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PEUGEOT has always followed a French manufacturing tradition based on quality and ingenuity. Now, more than ever, PEUGEOT is channelling all its energy into designing vehicles with a sleek look that stimulate the senses to produce an experience that

goes beyond driving. Careful consideration has gone into every detail – ergonomics, materials, connectivity – to bring you a more intuitive driving experience.

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# DESIGN

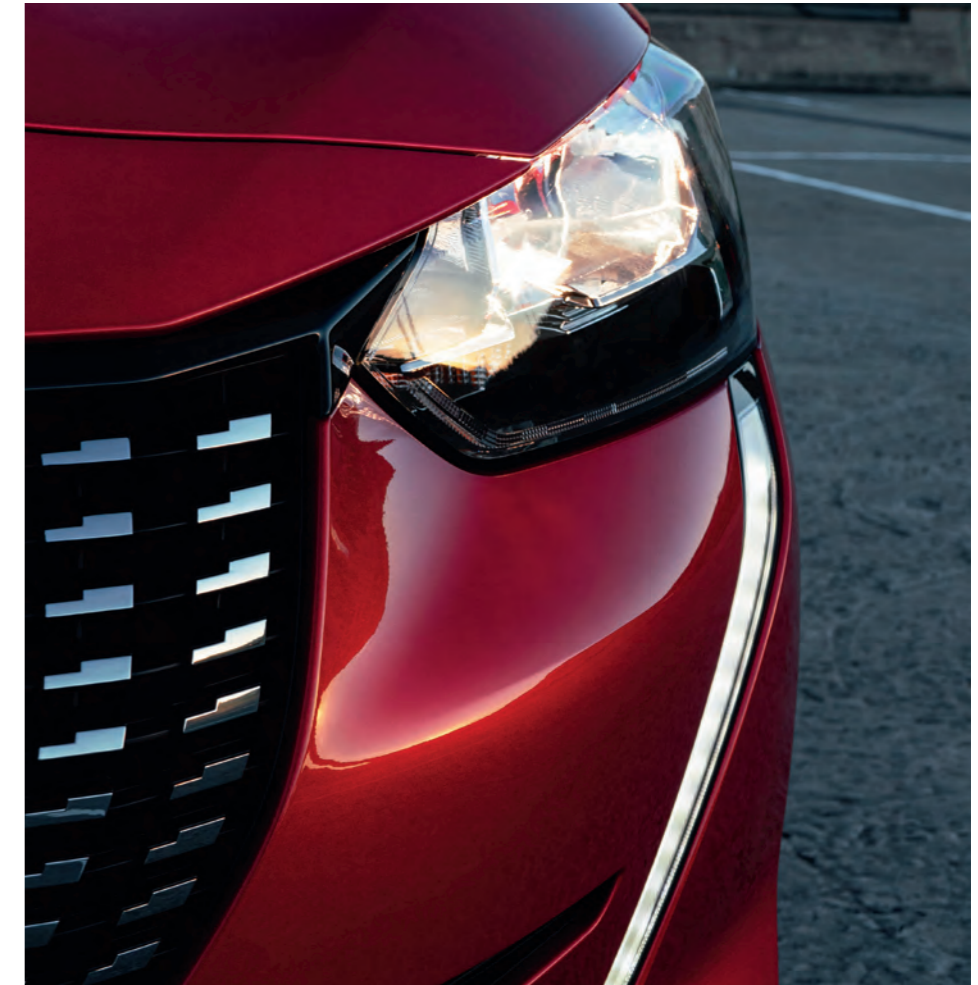
IRRESISTIBLE.





## ATHLETIC AND SENSUAL DESIGN .

The new PEUGEOT 208 has a strong personality that shines through in its low, athletic silhouette, its long bonnet, and its sensual curves. Its sleek, pure lines are underscored by a contrasting Black Diamond roof\*, glossy black wheel arches and window weatherstrips\*, and diamond-cut wheel rims with inserts\*.



## BOLD AND DARING .

The expressive front end of the new PEUGEOT 208 boasts a large chrome grille\*, giving it a modern and breezy look with its 3-claw, full LED\*\* headlights and its LED\*\* DRL, always switched on. It is visible and recognisable in any circumstances.



## LUMINOUS PRESENCE.

The rear end has a distinctive style, with the glossy black\* cross strip, and is adorned with full LED\* taillights with 3 claws. These are switched on, day and night, to make the vehicle more safe and noticeable.



## WELL-CRAFTED AND EXPRESSIVE REAR END.

The dynamic and well-sculpted rear end of the new PEUGEOT 208 has 2 kinds of spoiler\*, one to control fuel consumption and the other to improve performance on the road. The exhaust pipe also comes in chrome, for an even sportier look\*\*.

TECH

NEXTGEN TECHNOLOGY.\*

\* The technology of tomorrow.



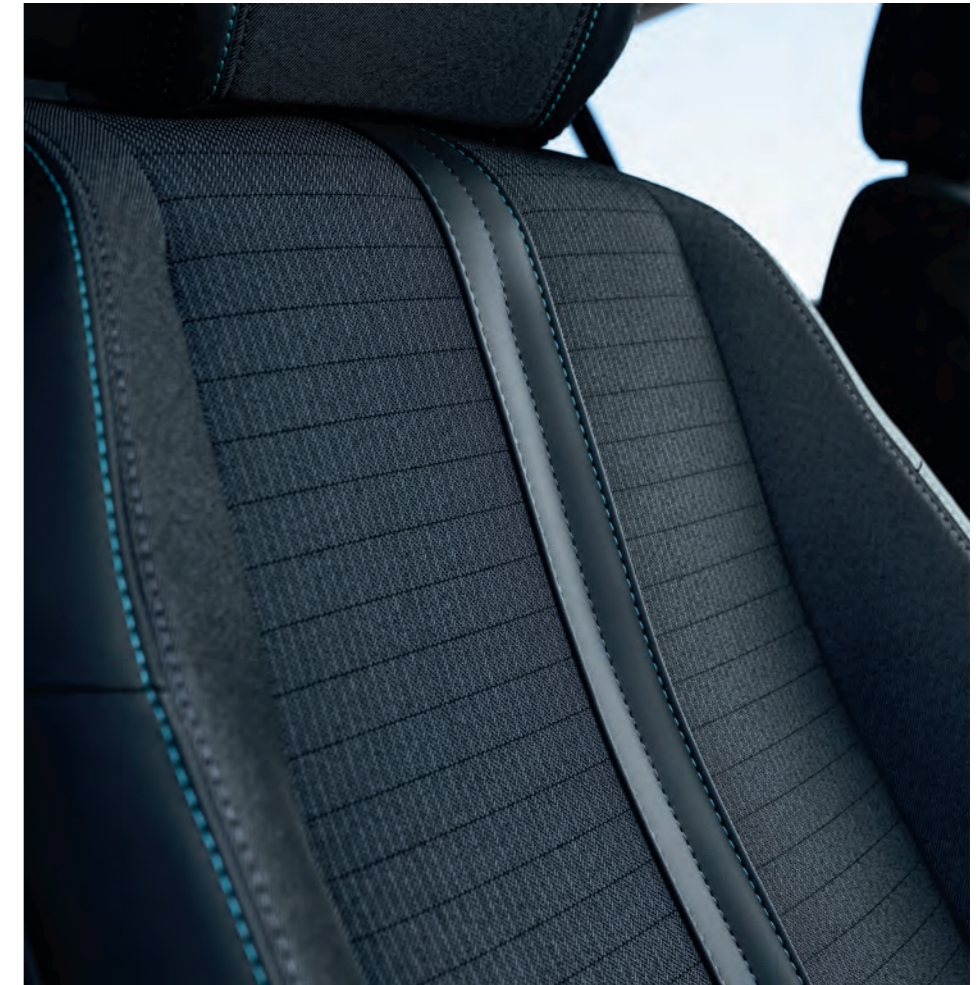
## THE ENERGISING PEUGEOT I-COCKPIT® 3D.

Inside, discover the new, latest-generation PEUGEOT i-Cockpit® 3D\*. Experience agile and intuitive driving with the compact steering wheel with built-in controls\*\*, the configurable 3D Digital Instrument panel\*, the large 7" or 10" HD touchscreen\*\* and the 7" Toggle Switches\*\*\*.

\* Standard, optional or unavailable depending on the version.

\*\* Available as standard or unavailable depending on the version.

\*\*\*Aircraft-type pulsed switches.



## ULTRA ALLURING INTERIOR.

Comfortable, deep and adjustable front seats, high-quality materials, and topstitching on the trim will have you feeling calm and at ease. Customise your interior ambience with the 8-colour polyambient lighting\* for an even more modern look.

\*Standard on the GT version.



## ULTRA CONNECTED!

Let the 3D navigation\* show you the way. The Mirror Screen\*\* feature allows you to use the touchscreen in accessing your favourite apps from your Smartphone, as long as they are compatible with Apple CarPlay™, MirrorLink®, or Android Auto.

\* Standard on the GT version.

\*\* Only certified Android Auto, Apple CarPlay™ or MirrorLink® applications will operate when the vehicle is stopped or during driving, as appropriate. While driving, some app functionalities will be blocked. Some types of content that may be free of charge on your smartphone require a paid subscription to an equivalent certified Android Auto, Apple CarPlay™ or MirrorLink® application. The Mirror Screen feature works via either Android Auto (for Android smartphones) Apple CarPlay™ (for iOS smartphones) or MirrorLink® technology (for Android smartphones compatible with MirrorLink®) if you have a mobile and internet contract.



## PRACTICAL NEW INFORMATION.

Upfront, there is a clever new storage compartment with a built-in induction charger\* to hold your smartphone\*\*. There are also several USB\*\*\* sockets around the interior for your passengers' portable devices.

\*Qi 1.1 standard wireless recharging available as optional on the GT version.

\*\*Based on smartphone compatibility.

\*\*\*Up to 4 sockets, depending on the version.

# FEATURES



PLEASURE AND FUN.



## DRIVING AIDS.

There are also driving and manoeuvring aids to assist you. Road sign recognition\*, blind-spot monitoring\*, and a lane departure warning system\* help make your vehicle safer. Finally, the Visiopark1 system\* with its 180° camera helps make your everyday life easier.

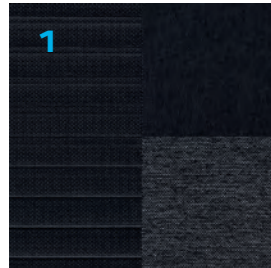


## IMPROVED ENGINES.

The engines of the new 208 are efficient and high-performance, ready to give you an intense driving experience.

## MODERN INTERIOR AMBIENCE.

1. Black Pneuma Fabric (1)
2. Black TEP & Cozy Fabric (2)
3. Black TEP & Capy Fabric (3)



- (1) Standard with the Active version
- (2) Standard with the Allure version
- (3) Standard with the GT version



## PURE FORM.

To perfect the look of your car, choose between 15" steel wheels with stylised covers, 16" alloy wheel rims, or 17" alloy wheel rims with inserts depending on the version.



PLAKA 15" hubcap



SOHO 16" alloy



BRONX 17" alloy

## A RANGE OF BOLD COLOURS.

The new PEUGEOT 208 really stands out with its striking bodywork colours! Choose from a range of lively and original colours, or choose something more muted and elegant.

- \* Non-metallic colour.
- \*\* Metallic colour.
- \*\*\* Three-layer with clearcoat.
- \*\*\*\* Pearlescent colour.



White Banquise\*



Pearlescent White\*\*\*\*



Artense Grey\*\*



Platinum Grey\*\*



Pearl Black\*\*



Faro Yellow\*\*



Elixir Red\*\*\*



Vertigo Blue\*\*\*



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PEUGEOT RECOMMENDS **TOTAL**

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