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100% ELECTRIC 100% REAL
NOW'S THE TIME TO GO ELECTRIC



PEUGEOT *iOn*



PEUGEOT



iOn THE ELECTRIC CAR THAT'S CREATING A REAL BUZZ

The iOn is amongst one of the first of a new generation of 100% electric vehicles being produced by major manufacturers – and it makes respecting the environment a practical reality. With an all-electric drivetrain, four doors, four seats and a range of up to 93 miles**, now you don't have to make compromises to play your part.

For Peugeot, electric vehicles are nothing new. We designed our first one, the VLV, in 1941. Now in 2010 the iOn is writing the next chapter – equipped with the latest-generation 330-volt lithium-ion battery system, it can be charged quickly and easily at home using a normal electricity socket, or at a dedicated fast charging station.



SWITCHED ON TO YOUR LIFESTYLE

Did you know that 90% of people drive less than 37 miles every day? It's true. The school run, seeing an old friend for lunch or commuting to and from the office – just 37 miles! With the iOn, a fully charged battery will give you up to 93 miles of independence – more than enough for whatever your day brings.



A PRACTICAL SOLUTION FOR MODERN MOTORISTS

The iOn handles just how you'd expect any Peugeot to perform. It's suitable for all roads, including motorways, and comes with a full range of safety equipment. But one big difference you'll notice is the quiet ride – all you'll hear is the tread of the tyres on tarmac, and nothing else.

The new Peugeot iOn features:

- Key Safety equipment : ABS – ESP – 6 Air bags
- Electric Power Steering
- 15" Alloy Wheels
- Fog Lamps
- Central Locking – Electric Windows – Folding Electric Door Mirrors
- LED Rear Lamps
- Automatic Headlamps
- Automatic Air Conditioning
- Radio/CD (with USB & Bluetooth® functionality)
- Height Adjustable Driver's Seat
- Rear Bench Seat separated 50/50 and with angle adjustment



HELP FOR THE ENVIRONMENT AND YOUR WALLET

The Government is committed to supporting the development and uptake of ultra low carbon emission vehicles in the UK. This means you could take advantage of the Office for Low Emission Vehicles (OLEV) support package, which offers a 25% subsidy against list price (up to maximum of £5,000) on electric cars. It's available to both fleet and retail customers on vehicles registered from January 2011.



AION

EASILY RECHARGEABLE

You can recharge the iOn anywhere – at home, work or at a public service terminal. It takes around seven hours to fully recharge from a normal 240v mains power supply. If you're in a rush, a quick 30 minute charge is enough to give you 80% capacity thanks to the fast charging system***. What's more, a full recharge can cost from as little as £1[^] – a lot less than you'd expect to pay at the pumps.

In November 2009, Plugged-In Places were announced to support the UK's growing electric vehicle market. Since then, £30 million worth of funding has been made available for the installation of recharging points in publicly accessible places like supermarkets and car parks. London, Milton Keynes and the North East will be the first areas to benefit from this investment, but that's just the beginning...

To find your local charging points, visit www.ev-network.org.uk

JUST ADD ELECTRICITY

To make the move to electric as simple as possible for you, Peugeot have developed an all-inclusive mobility offer for iOn. The four year, 40,000 mile contract is available for a monthly payment of £415 (excluding VAT) and includes:

- The lease of the vehicle (including the battery pack)
- Full warranty cover for the vehicle^{^^}, battery and electric powertrain for the period of the lease
- Full servicing & full maintenance for four years and 40,000 miles^{^^}
- Peugeot Connect Services (available mid 2011) – features include direct access to emergency services at the touch of a button

There are several other reasons why owning an electric vehicle will benefit you:

- Lower 'fuel' costs: with a full charge only from as little as £1[^], the savings in fuel costs versus a conventionally powered vehicle can be substantial over an annual period
- VED exemption: electric vehicles are exempt from annual Vehicle Excise Duty
- Congestion charge exemption: electric vehicles are also exempt from congestion charges in London, which could save you around £1600 per year^{**}.

For business users there are also further financial incentives to run an electric vehicle, including:

- Benefit In Kind exemption.
- 100% First Year Capital Write Down Allowance.

To receive exclusive pre-launch information visit www.peugeot.co.uk/ion or call 0845 200 1234*



- ** Approved range is 150km/93 miles in the NED cycle.
- *** Exclusions apply.
- * Calls to this number may be recorded for training and quality purposes, calls will be charged at local rate.
- ** Based on going into London on 200 working days per annum.
- *** Requires access to fast charging facilities.
- ^ Dependent upon energy supplier & applicable tariffs.
- ^^ Includes lease of the vehicle (battery pack included), full warranty cover for vehicle, battery and electric power train, full servicing & maintenance for the four year period or 40,000 miles.



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