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PEUGEOT RECOMMENDS TOTAL

www.peugeot.ie



NEW PEUGEOT 208





CONCENTRATED ENERGY

The new PEUGEOT 208 has a distinct new style. It is more assertive, athletic and elegant than ever. The new metallic Orange POWER colour enhances its image of energy, youth and serenity.

As well as its exclusive range of colours and variety of customisation possibilities, the Peugeot 208 has new equipment technology for even greater comfort and safety and new efficient engines. The new PEUGEOT 208 leaves nothing to be desired.

A man in a dark suit and white shirt is seen from the chest up, looking out of a window. The window is divided into two panes by a dark vertical frame. Outside, a red Peugeot car 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 background shows a paved area with white lines and a grassy area in the distance.

IRRESISTIBLE ALLURE

At the front, the exterior shows off sharper, more defined and robust lines. The wider grille and thicker edges are now fully embedded into the bumper.

The striking new look is supported by new two-tone headlamps*, with black and chrome masks and a hi-tech LED** light signature. These new headlamps are fitted as standard from Active trim level two models. When combined with separate front fog lamps, this fresh face creates a new identity which subtly transforms the vehicle, making it more dynamic and more aesthetic on the road.

*Available from level two upwards.

**100% light emitting diode lighting. Standard or optional according to the version.



SPORTIER & CLASSIER

The new PEUGEOT 208 is both chic and sporty with sleek proportions.

Its new identity, is more assertive and distinctive. It visually transforms the vehicle to make it more charismatic, immediately inviting the driver to take the wheel.



LIGHT SIGNATURE

Straight off, the new 3D LED* tail lights captivate and surprise. Their standard finish, warm red opal glass and their 3D effect, make them true technological jewels.

These new signature lights, standard across the new PEUGEOT 208 range, are instantly recognisable.

*100% light emitting diode lighting.





COMPACT & SUPER AGILE

The compact size of the new PEUGEOT 208 – less than four metres long – and its compact steering wheel, make the car agile and highly manoeuvrable in urban conditions and enhances the pleasure of driving for a fun experience.

Equally at home in the city and on the open road, the new PEUGEOT 208 is practical for every day life and easy to park using the reverse camera and sensors* (detect hidden objects while reversing), and the Park Assist function (parallel parking aid at less than 8 km/h). These devices can be used simultaneously.

*Driver assistance equipment, the driver remains in control of the vehicle. Optional, standard or unavailable, depending on model.



EXCITING & INTUITIVE DRIVING

Inside the new PEUGEOT 208, the ergonomic layout ensures all the functions are within reach for ease of use thanks to the **PEUGEOT i-Cockpit**. Composed of a compact steering wheel, a raised display of the dials and a big 7" touch screen* the PEUGEOT i-Cockpit guarantees a stimulating, safe and instinctive driving experience.

The new PEUGEOT 208 has a quality and refined interior. From the exceptional level of quality finish to the choice of materials used, including an unprecedented bright setting due to its white backlight and blue panoramic roof lights**, every detail is accounted for.

*Standard from the second trim level.

**Optional, standard or unavailable depending on model.



FRESH & MODERN COLOURS

The variety of colours and paint finishes – metallic, non-metallic, pearlescent, textured – enhance the new PEUGEOT 208 range. With a rich and diverse scope of 12 shades, this car satisfies the growing demand for differentiation and exclusivity.

The new metallic Orange POWER colour embodies energy, youthfulness and freshness. With its vibrant appearance, this sparkling colour is very trendy and joyful, boosting the vehicle and its driver.

Vehicle available in Orange Power / Menthol White exterior customisation.



PERSONAL TOUCHES

Two personalisation packs are available* on the new PEUGEOT 208, as an optional extra for both the exterior and interior of the car. The Menthol White pack gives the 208 a touch of elegance, while the Lime Yellow pack is bright, modern and fun.

Both feature various elements in the chosen pack colour, including an Equalizer grille with 3D-effect coloured markings, gloss black grille surround, gloss black front fog lamp finishers with laser-engraved coloured line, coloured front and rear Peugeot lettering, Nera Black door mirror shells and coloured lines on the side indicators.

The Menthol White and Lime Yellow packs can also be specified for the cabin interior, independent of the exterior pack chosen. They include sport seats with coloured stitching, armrests in the door panels with coloured stitching, coloured front and rear door handles, coloured blade below the instrument panel, coloured dashboard mouldings, perforated full-grain leather steering wheel with coloured stitching, gear lever gaiter with coloured stitching and satin chrome air vent finishers.

* Optional extra. Consult your Dealer for details.



Available in Ice Silver / Lime Yellow exterior customisation



LIGHTING EFFECTS

The new PEUGEOT 208 is available in two new truly innovative colours that have both a matte and satin appearance: **ICE Grey** and **ICE Silver**.

Distinctively enhancing, these shades react strongly to light changes and bring out the lines in the exterior, reinforcing the dynamism and the uniqueness of the new PEUGEOT 208. Their slightly grainy texture immediately gives the impression of a robust vehicle.

More resistant and easy to maintain than traditional matte shades, it offers a very good resistance to micro-scratches and withstands frequent washing*. Peugeot textured paint is a world first on a volume production car.

*Without polish application.



GT LINE STRONG PERSONALITY

The new PEUGEOT 208 continues to move upmarket with the arrival of the GT Line, with a strong, dynamic and sporty personality at the heart of the range of engines.

The new PEUGEOT 208 GT Line is distinguished by:

- Glossy black grille and front foglight finisher
- « EQUALIZER » grille with stamped red 3D-effect
- Specific 17" CESIUM alloy wheels
- Nera black mirror covers
- Chrome side glazing edges

- Chrome exhaust tailpipe
- GT line badges in the grille on the front wings and the rear flap
- Red PEUGEOT lettering on the front and rear
- Dark, tinted rear windows

PEUGEOT AND THE ENVIRONMENT

PEUGEOT offers an extensive range of low emission vehicles; more than half of its sales worldwide are of vehicles emitting less than 140g of CO₂ per km. This performance is based on tried and tested technologies of which PEUGEOT is a pioneer. The PEUGEOT diesel engine associated with the PEUGEOT Particle Air Filter, launched in 2000, which reduces particle emissions by 99.9%, has been fitted to more than 2.1 million PEUGEOT vehicles. The system's self-cleaning device reduces diesel particles, bringing them to a limit of 0.004g/km, therefore contributing to the protection of our environment.



BLUEHDi

The new PEUGEOT 208 is available with BlueHDi Euro 6 diesel engines, the most efficient diesel technology on the market, recording a combined consumption of 3.0 litres / 100km. BlueHDi diesel technology drastically reduces consumption, removes harmful particles by 99.9% and NO_x (carbon monoxide) by over 90%, with CO₂ emissions falling as low as a record 79g/km*, thanks to the unique combination of the SCR (Selective Catalytic Reduction) and FAP (Particle Air Filter).

*1.6 BlueHDi 100 S & S version

PURETECH

The new PEUGEOT 208 is available with a range of the latest generation 3-cylinder petrol engines from PEUGEOT, that meet stringent Euro 6 standards. Highly advanced and highly efficient, with mixed consumptions all under 4.5 litres/100km, these engines are more compact and lightweight to return optimum performance and economy. Their outstanding levels of performance return a 25% saving in consumption and CO₂ emissions, compared to a 4-cylinder engine with the same power.



ENGINE SPECIFICATIONS

PureTech three-cylinder petrol engine

Modular and compact, virtuous and efficient, this engine is a concentrate of efficiency and advanced technology. It offers a driving experience among the best in the market and displays an excellent compromise between low speed / power. This technological breakthrough allows up to 25% reduction in fuel and CO₂ emissions.

Combined with the new automatic box EAT6 6-speed, the 1.2L PureTech 110 S & S returns CO₂ emissions of just 104 g / km, making it the benchmark in its segment.



1.2L PureTech 110 S&S

GEARBOXES	BVM5/EAT6
COMBINED CONSUMPTION (l/100 KM)	4.5
COMBINED CO ₂ EMISSIONS (g/km)	103/104
MAX POWER IN KW (bhp)/ENGINE SPEED	81 (110) @ 5500
MAXIMUM TORQUE (Nm)/ENGINE SPEED RPM	205 @ 1500

BlueHDi technology

The BlueHDi engine combines high performance, controlled consumption and contained emissions. On the new PEUGEOT 208, all are below 95 g/km CO₂ and 3.6 L / 100 km in the combined cycle and make the family of 1.6L BlueHDi diesel engines the most powerful on the market! They all appear with a Stop & Start system reinforced starter, with the exception of the 1.6L BlueHDi 75bhp version.



1,6L BlueHDi FAP 100 S&S

GEARBOXES	BVM5
MAX POWER IN KW (bhp)/ENGINE SPEED	81 (110) @ 5500
MAXIMUM TORQUE (Nm)/ENGINE SPEED (RPM)	205 @ 1500
COMBINED CONSUMPTION (l/100 km) ⁽¹⁾	3.0
COMBINED CO ₂ EMISSIONS (g/km)	79

BVM5 : Manual 5-speed gearbox.
EAT6 : Automatic 6-speed gearbox (Efficient Automatic Transmission 6) : has the Quickshift technology enabling faster gear changes while maintaining excellent fluidity and excellent leisure use.

S&S : Stop and Start.
FAP : Particular filter additive
(1) According to directives 99/100/CE.
* Very low energy version with energy saving tires UBRR.(Ultra Low Rolling Resistance)**
With energy saving tires TBRR (Very Low Rolling Resistance).

PLEASURE AND FUN

The aim of the new PEUGEOT 208 is to provide a versatile and efficient high-level performance PureTech BlueHDi engine, without compromising on fun and enjoyment.

Working with the PEUGEOT i-Cockpit and its compact steering wheel, as well as its suspension systems which are adapted to various engine specifications, reduced weight restraint guarantee and reactivity, the wheel base of the new PEUGEOT 208 offers the perfect combination between comfort and road holding and promises a really enjoyable driving experience.



EAT6 Automatic gearbox

The new PEUGEOT 208 1.2 litre PureTech 110 S&S is available with the EAT6 6 speed automatic gearbox, that reduces consumption without affecting driving pleasure. It has Quickshift technology that allows quick and smooth gear changes.

Its productivity (energy efficiency) is almost the same as a car with a manual gearbox thanks to :

- reduction of internal friction
- the use of lockable torque converters when necessary to avoid slipping.

This results in an emission gap with a manual gearbox reduced to 1 g / km of CO₂, making this version very well positioned for enjoyment and consumption.

STATE OF THE ART TECHNOLOGY



HEADLIGHTS

With their black masks and structuring chrome optics and high-tech LED light signature *, these lights offer the new PEUGEOT 208 a sharper, instantly recognisable look while providing good visibility, especially on the sides and corners.

*100% lighting Light Emitting Diode . Standard from the second trim level .



TAIL LIGHTS

From the first glance, the tail lights of the new PEUGEOT 208 and their new signature 3D LED** red opal glass captivate and surprise. A technological jewel, this identifying signature of the brand can be found on the whole 208 range.

**Lighting 100% Light Emitting Diode .

SAFETY

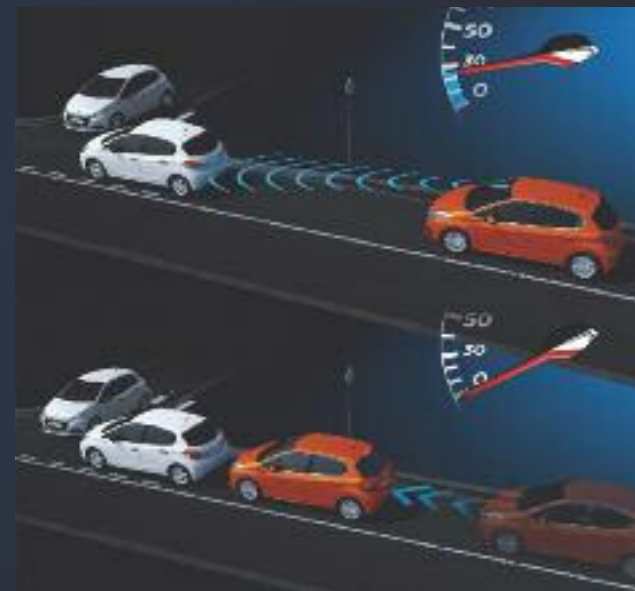
On board the new PEUGEOT 208, new equipment has made this car even safer.

Active City Brake*

The Active City Brake technology (Automatic braking in urban areas if a risk of collision is detected) is a new device programmed to avoid accidents or to decrease the potential consequences in urban areas if the driver fails to intervene while driving at less than 20 km/h.

A short range sensor is fitted at the top of the windscreen and can detect other vehicles driving in the same direction or stationary. The system can automatically generate maximum braking to avoid a collision or decrease potential consequences by reducing the speed of impact. In certain cases, the system can completely stop the car to avoid a collision with the vehicle in front.

* Optional extra. Please contact your local dealer for more information.



Airbags

In case of collision, 6 airbags enhance occupant protection: 2 front airbags, 2 front side airbags and 2 curtain airbags front and rear.

ESP control system

Every 208 is equipped, as standard, with ESP (Electronic Stability Programme), ASR (traction control), CDS (dynamic stability control), EBA (assistance emergency braking), ABS (antilock braking system) and EBDF (electronic brake force distribution).

Directional headlights*

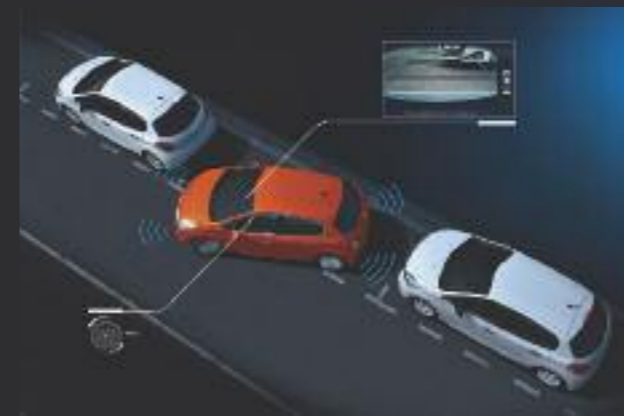
Low beam or high beam, upon activation of the direction indicator or from a certain angle of the steering wheel, this function allows the projector beam fog lights to illuminate the inside of the bend when the vehicle speed is below 40 km/h (urban driving, winding road, intersections, parking maneuvers ...).

* Optional extra. Please contact your local dealer for details.

Park Assist and Reverse Camera*

The reverse camera is automatically activated while in reverse gear. An image is displayed on the touch screen to detect hidden obstacles during manoeuvres. The reverse camera can be coupled with the Park Assist, an active parking assistance system that detects a parking space and provides support while parking and exiting. It automatically controls the direction and provides visual and audible information to the driver. The driver controls the acceleration, braking, speed and the manual gearbox

* Optional extra. Please contact your local dealer for more information.



PEUGEOT Connect SOS & Assistance*

Automatic emergency call: If the airbags or seatbelts are deployed, the vehicle automatically launches an emergency call without the intervention of the driver. PEUGEOT Connect SOS then locates the vehicle, contacts its occupants and triggers the dispatch of appropriate emergency services. Communication can be made in the preferred language of the driver.

Manual emergency call: whether they are a victim or witness to a critical situation (illness, attack), the motorist can quickly call emergency services on PEUGEOT Connect SOS. Simply, hold the SOS button located at the ceiling for 3 seconds. If the vehicle becomes immobilised, holding the PEUGEOT lion button, for 3 seconds will trigger a call to the PEUGEOT assistance service. An audio announcement will confirm this task has been launched.

*Pending launch in Ireland. The PEUGEOT Connect SOS service is optional depending on models. For the 208, it is installed during production, subject to acceptance while ordering the vehicle and in accordance to general terms of use of the service available in stores.

COLOURS*

OPAQUE COLOURS



Bianca White



Hurricane Grey

METALLIC COLOURS



Nera Black



Aluminium



Shark Grey



Ruby Red



Virtual Blue



Twilight Blue

PEARLESCENT COLOURS



Pearlescent White

TEXTURED COLOURS



Ice Silver



Ice Grey

METALLIC COLOUR Orange Power

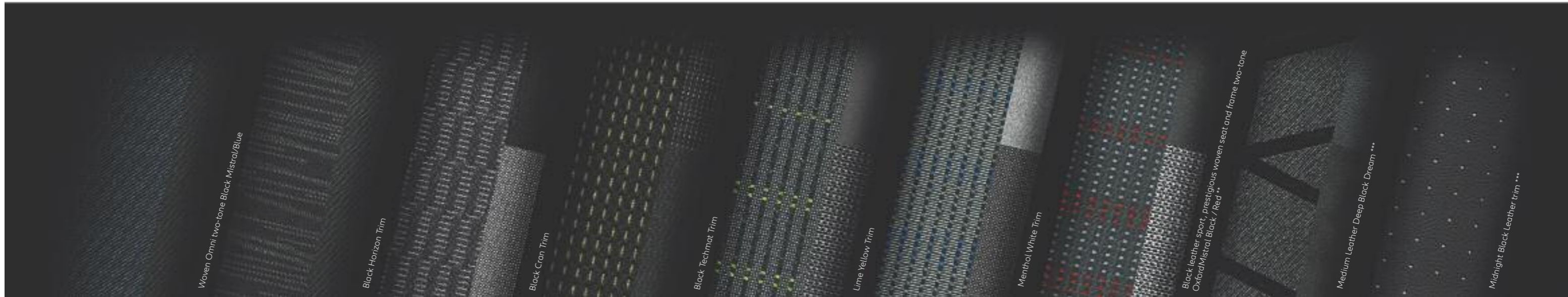
*Colours available depending on models/trims.





TRIMS*

* Trims available depending on model/colour. Please contact your local dealer for more information.
** GT Line.
*** Leather and other materials. For leather details, please contact your local dealer for more information.



Woven Omni two-tone Black Mistral/Blue

Black Horizon Trim

Black Cran Trim

Black Technat Trim

Lime Yellow Trim

Menthol White Trim

Black leather sport, prestigious woven seat and frame two-tone Oxford/Mistral Black / Reg **

Medium Leather Deep Black Dream ***

Midnight Black Leather trim ***

WHEELS*



16" TITANE alloy wheel
Matte Black Polish



15" BORE** wheel trim



15" NIOBIUM wheel trim



15" NITROGEN Alloy
Wheels



16" TITANIUM
Grey Hephais



16" TITANIUM, Technical Grey



16" TITANIUM Brilliant Black
Alloy Wheels



17" OXYGEN Technical Grey
Alloy Wheels



17" CESIUM***
Alloy Wheels

*Wheels available subject to model/engine specifications

**Available in white on level Like

***GT Line.

PERSONALISATION

Choose which customisations you want subject to the exterior and interior combinations available.

Combination of Menthol White / Lime Yellow packs impossible.
(1) Leather and other materials. For leather details, please contact your local dealer for more information.



Allure Orange Power / Menthol White Pack/ 16" TITANIUM
Brilliant Black Alloy Wheels



Virtual Blue Allure /Alloy Wheels 16 "TITANE
Black Matt Polish Alloy Wheels



Allure Ice Silver / Lime Yellow Pack / 16" TITANIUM
Technical Grey Alloy Wheels



Midnight Black Leather Trim ⁽¹⁾



Menthol White interior customisation



Lime Yellow interior customisation

ONLINE BOUTIQUE

- 01: Light sleeveless jacket (unisex)*
- 02: Headphones with Microphone
- 03: Short sleeved t-shirt*
- 04: Cap
- 05: Thermal Flask
- 06: Watch (with three interchangeable straps)
- 07: Portable Speaker
- 08: Notebook with pen
- 09: Pen
- 10: 8GB USB key with keyring
- 11: Bowling bag*

*Items available in black and in orange



ACCESSORIES

1. Roof racks + Cesium rims+ Chrome mirror caps
2. Spoiler
3. Smoking kit (ashtray + cigarette lighter)
4. Bike rack + platform
5. Boot tray compartment
6. Personalised, Lime Yellow protective mats
7. Personalised, Menthol White, carpet mats
8. Tetrax Smart Smartphone holder
9. Multimedia support



1.



2.



4.



6.



8.



3.



5.



7.



9.

PEUGEOT AND YOU

When you choose PEUGEOT, you have the reassurance that your vehicle has been designed and manufactured to give you years of worry-free motoring. As a PEUGEOT owner, you can rely on a comprehensive range of customer care services from your Dealer; you can be sure 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 PEACE OF MIND

PEUGEOT WARRANTIES

All PEUGEOT passenger vehicles registered in Ireland come with a 5 year 100,000km warranty, which consists of 3 year manufacturer's warranty plus a 2 year warranty extension. Our cars also come with a 12 year Anti-Perforation and a 3 year Paint Warranty (6 and 2 years respectively on commercial vehicles). For full terms and conditions please contact your PEUGEOT Dealer.

PEUGEOT ASSISTANCE

All new PEUGEOT vehicles registered in Ireland come with 3 years PEUGEOT Assistance and breakdown recovery. PEUGEOT Assistance covers all incidents involving vehicle-based faults and is available 24/7, 365 days a year. PEUGEOT Assistance includes European Cover, home & roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).

SERVICING YOUR PEUGEOT

PEUGEOT Ireland have a network of PEUGEOT Service Centres. Our Aftersales teams are trained to provide the best care for your vehicle. Nobody knows your PEUGEOT like we do. Log onto www.peugeot.ie to find your nearest Service Centre.

FOR PEACE OF MIND

PEUGEOT BOUTIQUE

PEUGEOT Accessories are designed specifically for each model which means there are no compromises on fit or function. They are rigorously tested to our own high standards giving you complete confidence and peace of mind.

PEUGEOT INTERNET

Discover PEUGEOT Internet, type our address: <http://www.peugeot.ie>

PEUGEOT SERVICE CLUB

Join the PEUGEOT Service Club and get every fourth service absolutely free! Join up with your participating PEUGEOT dealer. For more details, terms and conditions see aftersales.peugeot.ie/service-club

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features combinations may not be available in Ireland. Also, some photography may feature vehicles which are left hand drive. As part of our policy of continuous specification improvement, PEUGEOT reserve the right to modify technical equipment, the options available and colours at any time. For full specification ask your PEUGEOT Dealer or click on www.peugeot.ie/nvironnement. Les produits Technature contiennent 80% à 100% de composants d'origine naturelle. Respect strict du règlement européen sur la biodégradabilité des détergents 648/2004/CE.

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