



NEW PEUGEOT 208



PEUGEOT



NEW 208 RE-ENERGISED

The New Peugeot 208 has been re-energised with an assertive, strong and elegant style. It introduces a dynamic and fresh, new metallic paint colour - Orange Power - and offers new personalisation options.

In addition to its striking new look, innovative lifestyle technology has been introduced to ensure maximum convenience and safety. Plus, the efficient range of Euro 6 engines delivers excellent drive and performance with impressive fuel economy.

A man in a dark suit and white shirt is seen from the chest up, looking out of a window. Outside the window, a red Peugeot 208 is parked on a paved surface. The car is shown from a front-quarter perspective, highlighting its grille, headlights, and front wheel. The license plate reads 'HX-080-WT'. The scene is lit with natural light, creating shadows on the pavement.

MAGNETIC STYLE

The streamlined front face has sharper, more pronounced lines and features a wider, fully integrated grille.

Its striking style is enhanced by new two-tone headlights*. Black and chrome detail provides structure and definition, while LED daytime running lights* give a glimpse of the technology and efficiency incorporated in the New Peugeot 208.

*Standard from Active level

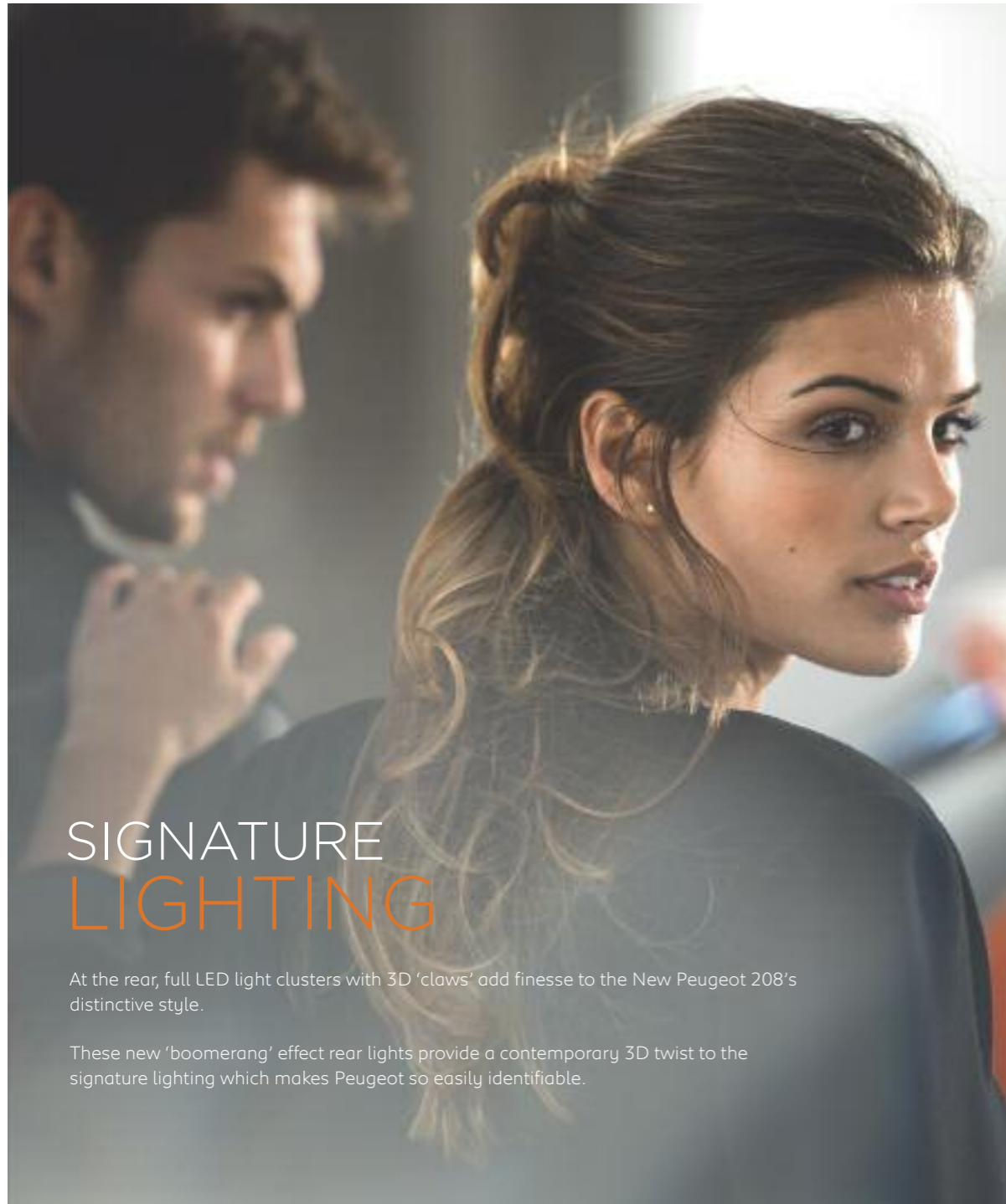


ASSERTIVE AND ELEGANT

An urban hatchback with a strong personality and an assertive new style, the eye-catching New Peugeot 208 has a chic and dynamic design with perfect proportions.

Integrated cornering assist fog lights* add to the visual transformation of New Peugeot 208, making it appear wider and more robust, with a stronger stance on the road.

*Standard from Allure level



SIGNATURE LIGHTING

At the rear, full LED light clusters with 3D 'claws' add finesse to the New Peugeot 208's distinctive style.

These new 'boomerang' effect rear lights provide a contemporary 3D twist to the signature lighting which makes Peugeot so easily identifiable.





COMPACT AND RESPONSIVE

The compact size of the New Peugeot 208 – less than 4 metres long – combined with its smaller, sports steering wheel, makes it especially agile and easy to manoeuvre in an urban environment.

As comfortable in the city as it is on the road, the New Peugeot 208 is practical for everyday life and easy to park with reversing camera*, parking sensors* and Park Assist* (a steering management system that will manoeuvre in or out of a parking space on behalf of the driver).

*Standard, optional or unavailable according to version.



EXCITING AND INSTINCTIVE DRIVING

The intuitive Peugeot i-Cockpit makes driving exciting, instinctive and safe. The head up instrument panel allows driver information to be accessed easily without taking your eyes off the road and the large 7" colour Touch Screen* places all functionality at your fingertips.

The New Peugeot 208 offers a premium, sleek interior with exceptional attention to detail, from optimising the interior space, to the choice of materials and ultramodern mood lighting, which includes ambient white backlighting and subtle blue light guides in the Cielo panoramic glass roof**.

*Standard from Active level

**Standard, optional or unavailable according to version.



FRESH AND MODERN COLOURS

The colour palette and paint finishes – solid, metallic, pearlescent, textured – on the New Peugeot 208 range have been enriched with some brand new colours. The comprehensive and varied selection of colour options respond to a growing interest in differentiation and exclusivity.

The new Orange Power metallic paint is imbued with dynamism, youth and freshness. Its vibrant, bright colour is on-trend and fun, enhancing both the car and its driver.

Vehicle featured in Orange Power with Menthol White exterior personalisation.



TOUCHES OF PERSONALISATION

Personalisation packs* are available on the New Peugeot 208. The Menthol White pack, with its white touches, creates a dynamic and elegant appearance, while the Lime Yellow pack, with accents of colour, is fun and modern.

Exterior personalisation combines gloss black elegance (radiator grille finisher, door mirror shells and fog light finishers) with the originality of coloured accents** (Equaliser grille with stamped 3D effect, Peugeot lettering front and rear, colour accents on fog lights and door mirrors).

Interior personalisation offers a modern, premium feel, with incredible attention to detail: sport seats with contrast stitching, satin chrome air vent finishers, grained dashboard moulding, laser engraved front door handles and contrast stitching on the full grain leather steering wheel and gear lever gaiter.

*Optional on Active and Allure level.

**Colour of pack selected.



Vehicle featured in Ice Silver with Lime Yellow exterior personalisation.



TEXTURED PAINT

The New Peugeot 208 has two innovative new textured paint colours which have both a matt and satin appearance: Ice Grey and Ice Silver.

Distinctive and premium, these colours reflect changes in light, emphasising the contours and dynamic styling of the New Peugeot 208. The slightly granular texture is engaging to touch and adds to the innovation on this robust, assertive hatchback.

More durable and easier to maintain than traditional matt paints, textured paints offer great resistance to micro-scratching and frequent washing – pressure or car wash* - as they have no special care requirements.

Peugeot textured paint is a world-first on a volume production car, making textured paint accessible to everyone.

*Excluding wax.
Vehicle featured in Ice Silver with Lime Yellow exterior personalisation.



GT LINE STRONG PERSONALITY

The New Peugeot 208 continues its move upmarket with the arrival of GT Line, which has a strong, dynamic and sporty feel.

The 208 GT Line is available in 3 and 5 door, with a choice of three engines: the petrol 1.2 PureTech 110 S&S and the diesel 1.6 BlueHdi 100 and 120 S&S.

Exterior features:

- Equaliser grille with red 3D markings
- Gloss black grille surround and front fog light finishers
- 17" Caesium alloy wheels
- Gloss black door mirror shells
- Single chrome exhaust tailpipe
- GT Line badging
- Red Peugeot lettering front and rear
- Tinted rear windows



GT LINE SPORT STYLING

Based on the Allure trim, GT Line has an excellent level of specification and adopts many of the styling attributes of the iconic GTi model.

Interior features:

- Black and red GT Line sports seats with red contrast stitching
- Black seatbelts with red line detail*
- Gloss black door handles with red line detail*
- Leather sports steering wheel**
- Aluminium door sill finishers
- Aluminium pedals
- Touch Screen with red and black sports theme

*Identical to the GTi version.

** Leather and other materials. For full details, please visit www.peugeot.co.uk

PEUGEOT AND THE ENVIRONMENT

Peugeot is a leading manufacturer of low emission vehicles and more than half of its global sales are for vehicles emitting less than 140g of CO₂ per km. This performance is based on proven technology: the Diesel Particulate Filter. Launched in 2000, and equipped as standard on more than 2.1 million vehicles, it reduces particle emissions by 99.99%. A self-cleaning system, it processes gases emitted from the combustion of diesel in the engine and reduces diesel particles to approximately 0.004 g/km. Peugeot has also led the way on other breakthrough technologies including Stop & Start and a new generation of petrol and diesel engines.



The most efficient and economical diesel depollution control technology on the market, with a combined drive cycle up to 94.2 mpg*

BlueHDi, Euro 6 diesel engines, will be offered on the New Peugeot 208: an exclusive new technology that combines a Selective Catalytic Reduction (SCR) function with the diesel particulate filter system. This BlueHDi technology drastically reduces NO_x (the combination of mono-nitrogen oxides NO and NO₂) by more than 90%, which optimises CO₂ emissions to 79g/km* (a record in the segment), improves fuel consumption and almost totally eliminates particle emissions (99.9%).

*1.6 BlueHDi 75 S&S – provisional data



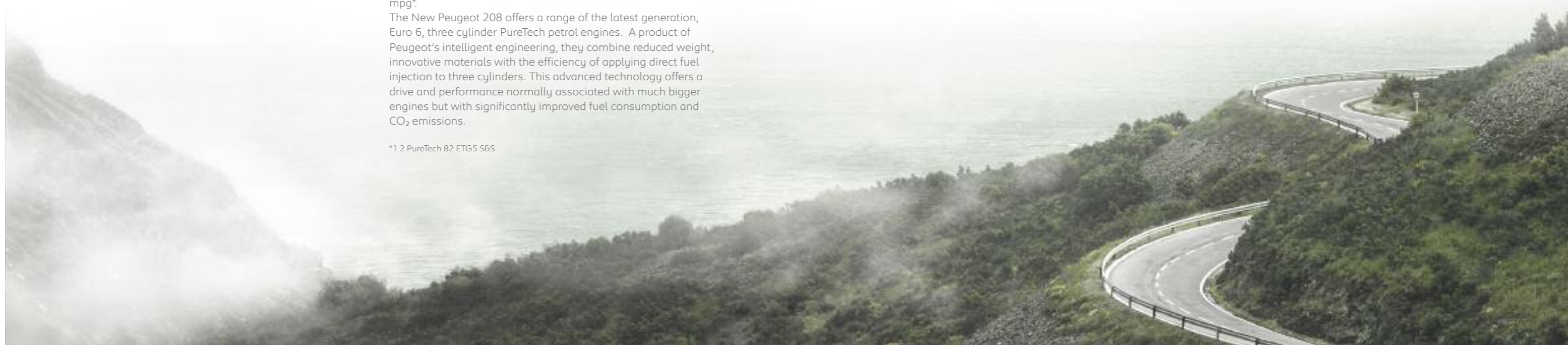
Efficient petrol engines with a combined drive cycle up to 67.3 mpg*

The New Peugeot 208 offers a range of the latest generation, Euro 6, three cylinder PureTech petrol engines. A product of Peugeot's intelligent engineering, they combine reduced weight, innovative materials with the efficiency of applying direct fuel injection to three cylinders. This advanced technology offers a drive and performance normally associated with much bigger engines but with significantly improved fuel consumption and CO₂ emissions.

*1.2 PureTech 82 ETG5 S&S

Engine	Gearbox	Fuel Consumption Emissions (MPG)			Carbon Dioxide (CO ₂) Emissions (g/km)
		Urban Drive Cycle	Extra-Urban Drive Cycle	Combined Drive Cycle	
1.0 PureTech 68	5 speed manual	54.3	72.4	64.2	102
1.2 PureTech 82	5 speed manual	51.4	72.4	62.8	104
1.2 PureTech 82 ETG5 S&S	5 speed ETG	61.4	72.4	67.3	97
1.2 PureTech 110 S&S	5 speed manual	50.4	74.3	62.8	103
1.2 PureTech 110 EAT6 S&S	6 speed automatic	49.6	74.3	62.8	104
1.6 THP 208 S&S	6 speed manual	40.4	62.8	52.3	125
1.6 THP 208 S&S GTi by Peugeot Sport	6 speed manual	40.9	61.4	52.3	125
1.6 BlueHDi 75	5 speed manual	67.3	94.2	80.7	90
1.6 BlueHDi 75 S&S*	5 speed manual	78.5	104.6	94.2	79
1.6 BlueHDi 100 S&S	5 speed manual	74.3	88.3	83.1	87
1.6 BlueHDi 120 S&S	6 speed manual	64.2	88.3	78.5	94

* Provisional data
S&S : Stop & Start.



ENGINES

New PureTech three cylinder petrol turbo

Designed to produce drivability and performance, this engine combines efficiency with cutting edge technology. It takes the best that the market has to offer and finds the perfect balance between torque and power at low revs. This advance in technology generates a 25% saving in fuel consumption and reduces CO₂ emissions compared to a vehicle with equivalent power and torque.

Combined with the new automatic EAT6 gearbox, the 1.2 PureTech 110 EAT6 S&S turbo version emits CO₂ emissions of only 104 g/km, making it the benchmark for petrol automatics in the segment.



1.2 PureTech 110 S&S

GEARBOX	5 Speed Manual / 6 Speed Automatic
MAXIMUM TORQUE (Nm)	205 @ 1500 rpm
MAXIMUM POWER HP (Kw)	110 (81) @ 5500 rpm
COMBINED DRIVE CYCLE (mpg) ⁽¹⁾	62.8
CO ₂ EMISSIONS (g/km)	103/104

BlueHDi technology

BlueHDi engines combine high performance, impressive fuel economy and low CO₂ emissions. Every diesel version of the New Peugeot 208, emits under 95 g/km of CO₂ and achieves up to 94.2 mpg* on a combined drive cycle. This market leading range of 1.6 BlueHDi diesel engines are all equipped with Stop & Start technology, with the exception of the 1.6 BlueHDi 75 entry level engine.

*1.6 BlueHDi 75 S&S



1.6 BlueHDi 100 S&S

GEARBOX	5 Speed Manual
MAXIMUM TORQUE (Nm)	254 @ 1750 rpm
MAXIMUM POWER HP (Kw)	100 (73) @ 3750 rpm
COMBINED DRIVE CYCLE (mpg) (1)	83.1
CO ₂ EMISSIONS (g/km)	87

S&S : Stop and Start.
 (1) On directives 99/100/CE

DRIVING EXPERIENCE

Suspension

High performance, versatile and efficient PureTech and BlueHDI engines offer a responsive driving experience on New Peugeot 208 without compromising on fun and enjoyment.

The compact steering wheel in the Peugeot i-Cockpit is linked to a specific suspension system, which is adapted according to engine. The weight-optimised drivetrain combines simplicity and reactivity, offering the perfect balance of comfort and road holding to guarantee real driving pleasure.



Automatic Gearbox (EAT6)

The New Peugeot 208 1.2 PureTech 110 EAT6 S&S is equipped with a 6 speed EAT6 (Efficient Automatic Transmission) automatic gearbox, which optimises fuel consumption and enhances driving experience. This new gearbox uses quickshift technology allowing for faster gear changes and is the new benchmark in terms of driving enjoyment.

Its capacity for energy efficiency is almost equivalent to that of a manual gearbox with reduced friction and lockable converters in every section to prevent slippage.

It has been designed to significantly reduce CO₂ emissions and is comparable with the equivalent manual, making it extremely well positioned in both drivability and fuel consumption.

CUTTING EDGE TECHNOLOGY



Headlights

The structured two-tone black and chrome headlight design combined with the high-tech LED* signature lighting make New Peugeot 208 instantly recognisable and also provide excellent visibility, especially around bends.

*Standard from Active level.



Rear lights

The rear light clusters with their new full LED 3D 'claws' provide real stand out on New Peugeot 208. This trademark claw design has become an integral part of Peugeot's style identity and is now equipped on the entire 208 range.

SAFETY

New Peugeot 208 offers a range of safety equipment:

Active City Brake*

Active City Brake is a new technology which makes it possible to avoid an accident or reduce its seriousness if the driver fails to react. It works in urban conditions at speeds of less than 20 mph. A short range sensor is fitted to the top of the windscreen and can detect other vehicles that are driving in the same direction or stationary. This will automatically trigger an emergency brake to stop the vehicle and avoid a collision entirely or limit the consequences of an accident by reducing the speed of impact.

*Optional from Active level.

Airbags

In the case of a collision, 6 airbags will protect occupants: two front airbags, two side airbags and two curtains airbags.

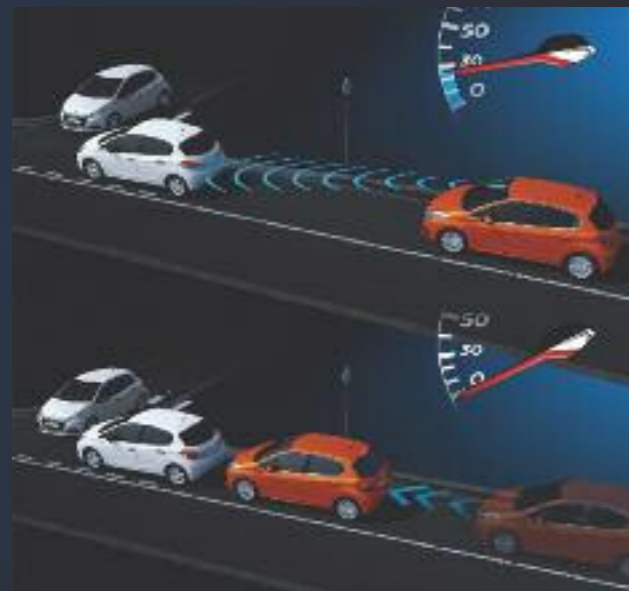
ESP

All versions of 208 have a high level of active safety and are equipped with ESP as standard. This includes Traction Control (ASR), Stability Control (CDS), Emergency Brake Assistance (EBA), Electronic Brake Force Distribution (EBFD) and Anti Wheel-Lock (ABS).

Cornering assist fog lights*

In low beam or high beam, this function allows the front fog lights to illuminate the inside of a bend, when the vehicle is speed below 25mph (city driving, winding roads...).

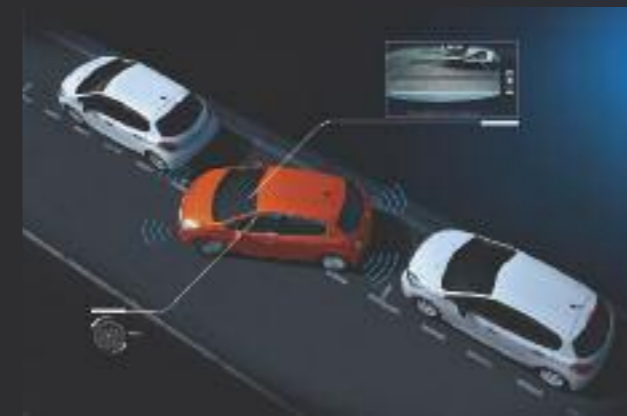
*Standard from Allure level.



Park Assist and reversing camera*

The reversing camera automatically activates when reverse gear is engaged and allows the driver to view the area behind the vehicle while the manoeuvre is taking place. The reversing camera comes with rear parking aid as standard but can also be ordered with Park Assist for added safety and convenience. The Park Assist system assesses the size of space available to ensure that it fits the dimensions of your vehicle. Ultrasonic sensors and steering management take over to manoeuvre in and out of the parking space for you. Acceleration, braking, gear changes and use of the clutch in a manual transmission are left in your control. During entry and exit of the parking space, the system provides you with visual and audio information to ensure your safety.

*Optional according to version.



PEUGEOT CONNECT SOS*

Peugeot Connect SOS is now in use in most major European countries, including the UK, and is technology that could prove vital in an emergency.

Automatic emergency call: if the airbags inflate or the seat belt pretensioners are triggered, the vehicle automatically makes an emergency call on behalf of the driver. Peugeot Connect SOS then locates the vehicle, establishes telephone communication with its occupants and arranges for the appropriate emergency service to be dispatched.

Manual emergency call: whether the victim or the witness of an emergency situation, the driver can call Peugeot Connect SOS quickly by pressing the SOS button located on the dashboard (and holding for 3 seconds).

*Peugeot Connect SOS is optional according to version and subject to acceptance when ordering the vehicle. Terms and conditions apply.

COLOURS

SOLID PAINT



Bianca White



Hurricane Grey



Satin White

METALLIC PAINT



Nera Black



Aluminium



Ice Silver



Shark Grey



Rioja Red



Ice Grey



Virtual Blue



Twilight Blue

PEARLESCENT PAINT

TEXTURED PAINT

METALLIC PAINT
Orange Power

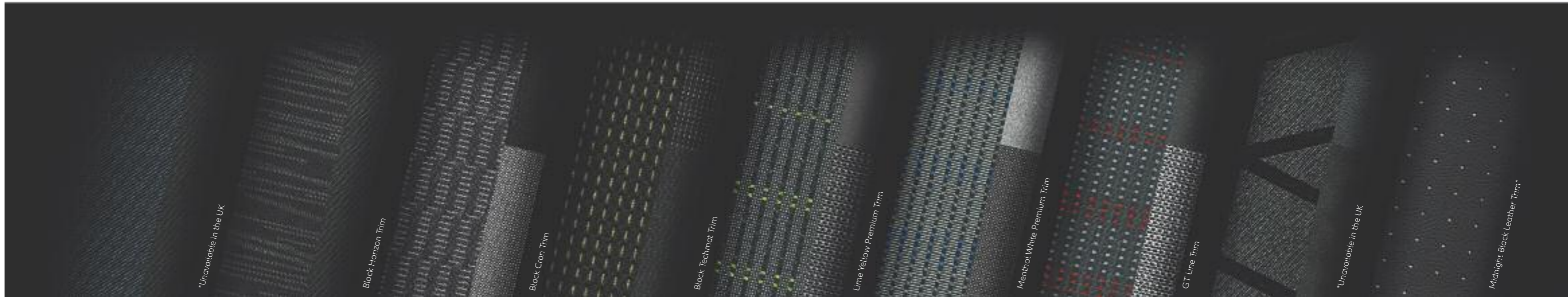
Colours available according to version





TRIM

Trims available according to version
*Seats in leather and other materials. Please refer to www.peugeot.co.uk for details.



**Unavailable in the UK*

Black Horizon Trim

Black Cran Trim

Black Technat Trim

Lime Yellow Premium Trim

Menthol White Premium Trim

GT Line Trim

**Unavailable in the UK*

*Midnight Black Leather Trim**

WHEELS



16" 'Titane' Matt Black Alloy Wheel



15" Steel Wheel with
'Niobium' wheel trim



15" 'Azote' Alloy Wheel



16" 'Titane' Alloy Wheel



16" 'Titane' Technical Grey Alloy Wheel



16" 'Titane' Gloss Black Alloy Wheel
with white laser engraving



17" 'Oxygen' Alloy Wheel



17" 'Caesium' Alloy Wheel

PERSONALISATION

*Seats in leather and other materials. Please refer to www.peugeot.co.uk for details.

Personalise your New 208 with a combination of exterior personalisation, interior personalisation, trim and alloy wheel options.



Allure: Orange Power / Menthol White Exterior Personalisation / 16" 'Titane' Gloss Black Alloy Wheel with white laser engraving



Allure: Virtual Blue / 16" 'Titane' Matt Black Alloy Wheel



Allure: Ice Silver / Lime Yellow Exterior Personalisation / 16" 'Titane' Technical Grey Alloy Wheel



Midnight Black Leather Trim*



Menthol White Interior Personalisation



Lime Yellow Interior Personalisation

ACCESSORIES

1. Roof bars, Caesium alloy wheels, chrome door mirrors
2. Spoiler
3. Boot tray
4. Smartphone support
5. Multimedia support



1.



2.



4.



3.



5.

NETWORK AND SERVICES

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. As a Peugeot owner, you can also rely on the customer care services of your Dealer. This will ensure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently - someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original parts.

FOR YOUR PEACE OF MIND

MANUFACTURER WARRANTY

Any Peugeot 208 first registered in the UK and purchased from a UK Peugeot Dealer will benefit from a 2 year unlimited mileage manufacturer warranty and a free optional additional year of warranty (up to 60,000 miles) provided by the Peugeot Dealer Network. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. Our cars also come with a 12 Year Anti-Perforation and 3 Year Paint Warranty (6 and 2 years on vans). For full terms and conditions on all of these, please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE

All new Peugeots come with 12 months of Peugeot Assistance - our breakdown assistance service. This covers all incidents involving vehicle based faults for you and anyone else driving your car with your permission. It is available 24 hours a day, 365 days a year. Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or accommodation if required. It can be extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling 0870 752 7050.

PEUGEOT SERVICE CARE

Please refer to the maintenance book for details of the service intervals for 208 and the specifics of vehicles operating in arduous conditions.

LET THE SPECIALISTS HELP

Peugeot Financial Services offer a range of flexible finance plans to make owning a new Peugeot easy. As specialists, we will provide choice, convenience and flexibility. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill, RH1 1QA. Over 18s only, a guarantee may be required.

FURTHER INFORMATION

PEUGEOT INSURANCE

Designed for Peugeot to offer tailored cover at a competitive price. In the event of an accident, a Peugeot Approved Accident Repair Centre will repair your car, using Peugeot original parts and offer a courtesy car (subject to availability). Call Peugeot Insurance for a quote on

0870 0240 206 (8am-8pm weekdays, 9am-5pm Saturdays. Max call charge from a BT landline is 8p/minute. Calls from other networks may vary. Calls may be recorded). Peugeot Insurance is underwritten by UK Insurance Limited.

PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete confidence and peace of mind.

PEUGEOT AND THE ENVIRONMENT

Our website has details of Peugeot's environmental and recycling policies.

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features may not be available in the UK and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot reserves the right to modify specification, options and colours at any time. For full details ask your Peugeot Dealer, or click on www.peugeot.co.uk. Print and photographic processes used in this brochure may alter the depth and tone of the colours shown.

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