



NEW PEUGEOT **208**

MOTION & EMOTION



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.

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.

AWAKEN YOUR INNER ENERGY

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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 the New Peugeot 208, making it appear wider and more robust, with a stronger stance on the road.

*Standard from GT Line level.



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.

With its Cruise Control with Speed Limiter, Automatic Headlights, Full Size Spare Wheel and Aircon, the New Peugeot 208 is as comfortable in the city as it is on the open road, making it practical for everyday life.*

*Refer to specification sheet

The image shows the interior of a Peugeot 208. The dashboard is dark with a large 7-inch touchscreen in the center displaying a music player interface. The steering wheel is black with the Peugeot lion logo in the center. The instrument cluster is visible behind the steering wheel, showing a speedometer and other gauges. The center console has three circular air vents and control knobs. The seats are dark with a textured pattern. The overall aesthetic is modern and sleek.

EXCITING AND INSTINCTIVE DRIVING

The intuitive Peugeot i-Cockpit makes driving exciting, instinctive and safe. The heads-up instrument panel allows driver information to be accessed easily without taking your eyes off the road. Available from Active level, 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.



GT LINE STRONG PERSONALITY

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

The 208 GT Line is available in 5-door, with a choice of two versions:

- the 1.2 PureTech Turbo 81kW S&S* Manual, and
- the 1.2 PureTech Turbo 81kW S&S* Auto.

*S&S - Stop and Start

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

The 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



ENGINE

The 208 Active is fitted with a PureTech 3-cylinder engine available in a naturally aspirated 1.2l 60 kW version.

The PureTech 3-cylinder is also available in a turbocharged 1.2l 81 kW version fitted on the GT Line with Stop&Start technology. The GT Line version is available with a 5-speed manual transmission, or the new 6-speed EAT6 automatic gearbox (Efficient Automatic Transmission 6-speed).



New PureTech 3-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 advanced technology generates a substantial saving in fuel consumption and reduced CO₂ emissions compared to other vehicles with equivalent power and torque ratings.

Combined with the new automatic EAT6 gearbox, the 1.2 PureTech 81 kW 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 Turbo 81 kW Stop & Start

GEARBOX	5 Speed Manual / 6 Speed Automatic
MAXIMUM TORQUE (Nm)	205 @ 1500 r/min
MAXIMUM POWER (kW)	81 @ 5500 r/min
COMBINED DRIVE CYCLE (litres / 100km)	4.3 / 4.5
CO ₂ EMISSIONS (g/km)	99 / 104

PEUGEOT AND THE ENVIRONMENT

PURETECH

The New Peugeot 208 offers a range of the latest generation, Euro 6, 3-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.

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. Peugeot has also led the way on other breakthrough technologies including Stop & Start and a new generation of engines.

INTERNATIONAL
Engine
of the year
awards 2015
Presented by engine technology international magazine

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

DRIVING EXPERIENCE

Suspension

High performance, versatile and efficient PureTech 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 responsiveness, offering the perfect balance of comfort and road holding to guarantee real driving pleasure.



Automatic Gearbox

The New Peugeot 208 1.2 PureTech Turbo 81kW EAT6 SGS 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.



SIGNATURE LIGHTING

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

Their uniform look, opaline red-hot colour and very deep contemporary 3D effect, makes Peugeot's signature lighting so easily identifiable.



CUTTING EDGE TECHNOLOGY



Headlights

The structured two-tone black and chrome headlight design combined with the high-tech LED* signature lighting make the 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 the 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

Airbags*

In the case of a collision, up to 6 airbags will protect occupants:

- 2 front airbags
- 2 side airbags, and
- 2 curtain airbags

Safety features*

The 208 has a high level of active safety and is equipped with ESP. Further safety features include:

- 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's speed is below 40 km/h (city driving, winding roads...).

Alarm

All 208 models are equipped with an anti-theft alarm system.

*Refer to specification sheet





FRESH AND MODERN COLOURS

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





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 paint, textured paint offers 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.

COLOURS

SOLID PAINT



Bianca White



Hurricane Grey



Pearl White

METALLIC PAINT



Nera Black



Aluminium



Ice Silver



Shark Grey



Ruby Red



Ice Grey



Virtual Blue



Dark Blue

PEARLESCENT PAINT

TEXTURED PAINT

METALLIC PAINT Orange Power



ACCESSORIES

PROTECTION & STYLE



SUNBLIND FOR REAR WINDOW
Ref. No.: 1607119280

SUNBLIND FOR REAR DOOR WINDOWS
Ref. No.: 1607119480

SET OF 2 AIR DEFLECTORS FOR FRONT DOORS
Ref. No.: 1607396380



UNDER-SHELF STORAGE COMPARTMENT
Ref. No.: 1607248080

SET OF REAR STYLED MUD FLAPS
Ref. No.: 1606416380

SET OF FRONT STYLED MUD FLAPS
Ref. No.: 1606416180

WHEELS



16" TITANE ALLOY WHEELS
Ref. No.: 98081375WR



ANTI-THEFT BOLTS FOR STEEL WHEELS
Ref. No.: 1611196580

TRANSPORT SOLUTION



SWAN'S NECK TOWING BALL
Towbar with removable swan's neck tow ball
Ref. No.: 9627Y2

TOWBAR WIRING LOOM
Ref. No.: 1610461380



REMOVABLE TOW BALL
Tow bar with tow ball that can be removed without tools
Ref. No.: 9627QJ

TOWBAR WIRING LOOM
Ref. No.: 1610461380

TRANSPORT SOLUTION



SINGLE KAYAK CARRIER
Ref. No.: 9416K2



SINGLE BIKE CARRIER ON ROOF BARS
Ref. No.: 1607798880



TOW BAR MOUNTED BIKE CARRIER
2 BICYCLES Ref. No.: 1610113280



SET OF 2 STEEL TRANSVERSE ROOF BARS
Ref. No.: 9616Y2

THE PEUGEOT CUSTOMER PROMISE

When purchasing a new Peugeot from an Authorised Peugeot Dealership, entrust your vehicle to one of our fully trained representatives equipped with all the relevant diagnostic original equipment, they promise to give you excellent after sales service backup, all at a competitive price.

Peugeot vehicles are designed and manufactured to give you worry-free motoring. As a Peugeot owner you are entitled to a comprehensive range of customer care services from your Authorised Peugeot repairer.

✔ **3 YR / 45,000 KM SERVICE PLAN*** - up to three years of technical and financial peace of mind.

✔ **3 YR / 100,000 KM MANUFACTURER WARRANTY** all vehicles will benefit from a 3 year / 100 000 km Manufacturer's Warranty.

✔ **3 YR / 100,000 KM ROAD-SIDE ASSISTANCE** - For the three years of ownership you automatically receive Peugeot Assistance cover. It includes roadside assistance, vehicle recovery and free car hire for 24 hours or one overnight hotel accommodation for up to 4 people, if more than 100 km from home. Peugeot Assistance is available within South Africa, Namibia, Botswana and Swaziland. Your local Peugeot Dealer has full details of terms and conditions.

12 YEAR ANTI-PERFORATION AND 3 YEAR PAINT WARRANTY
This added extra is automatically transferable on the sale of the vehicle, which will maintain and enhance the resale value of your vehicle.

CALL CENTRE
To make sure we meet and exceed your expectations of service, please contact the Peugeot Call Centre on 0860 738 472.

* The **3 Yr / 45,000 km Service Plan** is valid from the 1st of January 2016 for passenger vehicles retailed in South Africa, Botswana and Namibia.

Vehicle specifications depend on model and may change without prior notice. Please refer to specification sheet. Visuals for illustration purpose only. E&OE



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