



Celebration for the 50.000th Peugeot 406 Coupé

Thursday, 18 November 1999

Frédéric Saint-Geours of Automobiles Peugeot and Sergio Pininfarina celebrated the 50.000th Peugeot 406 Coupé to roll off the assembly line of the Pininfarina plant in San Giorgio Canavese.

The Peugeot 406 Coupé is a car that embodies outstanding styling, technology and performance, and has been in production since late 1996.

The flattering praise received from the press, the acclaim of the public, and the important prizes it has been awarded ("The World's Most Beautiful Car 1997" in the coupé category, the "Car Design Award" as best design in 1997 for production cars, the "Most Beautiful Car of the Year" in 1998) have confirmed an important success in the luxury coupé market.

The 406 Coupé is the latest outcome of the collaboration between Peugeot and Pininfarina that was begun in 1951. The 406 Coupé is particularly important for Pininfarina because it marks a fundamental step in its relations with the French manufacturer. Pininfarina's overall industrial contribution to the car's realisation was much more extensive than in the past: in fact Pininfarina is responsible not only for the design, but also for the manufacture of the complete car. The 406 Coupé is important also for Peugeot for the prestige it brings to its range, that is expanding strongly and significantly upwards.

For both Companies, the 50,000 units built represent an important milestone and a source of great pride and satisfaction.