

PSA Group, VT Holding to strengthen Peugeot brand in SA

PSA Group and VT Holding have finalised their joint-venture agreement which aims to strengthen the Peugeot brand in South Africa.



The retail expertise of VT Holding will reportedly be a great asset for PSA Group as it has a strong expertise and more than 200 points of sale in the world.

This 51/49 joint venture was sealed at the beginning of the month and lays the ground for a strategic partnership between both companies. This agreement will allow the Peugeot brand to strengthen its position in South Africa through an upgrade of the entire value chain.

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