



Xavier PEUGEOT

DS Automobiles CEO and
Stellantis Chief Heritage
Officer

Xavier Peugeot was appointed CEO of DS Automobiles in February 2025. He previously served as head of the Stellantis Commercial Vehicles Business Unit, Pro One, from January 2021. He held the same position at Groupe PSA beginning in October 2019.

Xavier joined Groupe PSA in 1994 as a Peugeot Car Sales Sector Manager and advanced to SIAO Peugeot Nantes Director in 1997. In 2000, he was named Advertising Director for Peugeot Motors Co. (U.K.), followed by roles as Peugeot Regional Director Lille in 2002 and Peugeot Netherlands Director in 2005. Xavier was named Peugeot Product Range Director in 2007 and became Senior Vice President, Marketing and Communication for Peugeot in 2009. Xavier was appointed Senior Vice President, Product Peugeot in 2012 and Senior Vice President, Product Citroën in 2015.

Since 2009, Xavier has been chairman of “L’Aventure Peugeot” later becoming “L’Aventure Peugeot Citroën DS” in 2014 (including Musée de L’Aventure Peugeot in Sochaux and Conservatoire Citroën in Aulnay). The association is committed to preserving and celebrating the heritage of the Peugeot, Citroën and DS brands, restoration information and parts and maintenance of historic vehicle collections.

Xavier holds a master’s degree in management science from the Université Paris I, Panthéon Sorbonne, and a DESS in International Business from the Université Paris Dauphine.

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