

ALL-NEW PEUGEOT 208



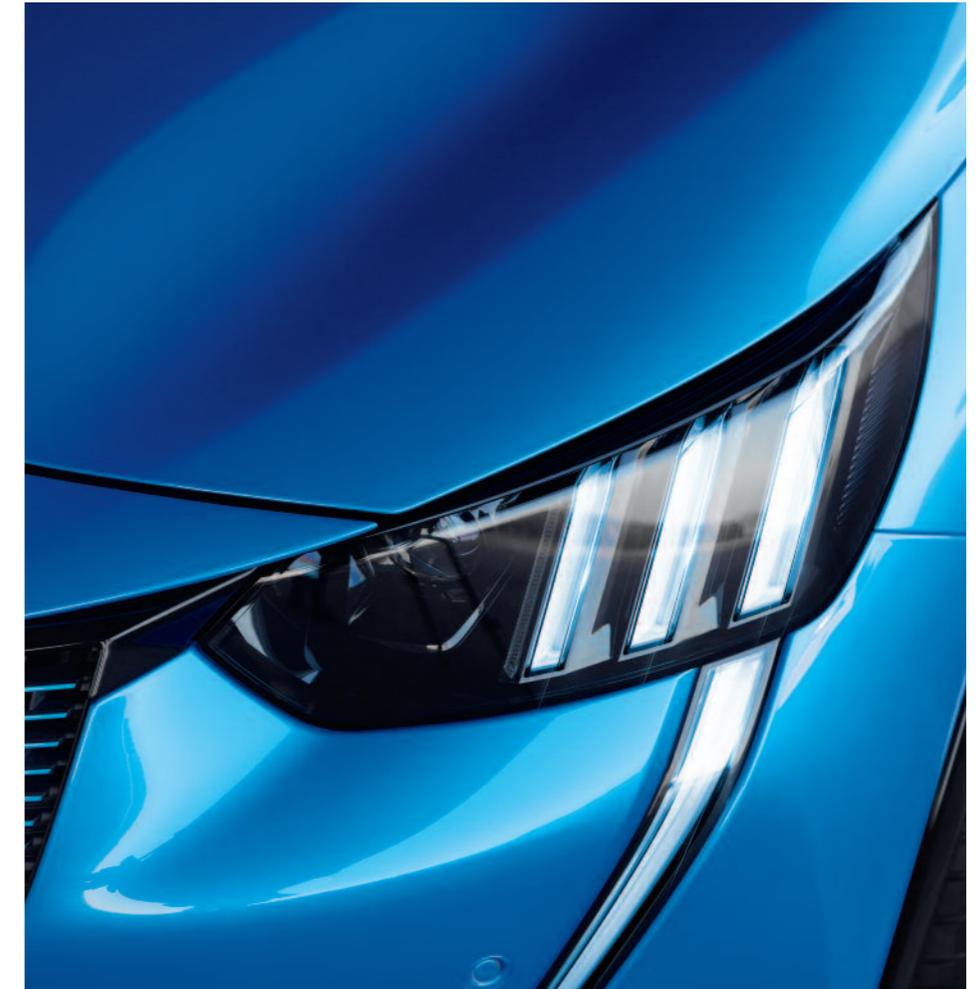
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PEUGEOT RECOMMENDS TOTAL

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## IRRESISTIBLE.

Discover the all-new PEUGEOT 208's strong personality from the very first glimpse. The low figure, long bonnet and sensual curves hint at its sporty seductive spirit, and the bright and original body colours further enhance its irresistibility! Its assertive character is further underlined by the Black Diamond \* roof, gloss black wheel arches and gloss window surround\* and diamond cut alloy wheels with inserts\*.

## BOLD AND DARING.

The expressive front face of the all-new PEUGEOT 208 features a large chrome grille and presents a modern and bold vision with its signature 3-claw full LED headlights. The lighting signature is further enhanced with the striking front LED daytime running lights that also act as the vehicle indicators\*. This distinctive lighting ensures that you can see and can be seen at all times and optimises both driving and safety. The distinctive and daring rear design, with the gloss black rear cluster connecting strip, is further enhanced by full LED backlights with claw effect. Equipped with a daytime running function, the intensity of the lights adjusts automatically to light conditions, enhancing the visibility of the vehicle, day and night.



## SMART HIGH TECH.

Replicate your favourite compatible apps on the 10" HD capacitive colour touchscreen\* using the Mirror Screen® function<sup>(1)</sup> and charge your smartphone^ wirelessly on the central console. Travel with complete peace of mind with Connected 3D Navigation equipped with voice recognition thanks to TomTom® services that display all key driving events in real time<sup>(2)</sup>. Using sensors on the front door handles, PEUGEOT Open and Go\* keyless entry means the all-new 208 can be opened without removing the key from your bag or pocket....simply grab the handle and the car will unlock.

\* According to version. ^According to version : Induction charging for devices compatible with the Qi standard. <sup>(1)</sup> Only certified Android Auto, Apple CarPlay™ or MirrorLink® applications will operate when the vehicle is stopped or during driving, as appropriate. When driving, some features of the applications in question will be disabled. Some types of content that may be free of charge on your smartphone require 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®), provided you have a mobile and Internet contract. <sup>(2)</sup> Real-time traffic, fuel prices, car parks, weather, local searches. A three-year subscription to all these services that can subsequently be extended or renewed (pay service). Additional terms and conditions apply to connected services, including customer acceptance of location sharing prior to activation.

## 'JUMP IN' NEXT-GENERATION TECHNOLOGY\*.

Discover the latest generation PEUGEOT 3D i-Cockpit® inside the all-new 208. Experience agile and intuitive driving with the compact multifunction steering wheel\*, the configurable head-up display\*, the large capacitive 10" HD\* colour touchscreen and the 7 satin chrome 'piano' toggle switches. You can also personalise your interior environment with a choice of 8 RGB LED colours\*.

\* According to version



## INTELLIGENT DRIVING.

The all-new PEUGEOT 208 comes with the latest intelligent driving aids, offering assurance on every journey. These include PEUGEOT Drive Assist\*: lane positioning assist\*, speed and road sign recognition\*, adaptive cruise control\* and modifiable safety distance\*. Enjoy further assistance with Visio Park 1\* which incorporates a rear camera offering a variety of views including rear 'Grid' view; '180°' view, useful for reversing out of spaces and an 'Overhead' view making it easier when reversing near obstacles. Full Park Assist\* also offers fully automated parking assistance, both steering, acceleration and braking functions for parallel and bay parking scenarios."



## LIVE THE POWER OF CHOICE.

The all-new PEUGEOT 208 benefits from the new modular and multi-energy CMP / eCMP platform, giving you the freedom to choose between a PureTech petrol, BlueHDi diesel or electric engine, without having to compromise on technology, looks or driving sensations. Experience a euphoric driving experience through exemplary road-holding; optimised interior space and boot capacity; outstanding manoeuvrability; and futuristic ambiance and internal comfort with pre-programmable heating and charging functionality\* (available via the colour touchscreen or through the MyPeugeot App).



## ALL-NEW PEUGEOT E-208.

As quiet as it is flexible and responsive on the road, the seductive all-new PEUGEOT e-208 has it all. Its distinctive and exclusive touches embody technology and modernity : its monogram "e" on the rear quarter panel, and the Dichroic Lion which changes colour from different angles; body-coloured chequered front grille; gloss black wheel arches; 17" aerodynamic aluminum wheels\* and refined upholstery. And, there's absolutely no compromise on space or technology for you or your passengers..



## ELECTRIC DRIVING WITHOUT COMPROMISE.

When you take your seat in the all-new PEUGEOT e-208 you're immersed in a stimulating electric driving experience. Its immediate reactivity (136hp and torque of 260 Nm available from 0mph) with 0-60 achieved in 8.1 seconds, is complemented with the three driving modes : Sport, Normal and Eco. And, with a range of 211 miles (340 km,) you're guaranteed a serene drive on every journey. And, for those longer trips, you can undertake a rapid recharge from a dedicated public terminal with 80% charged in 30 minutes\*, whilst full recharge from a Wall Box takes around 8 hours.



## AN EXCEPTIONAL DRIVE.

Thanks to the efficiency of its PureTech petrol or BlueHDi diesel engines, and the 8-speed EAT8 automatic gearbox, every all-new PEUGEOT 208 offers a combination of power, with controlled CO<sub>2</sub> emissions, together with Stop & Start functionality\*.

\* Excluding all-new PEUGEOT e-208  
 All-new PEUGEOT 208 is currently undergoing WLTP\* testing. Once completed, official Fuel Consumption in MPG (l/100km) will be provided. Expected CO<sub>2</sub> emissions (g/km) for the all-new PEUGEOT 208 range are: Combined CO<sub>2</sub>, 106 - 84 g/km  
 The fuel consumption you achieve, and CO<sub>2</sub> produced, in real world conditions will depend upon a number of factors: including the accessories fitted (post registration), variations in weather, driving styles and vehicle load. There is a new test (WLTP\*) used to measure fuel consumption and CO<sub>2</sub> figures. The fuel consumption figures shown in this advert are calculated under the WLTP test. The CO<sub>2</sub> figures shown are NEDC equivalent (NEDCeq), calculated using EC correlation tool which converts WLTP figures to NEDC figures, however, these NEDCeq figures are based on the outgoing test cycle (NEDC\*\*) and will be used to calculate tax for first registration. Figures shown are for comparability purposes; you should only compare fuel consumption and CO<sub>2</sub> figures with other vehicles tested using the same technical standard.  
 \* WLTP - Worldwide harmonised Light vehicles Test Procedure. \*\* NEDC - New European Driving Cycle. Information correct at time of going to print and is based on pending homologation figures.

## 8-SPEED EFFICIENT AUTOMATIC TRANSMISSION.

Our latest gearbox innovation features eight gears for optimum driving pleasure and features electric impulse control with Quickshift technology. Transmission can also be controlled via the steering column mounted paddles.