



Center for Great Apes
Wauchula, FL
Patti Ragan, Founder

October 19, 2015

Chimpanzee Sanctuary
Northwest
Cle Elum, WA
JB Mulcahy, Co-Director

PSA Peugeot Citroen
Attn: Carlos Tavares, Chief Operating Officer
75 Avenue de la Grande Armee
75116 Paris

Chimp Haven
Keithville, LA
Cathy Spraez,
President and CEO

Dear M. Tavares

Chimps, Inc.
Bend, OR
Lesley Day, Founder

We write to you in response to the recent Peugeot 308 GTI “Push The Limits” campaign, which was filmed with a capuchin named Crystal. The sleek technology and speed you featured were overshadowed by the trite inclusion of a performing monkey. When you use primates in entertainment, you are not only falling back on a heavily outdated and socially unacceptable advertising component, but you are also giving the world a very skewed and inaccurate message about these complex and intelligent animals.

Cleveland Amory Black
Beauty Ranch
Murchison, TX
Noelle Almrud,
Director of Animal Care

The entire lifetime of a primate is negatively affected when they are used in entertainment. As infants, they are removed from their mothers at a very early age – years before they would naturally separate. They are trained using methods that intimidate and inhibit their innate behaviors. Even then, the strength and unpredictable nature of these wild animals means that they can only be used for a short time as actors before they become too independent, unmanageable, and dangerous. Monkeys and apes are then deemed useless to the entertainment industry, and sold into situations that range from uncomfortable to downright harmful. The lucky ones are able to spend the remaining years of their life in a primate sanctuary. So you see, your campaign’s claim that “No animals were harmed” is false.

Fauna Foundation
Quebec, Canada
Gloria Grow, Founder

Jungle Friends
Gainesville, FL
Kari Bagnall, Founder

The North American Primate Sanctuary Alliance (NAPSA) was founded in 2010 by the directors of seven of the leading chimpanzee sanctuaries on the continent. In our sanctuaries, we care for primates that formerly acted and performed, and we see how their lives have been damaged by their involvement in television and film. Our advocacy position statement (attached) goes into more details on this topic.

Primate Rescue Center
Nicholasville, KY
April Truitt, Founder

We hope you will reconsider the message you spread with your advertising campaigns. Let the focus remain on what makes your vehicles exceptional and modern. The usage of primate actors is archaic and does nothing but detract from your vision.

Erika Fleury
Program Manager

Sincerely,

Erika Fleury
Program Manager



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*Erika Fleury
Program Manager*

Advocacy Position Statement Performing Primates

The North American Primate Sanctuary Alliance (NAPSA) is opposed to the use of trained primates for entertainment. As experts in the field of primate care, we respectfully ask the public not to support public events featuring trained monkeys and apes.

While such performances may seem amusing on the surface, the primates used in these spectacles are poorly treated. Although the records of many animal rental operators are generally less than stellar, and training and housing conditions can be incredibly stressful (and often abusive), the simple fact that primates are forced to dress up and perform on cue in a terribly unnatural situation is reason enough to avoid such events.

The entire lifetime of a primate is negatively affected when they are exploited for entertainment. As infants, they are removed from their mothers at a very early age – years before they would naturally separate. They are trained using methods that intimidate and inhibit their innate behaviors. Even then, the intelligence and unpredictable nature of these wild animals means that they often can only be used for a short time as actors before they become too independent, unmanageable, and dangerous. Primates are then deemed useless to the entertainment industry, and sold into situations that range from uncomfortable to downright harmful. The lucky ones are able to spend the remaining years of their life in a primate sanctuary.

NAPSA was founded in 2010 by the directors of seven of the leading chimpanzee sanctuaries on the continent. In our member sanctuaries, we care for over 600 primates, many of whom were formerly used in entertainment. We see how primates are forever damaged by the work forced upon them, and we look forward to the day when such archaic practices are no longer permitted.

For more information:

["Apes in Media and Commercial Performances," Association of Zoos & Aquariums](#)

["Bengals Shocking Half-Time 'Cowboy Monkey' Has a Cruel History," The Dodo](#)

["Chimpanzees in Entertainment," ChimpCARE](#)

["Great Apes in Entertainment," Jane Goodall Institute Australia](#)

["Impact of Visual Context on Public Perceptions of Non-Human Primate Performers," K. A. Leighty et al.](#)