PEUGEOT NAMES JAMES PARFETT NEW HEAD OF COMMUNICATIONS

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James Parfett will assume the role of Head of Communications for PEUGEOT UK, the brand announced today.

Responsible for all media relations and communication across product, brand and corporate matters, James will report directly into Andrew Didlick, PSA Group UK's Director of Communications, Events and Brand Partnerships.

James joined the PSA Group in 1993 and has held various positions, including Head of Fleet and Sales Director for the PSA Group's finance division. In 2014, he became Head of Communications for PEUGEOT'S sister brand, Citroën and in 2015, Head of Events and Brand Partnerships for the PSA Group in the UK.

James will start his new role within PEUGEOT UK as of 1st January 2017.

Outgoing Head of Communications, Kevin Jones, will move to head up communications for the PSA Group's DS Automobiles – a new role created to further reinforce the clarity and distinction of the emerging premium vehicle brand.

Meanwhile, Louise Dowling, Manager of Public Relations for PEUGEOT for the past two years will be moving to head up the Peugeot Events Team. Her replacement will be the subject of a future press announcement. The rest of the PEUGEOT UK Communications team – comprising Kerry Livesey, Craig Morrow and Sam Davison – remains in place.

James said: "PEUGEOT is entering a critical and fascinating phase, with two exciting new SUVs being launched in the form of the new 3008 and 5008 over the next few months. These cars are crucial to maintaining PEUGEOT'S place as one of the most loved car marques in Britain, so it is a wonderful time to be joining the team at what is a hugely-respected brand."

From January 1st 2017, James can be contacted on 07802 268743 or email:james.parfett@peugeot.com.

PEUGEOT

Since 1810 PEUGEOT has been producing durable products of excellence, since 1858 all are branded with the Lion logo – chosen to demonstrate strength, suppleness and swiftness to personify the durability of its products. As one of the earliest automotive producers, the PEUGEOT brand can trace its roots back to 1889 when it began producing automobiles and since then over 65 million vehicles have been produced, advancing technology with style and efficiency to enhance the customer experience. Demonstrated through its Brand signature 'Motion & Emotion', PEUGEOT is present in 160 countries, has 10,000 franchised Dealerships and is recognised the world over for the quality and design excellence of its products.

PEUGEOT UK

The UK is the third largest market for PEUGEOT with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008 and 5008 supplemented by people-carriers and a four-model van range that includes the Bipper, Partner, Expert and Boxer.

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