



Paris, 12 March 2013

NEW GLOBAL CAMPAIGN PEUGEOT RCZ  
« RCZ TEST DRIVER »

[RCZ.PEUGEOT.COM](http://RCZ.PEUGEOT.COM)

After the initial success of their RCZ car, Peugeot launches a new version of the sports coupe. The new car is sophisticated and elegant but remains sporty and dynamic to drive. One of the car's exciting features is that it can be customised in new ways – among other features, the owner can change the colour, the rims and the arches.

BETC has developed a global campaign for the launch. A TV commercial, "Catch the Thrill" was released a month ago <http://www.youtube.com/watch?v=8Wutl3ISGa4>

The second part is being launched this week with the interactive online experience RCZ Test Driver. The story from the RCZ TVC 'Catch the Thrill' continues online when one of the scientists wants to take the RCZ for a midnight test drive. He gets chased through the streets by security guards and it is the users mission to configure the car so he can hide and escape. A trailer can be watched here: [http://www.youtube.com/watch?v=d\\_Xllpc3hww](http://www.youtube.com/watch?v=d_Xllpc3hww)  
The entire experience is built in HTML 5 and works on computers and tablets.

Things get really interesting when the users connect with their smart phone to control the experience remotely. The driver sends text messages and the user can change the colour, the rims, the arches, and more, directly on the phone.

*"When Peugeot wanted to highlight their most thrilling car, the new RCZ, we knew we had to come up with an equally thrilling interactive experience. »*, says the creative team.

Discover the Test Drive experience at [rcz.peugeot.com](http://rcz.peugeot.com)

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## About BETC

BETC was founded in 1995 and counts today 700 employees.

With headquarters in the heart of Paris, the agency handles over 70 clients worldwide, including Louis Vuitton, Peugeot, Air France, Evian, Canal+, Lacoste, Disneyland, McDonald's, Kraft Foods and many more.

BETC's work has always stood out by its contemporary style, creative freshness and craftsmanship. It is a global agency with a unique vision for brands that goes beyond traditional advertising to include design, architecture, art, music and fashion.

In 2011, BETC opened BETC London, which had a particularly successful first year winning clients such as Cow and Gate, Samsung and Diet Coke.

## About Peugeot

BETC has been handling Peugeot's communications for over 12 years.

Internationally renowned with 58 million vehicles sold throughout the world, Peugeot has been combining excellence and emotion for over 200 years.

Pursuing its international Motion & Emotion signature, developed by BETC in 2010, Peugeot is also the only brand to cover the full spectrum of mobility options encompassing cars, commercial vehicles, scooters, bicycles and a generous choice of services.

Peugeot has also reasserted its environmental commitment by rolling out its e-HDi micro-hybrid diesel technology and by launching three HYbrid4 full-hybrid diesel models to complete its electrical offer that includes the iOn and the Electric Partner.