



Overseas Allure model shown with menthol/white personalisation pack, accessory wheels and optional panoramic glass roof.

NEW PEUGEOT 208



PEUGEOT



ENERGY CONCENTRATED

At first sight, the new Peugeot 208's appealing new style is **stronger, sportier and more streamlined**, enhanced by a new metallic colour, Orange Power, a mark of **dynamism, youth** and **freshness**.

With its exclusive colours, **personalisation** possibilities, sporty versions, **new technologies** for increased comfort and safety and new frugal, high-performance **engines**, the new Peugeot 208 excels in every area.



Overseas Allure model shown with menthol/white personalisation pack, accessory wheels and optional panoramic glass roof.



SPORTY, STREAMLINED STYLE

At the front the new bumper has **sharper, sturdier and more precise lines**. The wider front grille and its thicker surround are now fully integrated into the bumper.

This new style is emphasised at the front by new **two-tone headlights***, the black and chrome masks that give structure and a keen look to the light, and a **premium daytime running light** signature, for a sophisticated touch and a mark of technology** making it stand out from the crowd.

*Standard from the Active trim level up.

**100% Light Emitting Diode lighting standard from the Active level up.



Allure model shown with menthol/white personalisation pack, accessory wheels and optional panoramic glass roof.



An aerial, high-angle photograph of a city street intersection. Tall, multi-story buildings with many windows line the streets. The perspective is looking down from a high vantage point, showing the grid-like pattern of the city streets and the density of the urban environment. The lighting suggests it might be late afternoon or early morning, with long shadows cast across the pavement.

COMPACT AND ULTRA-COMPLIANT

The compact size of the new Peugeot 208 – less than 4 metres long – combined with its compact steering wheel makes the vehicle agile and **ultra-compliant in urban conditions** and enhances driving pleasure for a fun, exciting experience.

As much at ease in the city as on the open road, the new Peugeot 208 is practical for everyday life and easy to park thanks to the **reversing camera and sensors*** (detection of hidden obstacles when reversing) and **Park Assist**** (active reverse parking aid, below 8 km/h).

*Camera is an option. On Allure grade models fitted with a personalisation pack front sensors and self park feature will not be available. Driver assistance equipment for which the driver remains in control of the vehicle.

**Allure and Gt line grades only. On Allure grade models fitted with a personalisation pack front sensors and self park feature will not be available.



Overseas model shown. Features personalisation pack.

A close-up, low-angle shot of the Peugeot 208 interior. The focus is on the dashboard and the infotainment screen. The dashboard has a textured, dark grey finish. The infotainment screen is a 7-inch touchscreen displaying a grid of icons for navigation, media, and settings. Below the screen is a silver air vent. The steering wheel is partially visible on the left, showing the Peugeot logo. The overall lighting is soft and modern.

A THRILLING, INSTINCTIVE DRIVE

Inside the new Peugeot 208 all the features are within easy reach and actions are simpler with the **Peugeot i-Cockpit**. Consisting of a compact steering wheel, a headup instrument panel and a 7" large touchscreen*, the Peugeot i-Cockpit provides direct sensations for an **exciting, instinctive and safe drive**.

The new Peugeot 208 boasts a high-quality, stylish interior in which each detail counts, from the space available and the choice of materials to the **unprecedented technological lighting environment**.

*Standard from the Active trim level up.



PERSONALISATION POSSIBILITIES

Personalisation packs are available* on the new Peugeot 208: the MENTHOL White pack, with its white touches, ensures a **dynamic and elegant** ambiance, while the LIME Yellow pack with its colourful touches is resolutely **fun and modern**.

The exterior personalisation possibilities combine the elegance of lacquered black (radiator grille surround, door mirrors, fog light surround) with the originality of the flashes of colour** (3D effect colour "EQUALIZER" grille, Peugeot lettering front and back, fog light stripe and indicator repeater). Front sensors and self park features are not available on Allure grade models fitted with personalisation packs.

The interior personalisation offers a **modern, enhanced world** down to the very last detail: from the sport seats and chrome vents to the coloured parts** of the trims, the steering wheel, the dashboard and the door panels.

*As an option from the Active level up.

**In the colour of the chosen pack.

Overseas Allure model shown in Ice Silver/Lime Yellow exterior personalisation.



MATTE FINISHES

The new Peugeot 208 has two new innovative textured body colours, which look both matte and satin-finish: ICE Grey* and ICE Silver**.

Stronger and easier to maintain than classic matte colours, they are ultra resistant to micro-scratches and can withstand frequent washing (pressure wash or rollers***). As a result of their inclusion on a mass-production vehicle, these colours are at last becoming accessible to all.

* Ice grey available on Active and Allure models.

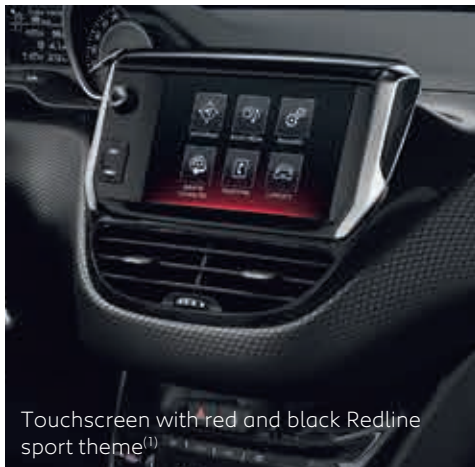
** Ice Silver available on Active, Allure, GT and GTi models.

***Without wax application.

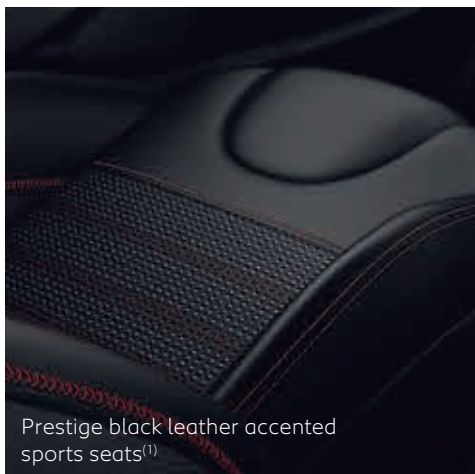
Overseas Allure model shown with silver/lime exterior personalisation.



Nappa leather sports steering wheel⁽¹⁾



Touchscreen with red and black Redline sport theme⁽¹⁾



Prestige black leather accented sports seats⁽¹⁾



GT LINE SPORTINESS

The new Peugeot 208 GT Line, fits between the Allure and the sporty GTi version.

Its **premium and incredibly sporty** interior includes:

- Prestige black leather accented sport seats - Mistral Black/Red two-tone fabric⁽¹⁾
- Red top stitching on the seats, door armrests, gear lever bellows and handbrake in leather*⁽¹⁾
- Glossy black door handles with red stripe in the front*
- Nappa leather sport steering wheel ⁽¹⁾ with insert, red top stitching and satin chrome insert
- Black seat belts with red stripe*
- Peugeot aluminium door sills
- Aluminium pedal unit
- Touchscreen with red and black Redline sport theme.



*Same as GTi version.

(1) Leather and other materials. For details about the leather, please refer to the technical specifications available from the point of sale or Peugeot.com.au

MOTORISATIONS

Peugeot offers an extensive range of low-emission vehicles; more than half its worldwide sales are vehicles emitting less than 140 g of CO₂ per km. This performance is down to proven technologies of which Peugeot is one of the pioneers.



Economical petrol engines with mixed consumption all under 4.5 L/100 km. The new Peugeot 208 offers a range of latest generation PureTech 3-cylinder petrol engines – all in line with the Euro 6 standard in Europe – guaranteeing performance and economy during use. These lighter, more compact engines are more efficient. It also owes its high-level performance to optimised combustion and limited friction. Despite offering remarkable performance, these engines are also very economical. They enable a reduction of up to 25% of consumption and CO₂ emissions compared to a 4- cylinder engine of the same power. Peugeot thus received the International Engine of the Year Award* for its 3 cylinders Turbo PureTech engine. The engine was named best in the 1-litre to 1.4-litre category.

*Organised by Engine Technology International magazine. Decided, after driving tests, by an international panel of 84 renowned motoring journalists from 34 countries.

Petrol engines

	60kW 1.2	81kW 1.2 e-THP
Type	Petrol	Turbo petrol
Gearbox	5 speed manual	6 speed automatic
0-100 k/h	13.9	10.9
Max speed (km/h)	175	190
Emissions standard	EURO6	EURO6
CO ₂ (g/km) [#]	99	104
Urban (L/110km) ^{##}	5.1	5.7
Extra urban (L/110km) ^{##}	3.8	3.8



Presented by engine technology international magazine

1-litre to 1.4-litre
PSA Peugeot Citroën
1.2-litre three-cylinder turbo*

[#]Based on ADR 79/03

^{##}Based on ADR 81/02



PLEASURE AND ENJOYMENT

Ground links

The new Peugeot 208 offers high-level road performance, with efficient, versatile and economical PureTech engines, without compromising on pleasure and enjoyment. Combined with the Peugeot i-Cockpit and its compact steering wheel, with ground links adapted to the different engines and an optimised weight guaranteeing fuel economy and responsiveness, the chassis of the new Peugeot 208 offers perfect harmony between comfort and road holding and guarantees real driving pleasure.





EAT6 automatic gearbox

The 1.2 L PureTech stop and start version of the new Peugeot 208 features the EAT6 automatic gearbox with 6-speed converter, optimising fuel consumption and enhancing driving pleasure.

It boasts Quickshift technology for:

- quick, smooth gear changes
- multiple gear shifts

On the other hand, its energy efficiency is almost the same as that of a mechanical gearbox as a result of:

- reduced internal friction
- a combination of converters that can be locked whenever necessary to prevent slipping.

This brings about a difference in emissions compared to a manual gearbox of just 1 g/km of CO₂ (with the same tyres), making this version very well positioned in terms of enjoyment and fuel economy.

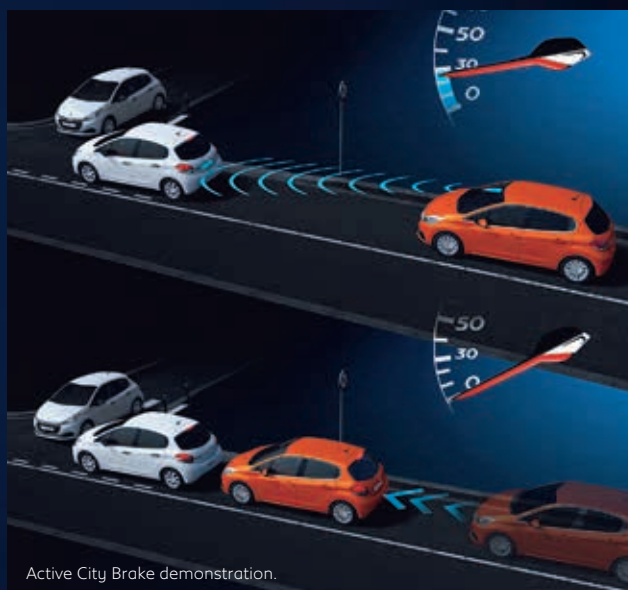
EQUIPMENT

The Peugeot 208 features an extensive and advanced array of safety and assisting technologies.

Active City Brake*

The Active City Brake technology is a new system to help prevent accidents or reduce their severity in the event of the driver not taking action in urban conditions, below 30 km/h. A short-range laser sensor (Lidar) located at the top of the windscreen detects obstacles such as a vehicle ahead moving in the same direction or at a stop. It can automatically trigger full power braking to prevent collisions or limit the consequences by reducing the speed of impact. In some cases, this system can even bring the vehicle to a complete stop automatically, preventing a collision with the vehicle in front.

*As an option on Allure only.



Airbags

In the event of a collision, six standard airbags increase occupant protection: two frontal airbags, two front side airbags and two front and rear curtain airbags.

ESP

All 208s have ESP (Electronic Stability Programme) as standard, with ASR (Anti-Slip Regulation), DSC (dynamic stability control), EBA (emergency brake assist), ABS (anti-lock braking system) and EBD (electronic brakeforce distribution).

Cornering fog lamps**

With dipped or main beam, when the turn indicator is activated or when the steering wheel is at a certain angle, this function enables the beam of the front fog light to illuminate the bend, when the vehicle is doing less than 40 km/h (city driving winding roads, junctions, parking, etc.).

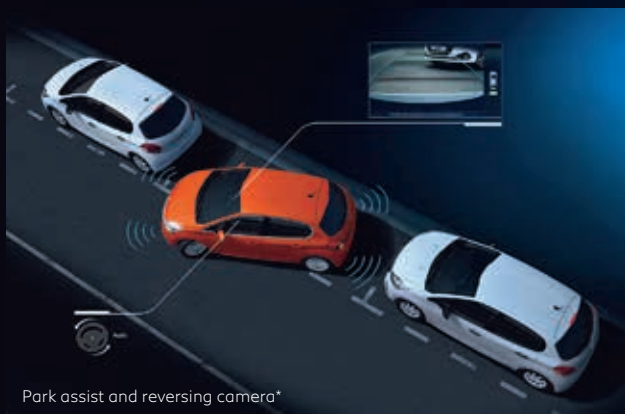
**Standard on Allure.

Park Assist and reversing camera*

The reversing camera comes on automatically when the car is put into reverse. The image is displayed on the touchscreen and the system detects hidden obstacles when reversing. It can be paired with the Park Assist, an active parking aid that detects a parking space and provides assistance getting into and out of spaces. It automatically controls the steering and gives the driver visual and audible feedback.

The driver manages acceleration, braking, gear changes and the clutch (manual gearbox).

*Optional on selected models.



Park assist and reversing camera*

COLOURS*

OPAQUE PAINTS



Bianca White
(Not available on Access grade).



Hurricane Grey
(Only available on Access grade).

METALLIC PAINTS



Perla Nera Black



Aluminium Grey



Shark Grey



Rioja Red



Virtual Blue



Dark Blue

PEARLESCENT PAINT



Pearl White

MATTE PAINTS



Ice Silver



Ice Grey

METALLIC PAINTS

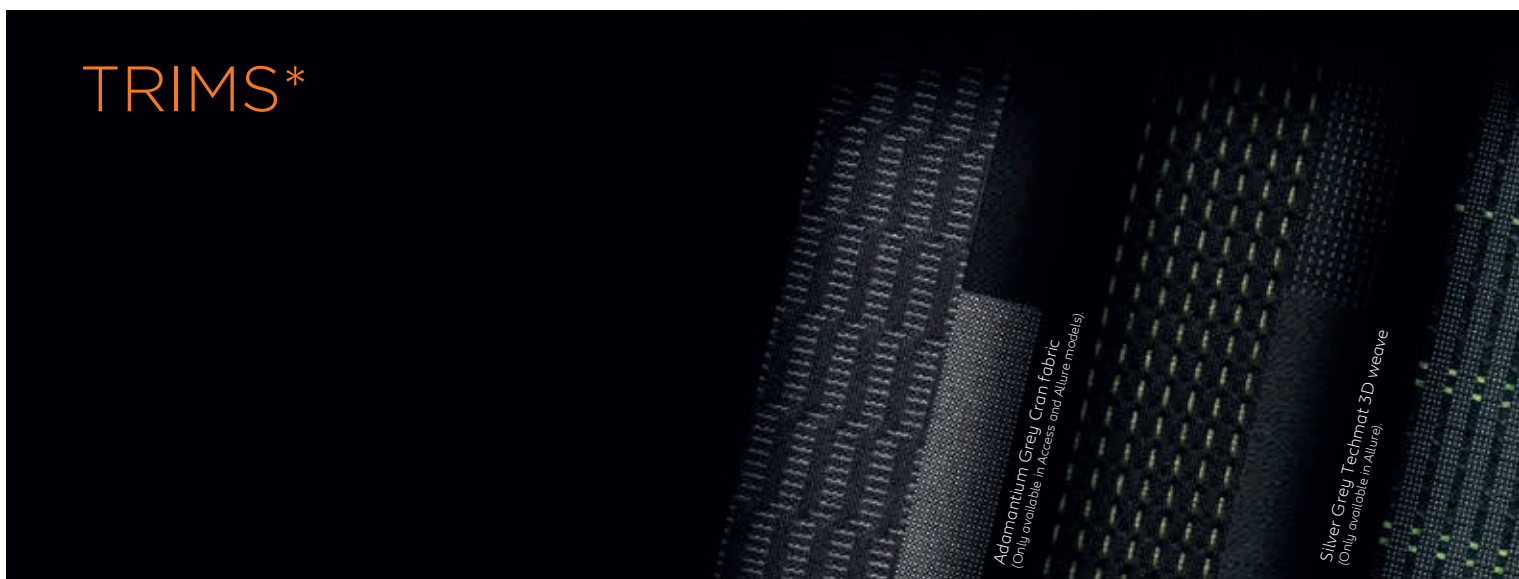
Orange Power

*Colours available on certain versions/trims





TRIMS*

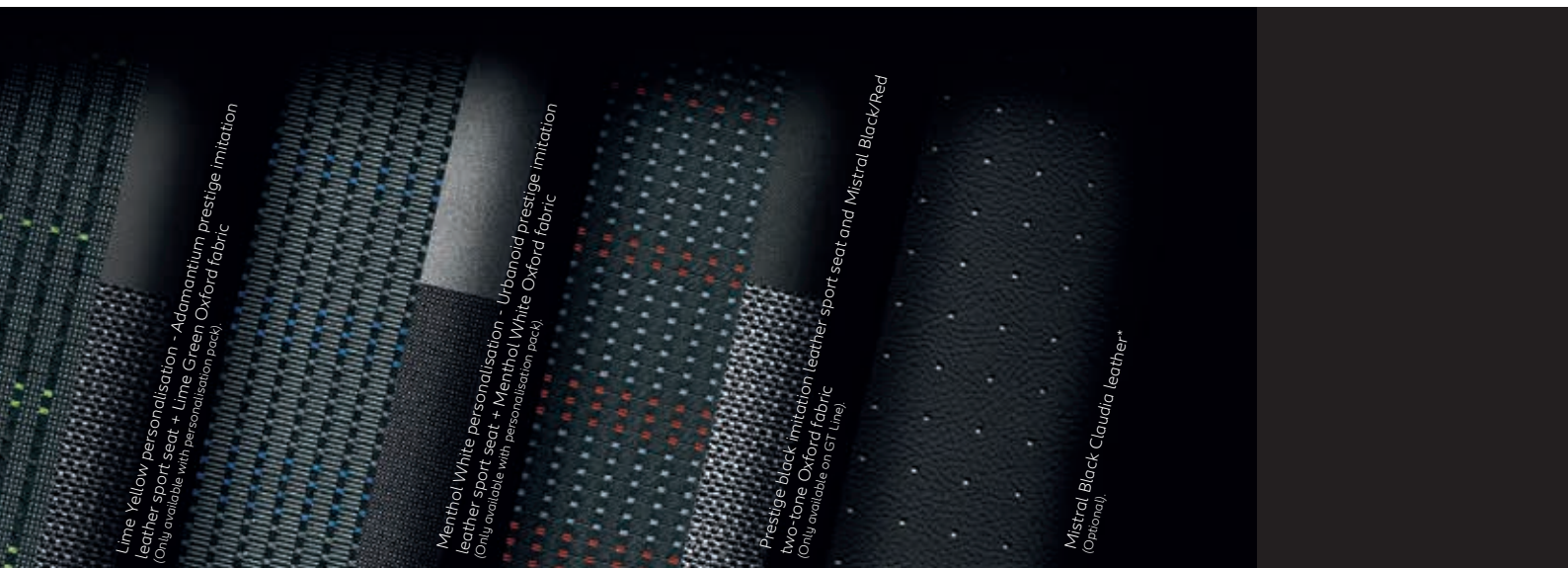


Adamantium Grey Gran fabric
(Only available in Access and Allure models)

Silver Grey Technat 3D weave
(Only available in Allure)



*Trims available on certain versions/colours. GT Line. Leather and other materials. For details about the leather, please refer to the technical specifications available from the point of sale or Peugeot.com.au



Lime Yellow personalisation - Adamantium prestige imitation leather sport seat + Lime Green Oxford fabric
(Only available with personalisation pack)

Menthol White personalisation - Urbanoid prestige imitation leather sport seat + Menthol White Oxford fabric
(Only available with personalisation pack)

Prestige black imitation leather sport seat and Mistral Black/Red two-tone Oxford fabric
(Only available on GT Line)

Mistral Black Claudia leather*
(Optional)

WHEEL RIMS*



TITANE 16" alloy wheels – Matt Black, sequential diamond-cut



BORE 15" hubcap



TITANE 16" alloy wheels – Glossy Technical Grey, classic diamond-cut



TITANE 16" alloy wheels – Glossy Technical Grey, classic diamond-cut



TITANE 16" alloy wheels – Glossy Black, white laser engraving (accessory)



*Wheels available on certain versions/engines.
**GT Line.

CAESIUM 17" diamond-cut
alloy wheels**

ACCESSORIES

1. Yellow stitched carpet mat set
2. Soft thermoformed boot tray
3. Titane 16"
4. Tailgate spoiler
5. Aluminium handbrake lever
6. Roof bars



Speak to your dealership to discover the full accessory range.

PEUGEOT AND YOU

Purchasing a new Peugeot is an exciting time but it is only the beginning of your journey. When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry free motoring.



Capped price servicing

When it comes to car servicing, no one likes hidden costs. That's why with Peugeot you'll know what's coming, every time. All new Peugeot models purchased after 1st January 2015 receive Peugeot Capped Price Servicing, which enables you to benefit from Peugeot Genuine Servicing at a capped price for the first five (5) scheduled services or 75,000km (whichever comes first) of the vehicle's life. Refer to peugeot.com.au for full terms and conditions.

Driving down the costs of servicing

Peugeot petrol and diesel engine cars need servicing every 15,000kms or every 12 months, whichever comes first. Technical improvements in Peugeot engine design and lubrication have been passed

on, resulting in less time spent in the maintenance bay and fewer service visits.

3-year/100,000 km warranty

Should any part of the vehicle require repair or replacement as a result of a manufacturing or material defect within the warranty period, the part will be repaired or replaced completely free of charge by your authorised Peugeot Dealer, regardless of any change of ownership during the period covered. The warranty does not cover items replaced during normal service and maintenance operations, which are subject to wear and tear. During the period you will also automatically receive Peugeot Assistance cover for complete peace-of-mind (subject to the conditions outlined in the Service and Information Booklet). Refer to peugeot.com.au for full terms and conditions.

12-year anti-corrosion warranty

Peugeot vehicles are renowned for their durability and longevity. This is due in part to the sophisticated measures taken during the production process to optimise long-term protection from the elements. Peugeot backs this advanced technology with a 12-year warranty against corrosion-perforation of your car's bodywork (subject to the conditions outlined in the Service and Information Booklet). This is one of the longest body warranties available in the world today. Refer to peugeot.com.au for full terms and conditions.

Peugeot Assistance

In the unlikely event of a breakdown or emergency, assistance is only a phone call away. Peugeot Assistance is free for Peugeot new car owners. The programme

includes 24-hour roadside assistance, vehicle recovery, technical advice, and full details of all terms and conditions.

Peugeot genuine parts promise

If your car is in for a service or repair, the parts required to keep your car on the road are Peugeot genuine parts. Using specifically designed and manufactured parts ensures your Peugeot can operate at peak performance at all times.

IMPORTANT NOTICE: This is a manufacturer's advertisement. Peugeot Automobiles Australia offers this brochure as a general guide to product specifications. Photographs and illustrations in this brochure are for illustrative purposes only. The only difference between the models shown and the models available are that images shown are of left-hand drive vehicles. All data in this brochure is believed to be correct as at August 2015. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, Peugeot Automobiles Australia reserves the right to change specifications without notice. Accordingly, this brochure should not be regarded as an infallible guide to correct specifications, nor does it constitute an offer for sale of any particular vehicle. Whilst all care has been taken to provide any purchaser or prospective purchaser information in regards to the general use of Peugeot products, purchasers should not rely solely on the information provided in this brochure. Purchasers or prospective purchasers should discuss individual intended purposes or use of Peugeot products with your Peugeot Dealer before making a purchase decision. Dealers are not agents of Peugeot Automobiles Australia and have absolutely no authority to bind Peugeot Automobiles Australia by an express or implied undertaking or representation. Peugeot Automobiles Australia is the trading name of Sime Darby Automobiles Pty Limited (ACN 000 426 282). Peugeot Automobiles Australia Locked Bag 206, Silverwater NSW 1811 P

