



**PEUGEOT, OFFICIAL PARTNER OF
THE CÉSAR ACADEMY & THE 51st
CÉSAR AWARDS CEREMONY**



PRESS RELEASE



PEUGEOT

3th February 2026

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- **The Lion loves cinema:** PEUGEOT, which has chosen the 7th art as one of its key territories of expression, is renewing for the second year its major partnership with the César Academy.
- **A growing partnership:** beyond the César Awards Ceremony, PEUGEOT is also becoming a partner of Les Nuits en Or, a programme that brings together filmmakers of short films from more than 35 countries, all winners of their national film academies.
- **Alongside the César Academy,** PEUGEOT celebrates the boldness, diversity, craftsmanship, and excellence of today's and tomorrow's French cinema.

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The pleasure of driving, which lies at the heart of PEUGEOT's DNA, and the pleasure of cinema share the same ambition: to spark emotion. That's why PEUGEOT has chosen the seventh art as its new territory of expression and decided to strengthen its commitment alongside those who contribute to the influence of French cinema.

In January, PEUGEOT became for the first time the Official Partner of the Alpe d'Huez Festival, the only film festival in Europe dedicated to comedy. In addition, at Alpe d'Huez, **PEUGEOT announced a major, unprecedented strategic partnership with PATHÉ**, covering film production, distribution, and theatrical exhibition.

Today, PEUGEOT announces the strengthening of its partnership with the César Academy whose mission, for more than half a century, has been to honour films and the professionals who create them.

For the second consecutive year, PEUGEOT is the Official Partner of the César Awards, with the 51st edition taking place on 26th February in Paris.

PEUGEOT will enjoy exceptional visibility before and during the César Ceremony.

On 26th February, 2026, the Lion will be present at the Olympia, surrounding the red carpet, and will sponsor the broadcast of the César Ceremony, aired live and unencrypted on Canal+. The Brand will provide 30 electric and electrified vehicles to the organisers to transport guests to the Olympia's red carpet.

PEUGEOT is making a long-term commitment alongside film professionals and aims to help foster the emergence of tomorrow's talents.



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As part of this expanded partnership with the César Academy, PEUGEOT will become the main and exclusive partner of **Les Nuits en Or, the event organised by the César Academy dedicated to the best in international short film making, whose next edition will take place in June 2026. PEUGEOT will help shine a light on filmmakers who represent the future of cinema.**

Because driving pleasure, like the pleasure of cinema, is meant to be shared with as many people as possible, **PEUGEOT and the César Academy will also reach out to the general public** through the creation of original content and participatory experiences offered across both partners' digital platforms.

LINKS

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.



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