



L'Aventure

Peugeot Citroën DS

2017 GUIDELINES

January 2017

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WHAT ABOUT US ?

1 – L’Aventure Peugeot Citroën DS

- Created in Nov 2015 from “L’Aventure Peugeot” which was initiated in 1982 by Pierre Peugeot.
- Independent association set to protect, promote and develop the heritage of the Groupe PSA brands.
- Under supervision of a steering committee directed by Xavier Peugeot, president, Serge Banzet, treasurer and several members from PSA such as Carlos Tavares and Xavier Chereau.
- The association is partly subsidized by PSA through a multi-annual support contract and yearly decreasing subsidies.

2 – L’Aventure Peugeot Citroën DS : a new business model

- The Association is working as a small independent company with its own business model.
- The objective of the Association is to show positive economic result each year through :
 - Classic spare parts development
 - Old cars restoration in our work shops
 - Hospitality packages for individuals and companies in our sites
 - Heritage content hiring (vehicles, objects, documents, photos, videos)

OUR VISION

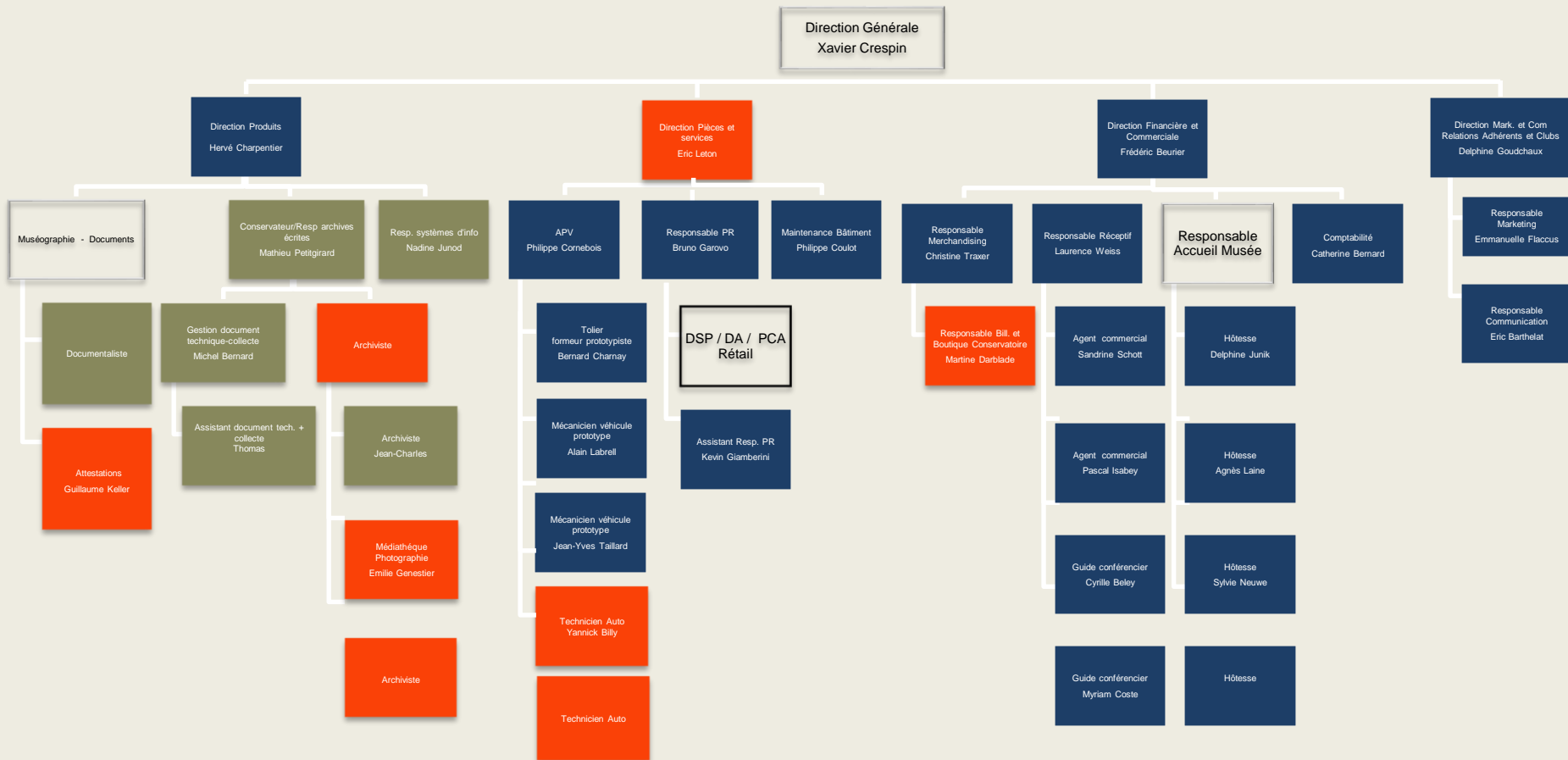
3 – The heritage is a modern marketing tool for the brands

We are steadily looking to the future and believe that our roots and our values are essential assets to meet with the modernization and development of the brands, taking advantage of our entities, “L’Aventure Peugeot” and its Museum in Sochaux, Citroën Heritage and DS Heritage and the “Conservatoire” near Paris, Terre Blanche, the unique Archives center in Hérimoncourt, and CAAPY collection in Poissy.

4 – Our ambition :

- To become the referent association for the clubs, the collectors and enthusiasts who wish, to have a better knowledge and to enhance, the Peugeot, Citroën, DS and PSA Group history.
- To become the referent for supplying and distributing Spare parts for old Peugeot, Citroen and DS Automobiles.
- To become the referent for the restoration of old vehicles (Peugeot, Citroen and DS Automobiles),
- To install Terre Blanche in Hérimoncourt as the unique Archive Centre for both internal and external information requests.

A TEAM DEDICATED TO THE HERITAGE



Légendes

L'Aventure
Peugeot & CAAPY

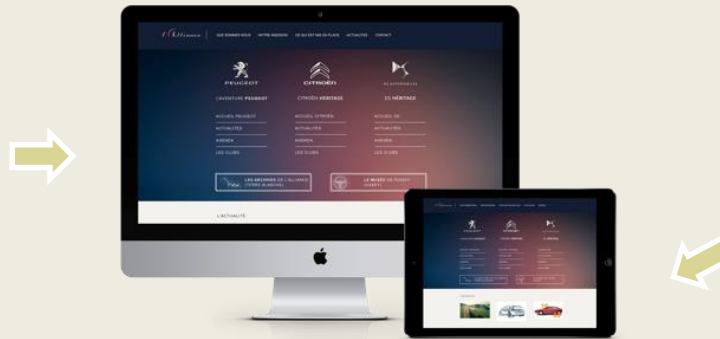
Conservatoire
Citroën-DS

Terre Blanche

INTERNET SITE LINKED TO INTERNET BRAND SITE – SOCIAL & MEDIA NETWORKS

New internet site
revealed at
Rétromobile 2017
Press Conference
08.02.17

Information & Services



PEUGEOT



CITROËN



DS



LA COLLECTION DE
POISSY (CAAPY)



LES ARCHIVES (TERRE
BLANCHE)

Légende :
→ trafic

Functions :
News, Agenda, Media, Newsletters, Forum
Clubs / Members, Spare parts, Certificates of Conformity, E-store
Partnerships, Links to Brands Group

L' Aventure

Peugeot Citroën DS

ON SITE AND EXTERNAL OPPORTUNITIES

January 2017

LE CONSERVATOIRE CITROËN : 100 YEARS OF HISTORY AN EXHIBITION + A STORE + 1 RECEPTION ROOM

Conservatoire Citroën DS : Unique place for individuals and companies :

To visit and organize meeting, conferences, events, with clients, partners, ...

- 1 – Visit of the exhibition : more than 350 vehicles
- 2 – Hospitality capacity for groups from 10 to 120
- 3 – Ideal location for photo and video sessions
- 4 – A range of historic vehicles available for cinema, advertising, events and exhibitions,

Conservatoire located close to Hotels areas and Roissy Airport (10 mn)

Tarifs mentionned in the following slides except for the meeting room



Conservatoire : Boulevard André Citroën – Boulevard André Citroën – 93600 Aulnay Sous Bois
Tel : 33 (0)1 56 50 80 20 / 80 22 - conseravtoire@citroe.com

NEW IN 2017 : REGIONAL CLUBS GATHERING

- At the occasion of « les rencontres Peugeot Sport »
- L'Aventure will join the event
- with its own dedicated hospitality
- Inviting classic cars owners of Peugeot, Citroën and DS Automobiles to participate
- Opportunity to introduce the association activities (spare parts, restoration, boutique...)
- Giving people the opportunity to drive their car on the circuit

2017 Calendar

- April 21st Val de Vienne, Le Vigeant, sud Poitiers
- June 3rd Nogaro, Pau
- July 14th Magny-Cours, Nevers
- September 2nd Charade, Clermont-Ferrand
- September 23rd Dijon
- October 21st Ledenon, Nimes

L'AVENTURE TEAM ON REGULAR EVENTS TO MEET MEMBERS AND PASSIONNATES

The l'Aventure Peugeot Citroën DS Motorhome on the roads & circuits

- Store Peugeot / Citroën / DS with merchandising
- Spare parts for Peugeot Citroën DS classic vehicles
- Association desk / Membership application form

Regular local and regional meetings and events, around France



L'Aventure

Peugeot Citroën DS

BOURSE CLASSIC – SEPTEMBER

January 2017

THE BOURSE CLASSIC RENDEZ-VOUS IN MUSEE DE L'AVENTURE PEUGEOT - SOCHAUX - SEPTEMBER

ALL BRANDS – 2 AND 4 WHEELS

The place to acquire and exchange spare parts, accessories and technical documentations

2017 : Sunday, September 17th

1st edition in 2016

- 20 exhibitors
- 160 classic cars all brands
- 1 128 visitors within the Museum (record of the year)
- Revenue spare parts + store : 11 000 €
- Media plan to promote the event



Information & Reservation : bruno.garovo@mpsa.com

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Peugeot Citroën DS

CITROEN 100TH CENTENARY

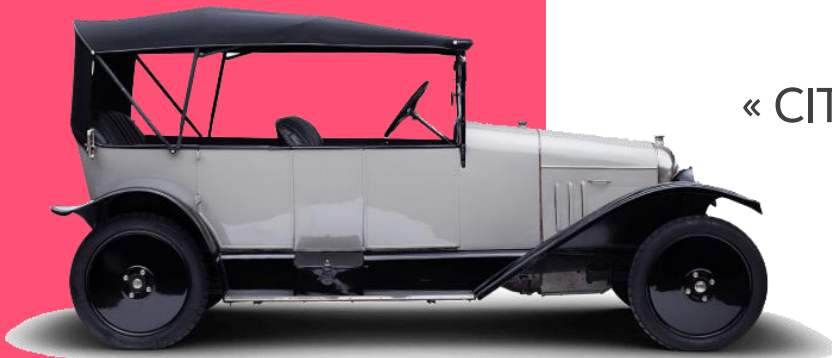
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100 ANS DE CRÉATION

2019 : UNE ANNÉE DE CÉLÉBRATIONS

UN WEEK-END POUR LA
« CITROËN CENTURY CELEBRATION »



100
YEARS
CITROËN CENTURY CELEBRATION

2019 : CITROEN CENTENARY – JULY 19TH TO 21ST – CLERMONT FERRAND, FRANCE

2019 : Centenary

- Events will be organized during the year

- A major event in July France :

- Organization : Amicale Citroën DS France + Citroën France + L'Aventure Peugeot Citroën DS



L'Aventure

Peugeot Citroën DS

YOUR CONTACTS 

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Peugeot Citroën DS

&



Communication Teams

Daily connected