms bordered by a yellow

frame against a blue background, which in bygone years had been used to identify the company.

The Peugeot Lion is now universal and its image synonymous with the PEUGEOT name.

**The Time Line of the Lion – 1872 to 2008**



1935



1936 to 1938



1936



1938 to 1939



1938 to 1949



1948 to 1958



1948 to 1960



1948



1955 to 1958



1955 to 1966



1960 to 1966



1960 to 1973



1961 to 1971



1968 to 1978



1971



1975 to 1995



2008



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