



PEUGEOT BECOMES AN OFFICIAL PARTNER OF 83RD VENICE INTERNATIONAL FILM FESTIVAL - LA BIENNALE DI VENEZIA

PEUGEOT becomes the **Official Automotive Partner** of the **83rd Venice International Film Festival**, one of the world's oldest and most prestigious film festivals. The Biennale Cinema 2026 will take place from **2 to 12 September** marking the beginning of a three-year partnership running through **2028**.

Through this collaboration, the Lion Brand reaffirms its commitment to the **seventh art**, establishing cinema as one of its key fields of expression. By becoming part of one of the world's most iconic cultural events, PEUGEOT celebrates creativity, emotion and elegance while strengthening its international presence.

As the **Official Automotive Partner** of the Festival, PEUGEOT will provide a fleet of **40 vehicles** to transport directors, actors, talent and VIP guests across the Lido. The Brand will also benefit from outstanding visibility, including the permanent presence of a PEUGEOT vehicle on the **red carpet**, the display of the **PEUGEOT POLYGON Concept Car** in front of the **Palazzo del Cinema**, and extensive exposure across the Festival's official channels, including the catalogue, programmes, signage, digital platforms and press materials.

This partnership is part of PEUGEOT's global strategy to support cinema. Following collaborations with the **Alpe d'Huez International Comedy Film Festival**, the **César Awards**, the **BAFTAs**, the **Nuits en Or International Short Film Festival**, and the **Annecy International Animation Film Festival**, the Brand takes another step by partnering with one of the world's most prestigious film events, with the ambition of sharing the emotion of the big screen with an ever-growing international audience.

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