

PEUGEOT MOTOCYCLES ANNOUNCES ITS RETURN TO THE ITALIAN MARKET.

Peugeot Motorcycles announces its return to the Italian market, a crucial hub in the company's development strategy in the European scenario and entrusts the new structure to the professionalism and experience of Dr. Giovanni Notarbartolo di Furnari appointed Managing Director.



PEUGEOT

MOTOCYCLES

Milano, 14/09/2022

PRESSE RELEASE

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Giovanni Furnari, 55 years old, graduated in Political Science at the University of Turin, fluent in 5 languages, always in the automotive sector, he has gained significant professional experience in Italy and abroad (Latin America, UAE and Europe) working with multinationals such as FCA (Fiat / Chrysler), Mercedes Benz, Piaggio Group and Quadro Vehicles, holding managerial positions of increasing responsibility.



He joined Peugeot Motocycles in 2020 with the task of coordinating activities on the Italian market and developing the strategic markets of Central and South America, a position that he will continue to hold, from October 1st, 2022 he will be the pulsating heart of the new Italian structure. His mission will be to relaunch the expansion of Peugeot Motocycles in Italy, in particular through the renewal of the distribution network, developing new sales channels and services, delivering the following targets:

- rationalized and increase the territory coverage of the network
- address the B2B market
- launch the new product range
- entering substantially in the EV segment
- increasing progressively the market share
- focus on the development of services that will create added value for the customers



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The first words of the new Director: "I am thrilled and motivated by the idea of this new exciting challenge, I look forward to welcoming our customers to Eicma to introduce them with pride and passion our new vehicles; this is a new beginning, unprecedented for the Brand, a new chapter in its history and an opportunity for an extraordinary renovation of the presence of Peugeot Motocycles in the Italian and European market"



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