



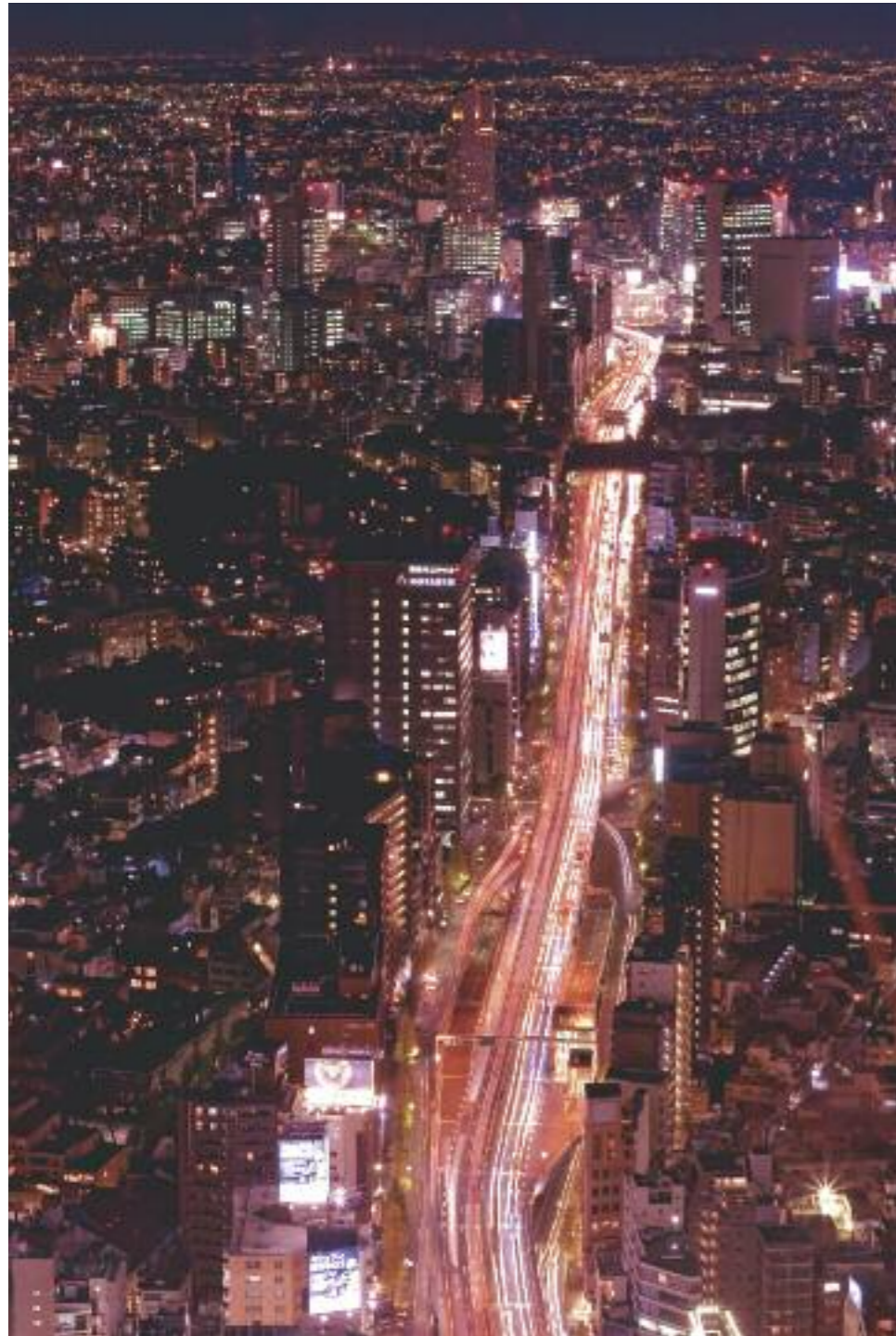
Création : BD Network - Réalisation / Edition : Gutenberg Networks Automobiles Peugeot
RC Paris B 552 144 503 - Printed in the EU - MCP3750 - July 2014

Dealer Stamp

www.peugeot.co.uk

PEUGEOT 208





RE-GENERATION



WAKE UP TO A REVOLUTION

Today, new technologies are transforming our world faster than ever. And you can see just as much transformation in the 208. The latest incarnation of the '20' series has taken a giant leap forward. Compact, agile and efficient, it's the embodiment of regeneration. Let it awaken your senses.



A blue Peugeot 208 is shown in profile, driving on a wet city street at night. The car is positioned on the left side of the frame, moving towards the right. The wet pavement reflects the car and the surrounding city lights. In the background, there are modern buildings with illuminated windows and architectural details. The overall atmosphere is urban and sophisticated.

A RE-GENERATION OF STYLE

Peugeot's new style direction is captured perfectly in the 208 and makes an instant impression. The single floating grille and distinctive headlights provide a unique visual signature.

Sculpted wings give the 208 a sense of athleticism and sensuality and each detail has been carefully considered to give a harmonious balance to the design as a whole.



A NEW INTIMACY

The interior is every bit as beautifully designed and contemporary in feel as the exterior. Comfort, elegance and technology are perfectly fused. Intuitively placed controls and a generous amount of space give you an immediate feeling of wellbeing.



A RE-INVENTED INTERIOR



Instruments and controls have been completely rethought and simplified in terms of ergonomics. The result is a seamlessly intuitive driving experience. The compact steering wheel makes you feel more in touch with the road;

meanwhile the head up instrument panel means you never have to take your eyes off it. Soft materials and ambient lighting bring an elegant touch to the modern and refined interior.

INTUITIVE AND CONNECTED

The dashboard includes a multifunction colour touch screen* close to the driver, giving easy access to the onboard computer and all the multimedia functions (radio, Bluetooth hands-free kit, music via USB connection or audio streaming).

* Standard or unavailable according to version
** Please check www.peugeot.co.uk for more information.

The touch screen can offer you even more with Peugeot Connect Apps**uniquely designed for car use. To get them, just pay a subscription and in return receive a key that plugs into the USB (Plug & Play). This gives access to on-screen applications including Michelin traffic information, the cheapest fuel, weather reports and My Peugeot.





A SPACE TO BE BE SHARED

Though the 208's dimensions are compact, its architecture has been designed to create the most generous space possible for occupants. Legroom in the rear of 208 is greater than previous models in the '20'series and there's more space in the boot too. The panoramic glass roof* increases the airy feel, giving a sense of wellbeing to everyone travelling in the car.

*Standard or optional according to version.

A NEW GENERATION DESIGN

We wanted to re-generate the driving experience. So every effort has been made to reduce weight and make the 208 as light and efficient as possible. The result is not just

improved performance and passive safety but reduced fuel consumption and CO₂ emissions too.



NEW ENGINES

The 208 takes a giant step forwards in terms of performance and the wide range of engines allows you to find the perfect match for your driving style.

A new generation of 3 cylinder engines

A new engine block delivers real improvements in fuel consumption and CO₂ emissions as well as a fantastic level of performance. The PureTech 1.2 e-VTi version allows us to offer petrol engines from 95g/km of CO₂.

e-HDi Stop & Start technology

The 208 is equipped with e-HDi technology. Fast, efficient and silent, this new generation Stop & Start system reduces fuel consumption and CO₂ emissions without compromising your driving enjoyment. All diesel engines benefit from CO₂ levels of 99g/km or below.

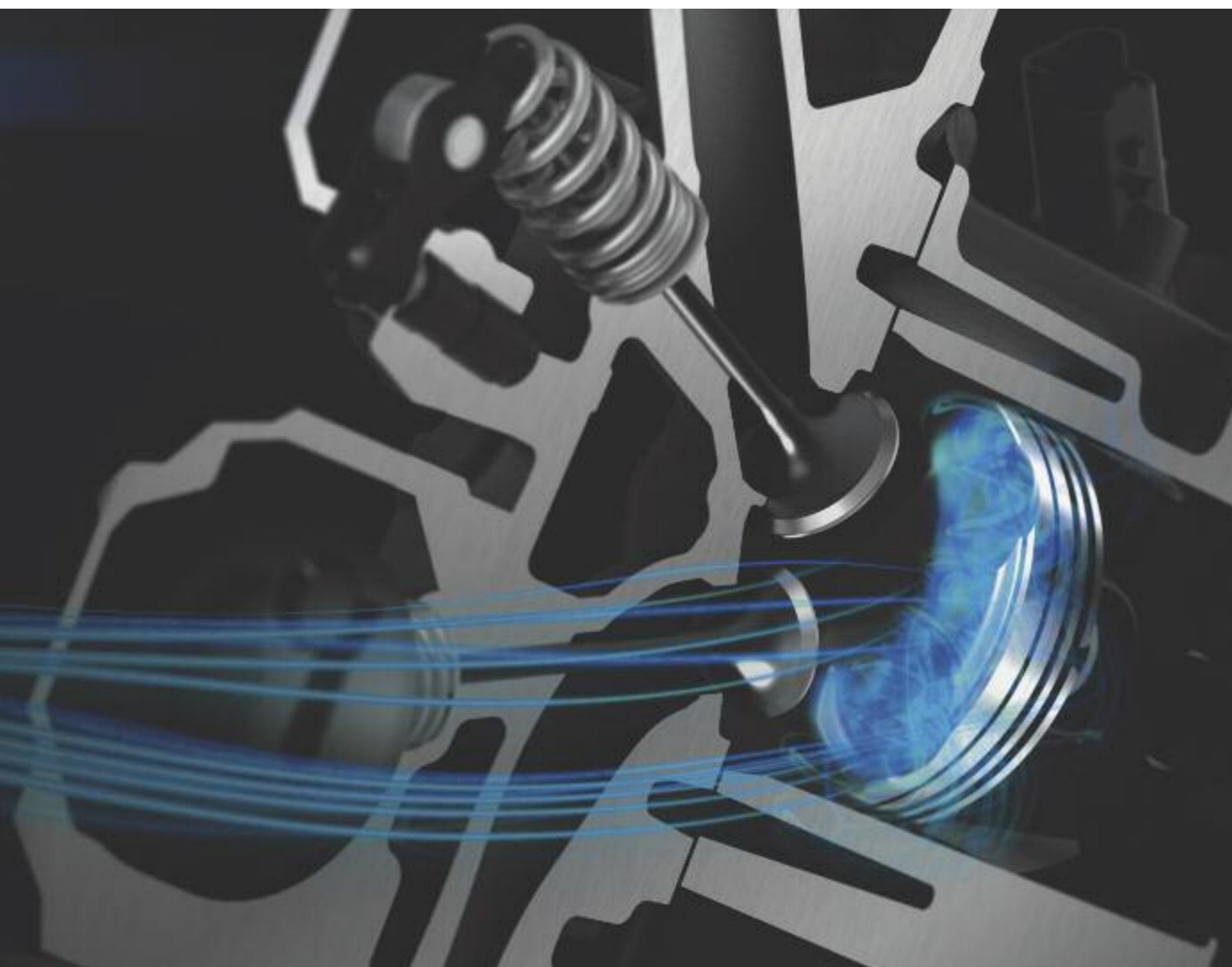
208 diesel range :

- 1.4 HDi 70 FAP, 5 speed manual gearbox
- 1.4 e-HDi 70 FAP Stop & Start EGC, 5 speed piloted gearbox
- 1.6 e-HDi 92 FAP Stop & Start, 5 speed manual gearbox
- 1.6 e-HDi 92 FAP Stop & Start EGC, 6 speed piloted gearbox
- 1.6 e-HDi 115 FAP Stop & Start, 6 speed manual gearbox

208 petrol range :

- PureTech 1.0 VTi 68, 5 speed manual gearbox
- PureTech 1.2 VTi 82, 5 speed manual gearbox
- PureTech 1.2 e-VTi 82 Stop & Start EGC, 5 speed piloted gearbox
- 1.6 VTi 120, 5 speed manual gearbox
- 1.6 VTi 120 Automatic, 4 speed automatic gearbox
- 1.6 THP 156, 6 speed manual gearbox
- 1.6 THP 200, 6 speed manual gearbox

Engine range correct at time of publication. Please refer to the Price and Specification guide for the latest information.



ENVIRONMENTAL RE-GENERATION

Peugeot uses its expertise to reduce fuel consumption and pollutant emissions on each of its vehicles. This commitment is clearly demonstrated in the 208. Weight, aerodynamics, tyres and technical expertise have all been brought into play to reduce the impact on the environment. 25% recycled or natural materials make up the 208's mass of polymers,

including a fully recycled rear bumper – a world first of which we can all be proud. We've added a range of highly efficient power trains and an extended e-HDi range to the new generation of 3 cylinder engines, combining reduced fuel consumption, lower running costs and pleasure of use.

FUEL CONSUMPTION

	Gearbox	Consumption (MPG)			CO ₂ g/km
		Urban	Extra Urban	Combined	Combined
Petrol					
PureTech 1.0 VTi 68	5 speed manual	55.4	74.3	65.7	99
PureTech 1.2 VTi 82	5 speed manual	51.4	72.4	62.8	104
PureTech 1.2 e-VTi 82 Stop & Start EGC	5 speed piloted	62.8	72.4	68.9	95
1.6 VTi 120	5 speed manual	38.2	62.8	50.4	129
1.6 VTi 120 Automatic	4 speed automatic	32.8	54.3	44.1	149
1.6 THP 156	6 speed manual	35.8	62.8	48.7	135
1.6 THP 200	6 speed manual	34.4	60.1	47.9	139
Diesel					
1.4 HDi 70 FAP	5 speed manual	64.2	83.1	74.3	98
1.4 e-HDi 70 FAP Stop & Start EGC	5 speed piloted	78.5	88.3	83.1	87
1.6 e-HDi 92 FAP Stop & Start	5 speed manual	67.3	85.6	78.5	95
1.6 e-HDi 92 FAP Stop & Start EGC	6 speed piloted	65.7	80.7	74.3	98
1.6 e-HDi 115 FAP Stop & Start	6 speed manual	61.4	83.1	74.3	99

Fuel consumption figures are correct at the time of publication. Please refer to the Price and Specification guide for the latest information.



25%

OF TOTAL POLYMERS COME FROM RECYCLED OR NATURAL MATERIALS

moving 208 to a new level in terms of eco-design.



The fuel consumption figures in the table opposite are the values approved according to the European regulation applicable to all manufacturers and all private vehicles sold in Europe. These values allow you to compare vehicles and make your decision. Urban consumption is obtained over an

urban route of approximately 2.5 miles (4 kilometres). Extra urban consumption is obtained over an extra urban route of approximately 4.25 miles (7 kilometres). Combined consumption is the average of the two routes, approximately 6.75 miles (11 kilometres). These values are obtained

under strict test conditions (temperature, weight, specifications of the rolling road, etc) and with a very steady driving profile. Real traffic conditions, weather conditions, driving style, tyre pressure, the presence of a roof rack (even if not loaded), extensive use of the air conditioning and/or

heating and vehicle condition can lead to consumption which differs from the approved figures. (Find all the Eco Driving advice you need to get the best out of your vehicle on www.peugeot.co.uk)

PEUGEOT CONNECT SOS*

Peugeot Connect SOS is now in use in most major European countries including the UK and is technology that could prove vital in an emergency.

Automatic emergency call: if the airbags inflate or the seat belt pretensioners are triggered, the vehicle automatically makes an emergency call on behalf of the driver. PEUGEOT CONNECT SOS* then locates the vehicle, establishes telephone communication with its occupants and arranges for the appropriate emergency service to be dispatched. Based on the

point of sale of the vehicle, the communication will be made in the vehicle owner's language.

Manual emergency call: whether the victim or the witness of an emergency situation, the driver is able to call PEUGEOT CONNECT SOS* quickly by pressing the SOS button located on the dashboard (and holding for 3 seconds).

ESP

All 208s are fitted as standard with new generation ESP in Europe, including ASR (Traction Control), CDS (Stability Control), EBA (Emergency Braking Assistance) and EBF (Electronic Brake force Distribution).

* PEUGEOT CONNECT SOS is available as a cost option on all 208s fitted with the Peugeot Connect unit subject to acceptance when ordering the vehicle. Terms and conditions apply.

IMPROVED PROTECTION

First of all, making the 208 as light as possible improves the passive safety of the vehicle. Numerous driving assistance systems, including ESP as standard, have been integrated to improve levels of comfort and safety. The 208 not only offers excellent road holding, it's also equipped with six airbags, an active footrest system and collapsible steering column which limits the consequences for occupants in the event of an impact. Finally, because we want our drivers to be as safe as possible, Peugeot give you Peugeot Connect SOS and Peugeot Connect Assistance.



TRIMS

Trims are available according to version.



Black Horizon Cloth



Eclipse Premium Cloth



Black Ice Half Leather



Twilight Cloth

TRIMS



Midnight Black Leather*



Black Curve Trim

* Extra cost option

COLOURS

The Peugeot 208 is available in a range of body colours to suit your personality.

METALLIC



ROSE QUARTZ

VIRTUAL BLUE



SHARK GREY

ALUMINIUM

RIOJA RED



BIANCA WHITE
*solid colour

SATIN WHITE
*pearlescent colour

NERA BLACK

SPIRIT GREY

WHEELS

ACCESSORIES

Enjoy more personalisation and greater comfort by adding accessories to your 208. See the full range in the 208 Accessories brochure.

15" WHEEL TRIMS

15" ALLOYS

16" ALLOYS

17" ALLOYS



BORE



AZOTE



HELIUM



OXYGEN



CHROME



ARGON



HELIUM
TECHNICAL GREY



OXYGEN
TECHNICAL GREY



IRIDIUM



SCANDIUM



KRYPTON



LIGNE S



LIGNE S



WHITE



STREET
GREY



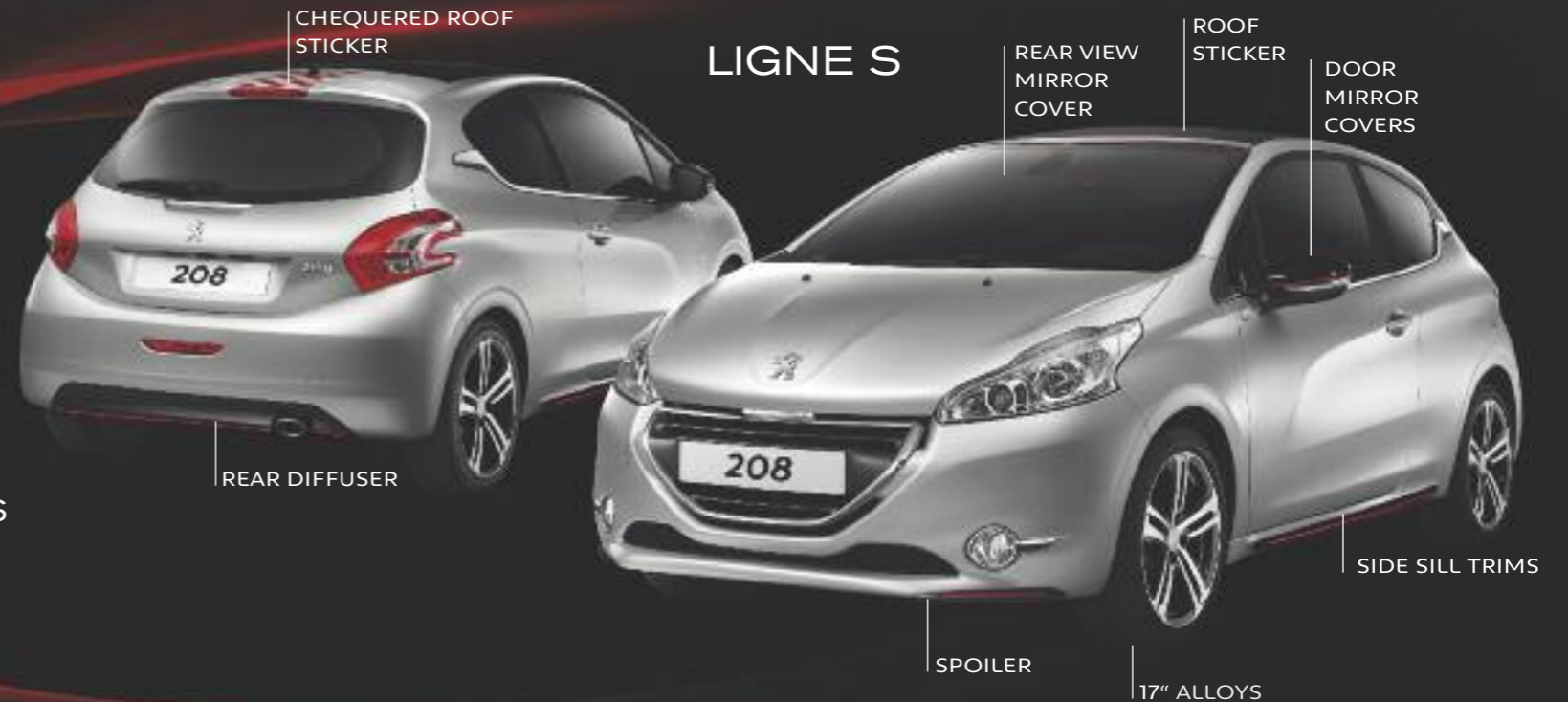
VIRTUAL
BLUE



STREET
BROWN



ROSE
QUARTZ



Available as standard, option or an accessory depending on version. Please refer to the Price and Specification guide for the latest information.





PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry free motoring. Also, as a Peugeot owner, you can rely on the customer care services of your Dealer. This will ensure 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 YOUR PEACE OF MIND

208 VEHICLE WARRANTY

All Peugeot 208's first registered in the UK and purchased from a UK Peugeot Dealer will benefit from a 2 year unlimited mileage manufacturer warranty and a free optional additional year of warranty (up to 60,000 miles) provided by the Peugeot Dealer Network. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. Our cars also come with a 12 Year Anti-Perforation and 3 Year Paint Warranty (6 and 2 years on vans). For full terms and conditions on all of these, please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE

All new Peugeots come with 12 months' Peugeot Assistance - our breakdown assistance service. This covers all incidents involving vehicle based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year. Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or accommodation if required. It can be extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling 0870752 7050.

PEUGEOT SERVICE CARE

Peugeot 208's benefit from service intervals of up to 12,500 miles or 1 year (20,000 miles or 1 year for 1.6 VTI petrol engines). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions.

FINANCE - LET THE SPECIALISTS HELP

Peugeot Financial Services offer a range of flexible finance plans to make owning a new Peugeot easy. As specialists, we will provide choice, convenience and flexibility. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18s only, a guarantee may be required.

FURTHER INFORMATION

PEUGEOT INSURANCE

Designed for Peugeot to offer tailored cover at a competitive price. In the event of an accident, a Peugeot Approved Accident Repair Centre will repair your car, using Peugeot original parts and offer a courtesy car (subject to availability). Call Peugeot

Insurance for a quote on 0870 0240 206. (8am-8pm weekdays, 9am-5pm Saturdays. Max call charge from a BT landline is 8p/minute. Calls from other networks may vary. Calls may be recorded). Peugeot Insurance is underwritten by UK Insurance Limited.

PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete confidence and peace of mind.

PEUGEOT AND THE ENVIRONMENT

Our website has detail of Peugeot's environmental and recycling policies.

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features may not be available in the UK and some

photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot reserves the right to modify specification,

options and colours at any time. For full details ask your Peugeot Dealer, or click on www.peugeot.co.uk. Print and photographic processes used in this

brochure may alter the depth and tone of the colours shown.

This brochure is not a contractual document or offer of sale.

The details in this brochure cannot be reproduced without the express authorisation of Peugeot.

Issued by: Sales and Marketing Peugeot Motor Company plc Pinley House 2 Sunbeam Way Coventry CV3 1 ND