

# Peugeot Sport Sweden.



A gilt-edged success story



## Rallying and motor sport are big in Sweden.

Rally sport is one of the largest spectator sports in Sweden, attracting thousands of fans to local competitions and even more to the Swedish Championship events. The Uddeholm Swedish Rally is Sweden's largest individual public sporting event by far. The rallying tradition in Sweden goes back a long way and has enjoyed great success on the international stage.

Peugeot has won the Swedish Rally no fewer than six times. Ari Vatanen won in 1985 driving the Peugeot 205 T16, and the following year Juha Kankkunen was the winner in the same car, the 205. The 2000 Swedish Rally was won by Marcus Grönholm in a Peugeot 206 WRC. In 2001 Harri Rovanperä won in the 206 WRC. Marcus Grönholm and the 206 WRC were victorious once again in 2002 and 2003. An incredible series of wins!

One of our most skilled rally drivers in Sweden is Gert Blomquist, who together with his life and business partner and co-driver, Lena Lindberg, started Peugeot's Swedish rally activities, through which a succession of talented rally drivers has passed over the years.

The 15-strong team focuses on backing new drivers who, it is hoped, will then go on to compete on the international stage.

Gert has enjoyed a lot of success together with Lena in Swedish Championship competitions, winning Swedish Championship gold as late as 1999 in a Peugeot 306. Now the couple take part in one or two selected competitions each year, most recently the classic Midnight Sun Rally 2006, where Gert and Lena drove a Peugeot 504 Coupé.

Apart from its own team, Peugeot Sport Sweden supports a number of other drivers and teams in rallying, rallycross and track racing.





# History.

**1998** Peugeot had a market share of 1.3% (4,000 vehicles) in Sweden when KW Bruun Autoimport AB took over the import of Peugeot cars and vans to Sweden.

**1998** Collaboration between Gert Blomquist and KW Bruun begins.

**1999** Peugeot Sport Sweden founded under the management of Gert Blomquist. In a Peugeot 306 Group N he won the Swedish Championship together with Lena Lindberg.

**2000** The junior Patrik Carlsson became the driver of the team's 206 GrN. The result was Swedish Championship as well a Swedish Junior Championship gold. The Peugeot Original Cup was established, and 26 Peugeot 306 GTIs were sold for participation in the cup.

**2001** A year out for the team's own official car, but Gert and Lena sporadically entered races in Nordic Championship competitions driving a Peugeot 106 Maxi. The team concentrated on the Peugeot Cup.

**2002** The team acquires a 206 Super 1600. Stoffe Nilsson is to be the driver. Peugeot Sweden also sponsors private driver Mattias Aronsson in a Super 1600. Mattias comes 2nd and Stoffe 3rd in the Swedish Championship.

**2003** The team continued to take part with the 206 Super 1600 in the Swedish Championship. Jimmy Jøge was the driver, and the team finished in 2nd place in the championship. The team also took part in the JWRC class in the Italian and Spanish Rally World Championship competitions with Jimmy Jøge as driver. Good results and goals achieved in both competitions.

**2004** The team continued to take part with the 206 Super 1600, driven by Jimmy, in the Swedish Championship. Once more the team took silver in the Swedish Championship. In addition to the Swedish Championship, the team competed for the first time in several international competitions such as the World Championship in Finland and Sweden. A 206 RC GrN was built to be adapted to Swedish conditions, with Jimmy Jøge as the test driver.

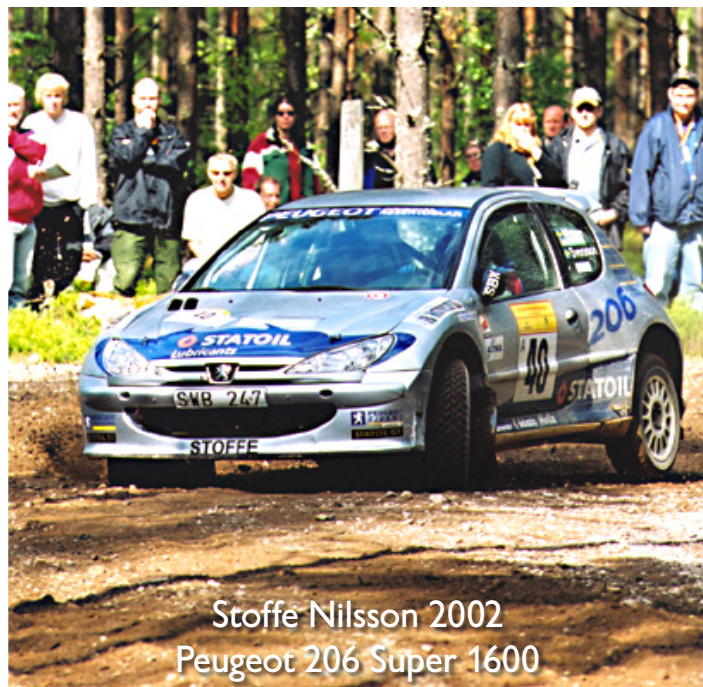
**2005** The team swapped its Super 1600 for a 206 WRC acquired from Peugeot Sport France. Right from the start, the team with Jimmy as driver was among the leaders in the WRC class, and an honourable 2nd place was achieved. At the same time, the team entered its 206 RC GrN in the Swedish Championship with Robin Sandberg as driver, likewise achieving 2nd place. The team also built its own 206 XS 1600 for participation in the JTCC (Junior Touring Car Championship), which would be used to develop and support private teams. The team did not take part in all events but won some of them. This season Peugeot Sweden also supported the private IPS Motorsport team, which together with Scandi Motorsport Engineering built a Peugeot 407 to take part in the STCC (Swedish Touring Car Championship). Driver Johan Stuesson finished up in 3rd place in the championship.

**2006** The team backed the 206 WRC as its only car in the Swedish Championship, with Jimmy Jøge as driver. Things went according to plan and it was Swedish Championship gold for Peugeot Sport this year. The team also entered the Swedish World Championship Rally and finished in 10th place overall. IPS Motorsport continues to take part with two 407s in the STCC, with the support of Peugeot Sweden. Up to the end of September, Peugeot had sold 21,000 cars, a market share of no less than 6.5%.

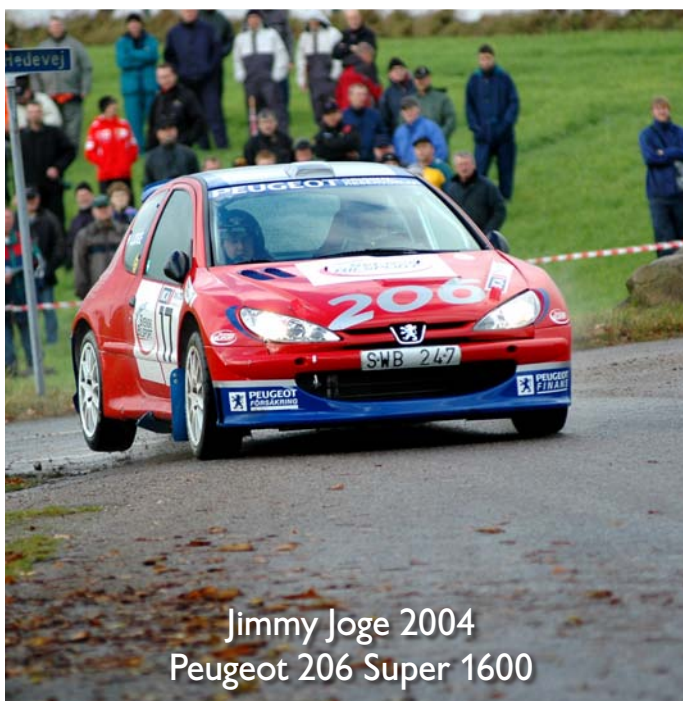
**The future looks bright** for Peugeot in Sweden, with a modern and sporty model range which continues to develop. As a result, interest in the brand keeps on growing in Sweden. Peugeot Sport Sweden also needs to develop, and there is already a great deal of interest in the new Super 2000 class.



Gert Blomquist 1999  
Peugeot 306 Grp N



Stoffe Nilsson 2002  
Peugeot 206 Super 1600



Jimmy Jøge 2004  
Peugeot 206 Super 1600



Robin Sandberg 2005  
Peugeot 206 RC Grp N









Jimmy Jøge 2005  
Peugeot 206 WRC





## Classic car racing.

Classic car racing is a separate competition discipline within rallying according to the FIA's international rules.

In the summer of 2006 Gert Blomquist and Lena Lindberg drove a Peugeot 504 Coupé in the classic Midnight Sun Rally.



## Rallycross.

Rallycross has been a big spectator sport for many years, with Swedish drivers achieving great success at international level. Peugeot Sport has given support to a number of drivers in recent years.





## STCC & JTCC.

STCC and JTCC have become great successes as spectator sports. Peugeot is involved across a broad spectrum here too, supporting IP Motorsport, which this year took part with a two-car team of two Peugeot 407s. Peugeot Motorsport Sweden took part with a Peugeot 206 in the 2005 JTCC where, among others, Jimmy Jøge enjoyed great success in a number of events.









## Service facility.

Team Peugeot Sport Sweden takes part in 8–10 competitions each year where Sweden's rally elite and fans of the sport gather to attend the National Championship events. Peugeot Sport Sweden's service and boutique facility is one of the most visited places within the rally venue.



Since the outset in 1999, PEUGEOT SPORT SWEDEN has never abandoned a race with any of its official cars owing to technical problems – neither in the Swedish Championships nor in the World Championships. The result has been seven flawless seasons, since in 2001 Peugeot did not officially take part in the Swedish Championship or other championship events. In total the team has had to abandon one race in this period – when a car came off the track in 2002.





## The Team.



The Peugeot Sport Sweden team: from left, Bo Karlsson (mechanic), Mattias Andersson (co-driver), Mattias Aronsson (engine technician), Lena Lindberg (coordinator), Pierre Blomquist (mechanic), Rikard Eliasson (mechanic), Christian Svensson (mechanic), Krister Johansson (mechanic), Jenny Blomquist (catering manager), Jean-Jacques Gautero (technical analyst), Jimmy Jøge (driver) and Gert Blomquist (team manager). Not in the picture: Folke Matrosow (factotum).