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**New Peugeot brand identity; the Lion roars louder to confirm its move upmarket.**

Considered today as the oldest automobile brand in the world still in operation, a new page in the history of the Peugeot brand, created by the brothers of the same name in 1850, is now being written. Indeed, Peugeot unveiled on February 25, 2021 its latest logo, the eleventh since its creation.

A radical change compared to the previous logo, which had proudly sat for 10 years on the vehicles of the brand since Peugeot makes a return to the origins with a coat of arms decorated with a lion's head strongly resembling the logo of the 1960s. Elegant, sober and powerful, this new logo was created within the Peugeot Design Lab and its Global Brand Design studio. Note, this new logo was a priori planned for some time since this coat of arms surrounding a similar lion's head had appeared during the presentation of the e-Legend concept at the 2018 Paris Motor Show. On the "public" side, this logo will be inaugurated with the launch of the new Peugeot 308 on March 18.

This visual strategy was necessary to remain consistent for several reasons; first of all, the brand's upmarket move felt over the last 2 years thanks in particular to new models displaying modern designs and filled with technology, but also with the birth of STELLANTIS, resulting from the merger between the PSA and FCA Groups.

With this new logo, Peugeot wants to confirm its positioning as a top-of-the-range and innovative generalist brand and sums up this desire in three words: quality, timelessness and assertiveness, which are fully reflected in the new Peugeot i-Cockpit, an attractive and sharp new design of the cars along with an enthusiastic vision of the future of Peugeot carried by concept cars.

Accompanying the changes of its time, the Peugeot brand has been able to grow and adapt to all the revolutions since its creation; industrial, technological, digital and now environmental with an energy transition combined with zero carbon mobility that constitute one of the pillars of its strategy for a sustainable future.

Source:

- PSA Group Media Club Press