



PEUGEOT **208**



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TALK ABOUT REGENERATION

It's a daring step. We've reinvented the principles that created the '20' series.

For the new 208 the theme is regeneration – in terms of structure, style, technology and the environment.





AGILE AND EFFICIENT

The 208 mirrors the way technology has changed. It's designed for a new generation: compact and high-performance, cutting down on weight and CO₂ emissions*. There's generous space for passengers. And a high level of digital integration including touch-screen and Bluetooth® technology.





DARING TO RETHINK THE PAST

The driving position is a genuine breakthrough. It's been entirely redesigned to feel intuitive and user-friendly, allowing you to feel more connected with the car.

The steering wheel is deliberately smaller, allowing for a more natural grip and a greater feeling of agility as you drive. There's an eye-level instrument panel and a large touch-screen next to it. It's a new level of safety, practicality and driving pleasure.





A REGENERATION OF STYLE

The 208 sees a fresh take on Peugeot's contemporary style. Floating grille, lighting signature, 'boomerang' rear lights – every tiny detail has been designed to work in harmony.





SENSUAL AND REFINED

Feast your eyes. It's sculpted and athletic but there's a powerful sophistication in the styling too. Just as a '20' series car should be.





SOPHISTICATED RIGHT DOWN TO
THE LAST DETAIL

The interior lighting has been completely reworked. The displays, backlit controls and blue-tinged lighting pick out the panoramic glass roof and add to the contemporary feel.



LET YOUR BODY DRIVE

In the 208 you'll experience a luxurious combination of comfort and roadholding ability. The pleasure of driving has always been at the heart of Peugeot. Now it's been rekindled.

*The official fuel consumption in MPG (L/100km) and CO₂ emissions g/km for the 208 Petrol are: Urban 35.8-54.3 (7.9-5.2), Extra Urban 62.8-76.3 (4.5-3.7), Combined 48.7-65.7 (5.8-4.3) and CO₂ 99-135 g/km. Diesel: Urban 61.4-78.5 (4.6-3.6), Extra Urban 80.7-88.3 (3.5-3.2), Combined 74.3-83.1 (3.8-3.4) and CO₂ 87-99 g/km.

Specifications vary depending on model.