



Alain FAVEY
Peugeot CEO

Alain Favey was appointed CEO of Peugeot in February 2025.

His career spans 35 years in the automotive and mobility sectors, including extensive international experience in sales and marketing and 20 years operational experience in senior management positions at Citroën.

Before joining Stellantis, Favey was CEO of Europcar Mobility Group from June 2023. Previously, he served on the Board of Management with responsibility for Sales and Marketing at Bentley Motors from 2021, achieving record volumes, profit and cash flow.

From 2017, he served as the Board Member for Sales and Marketing at ŠKODA AUTO in the Czech Republic, where he implemented a profitable commercial strategy.

From 2012, he was the CEO of Porsche Holding Salzburg and prior to this position, he joined Volkswagen Cars in Germany in 2009 as the Head of Sales for Europe.

Favey holds a degree in international marketing from HEC Paris business school.

(Updated February 2025)