



Création : BD Network – Réalisation : Altavia Paris - Edition : Gutenberg Networks –
Automobiles Peugeot RC Paris B 552 144 503 .
September 2014

Dealer stamp

www.peugeot.co.uk



NEW PEUGEOT 508



NEW 508, 508 SW & 508 RXH

The New Peugeot 508, 508 SW and 508 RXH reveal an assertive and contemporary style. The outline is clearly structured with a new radiator grille and Peugeot's lion in its centre.

This strong design can also be seen in the car's interior. The decor creates a premium feel and new in-car systems provide new levels of comfort.

For an accentuated driving experience, the New 508 range has the latest generation of engines providing the perfect combination of on the road performance and efficiency.





DISTINCTIVE DESIGN

The new 508 reveals a dynamic line, both tense and fluid at the same time, 508 re-invents the rules of the saloon car.

New 508 has a more contemporary design, including a vertical grille with Peugeot's lion in the centre, a horizontal bonnet and full LED technology.*

By choosing new 508 you can expect high levels of specification. The car's interior is both luxurious and comfortable, whilst the stylish exterior demonstrates exceptional architecture.

*100% Electro Luminescent Diode Lighting is standard on New 508.



ASSERTIVE STYLING

New 508 also has a renewed style at the rear. Robust and elegant, its re-designed structure reinforces its function of protection.

The lights on the rear are designed along a horizontal line providing full clear rear vision. The vibrant red of the claws draw attention to the strong appeal of the new 508.



DEVELOPED FOR THE ROAD

With its pure and elegant lines, the simplicity of New 508 SW is the secret of its elegance. Its horizontal bonnet and vertical grill with the Peugeot lion in its centre confirm the appeal of Peugeot's new SW.

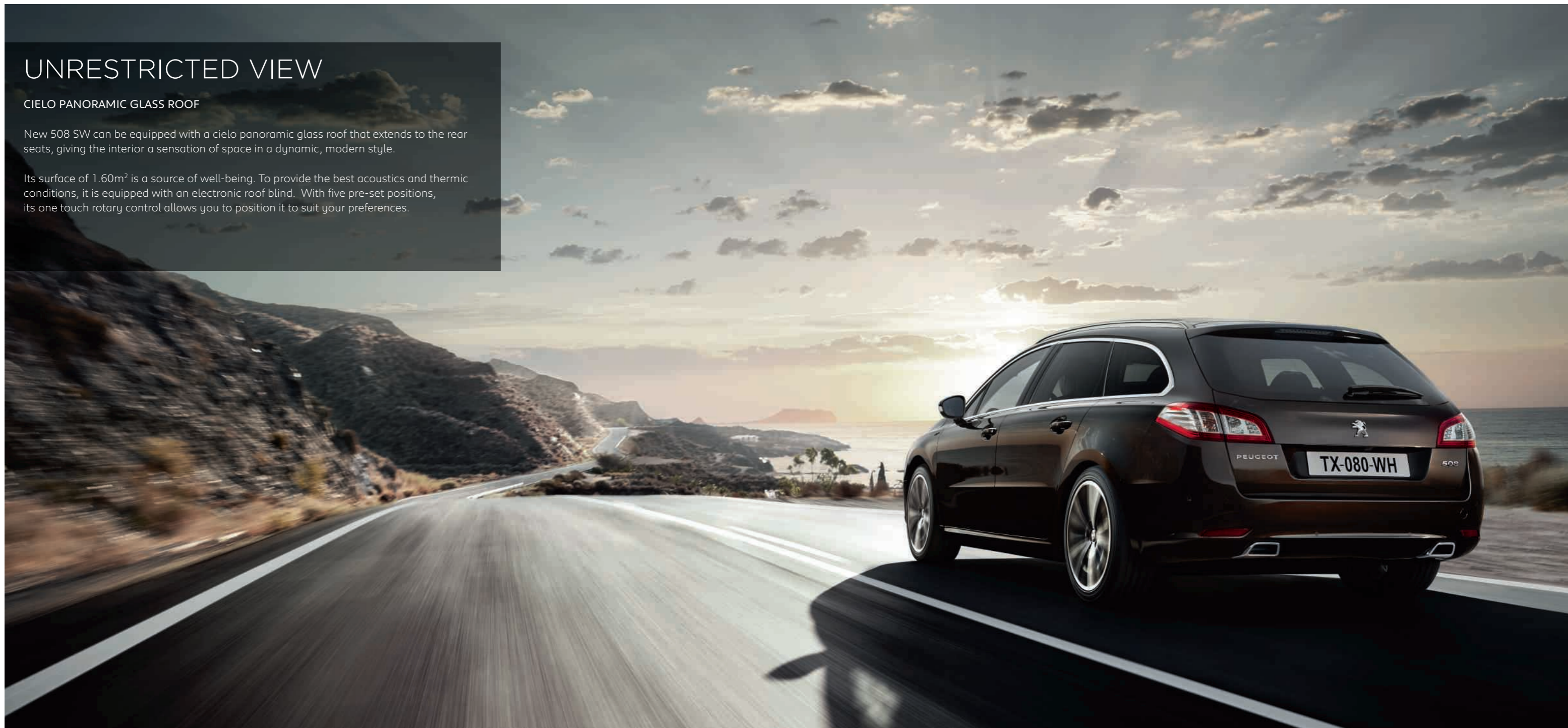
By driving the New 508 SW you will experience exemplary comfort whilst enjoying high performance and benefit from dynamic acceleration.

UNRESTRICTED VIEW

CIELO PANORAMIC GLASS ROOF

New 508 SW can be equipped with a cielo panoramic glass roof that extends to the rear seats, giving the interior a sensation of space in a dynamic, modern style.

Its surface of 1.60m² is a source of well-being. To provide the best acoustics and thermic conditions, it is equipped with an electronic roof blind. With five pre-set positions, its one touch rotary control allows you to position it to suit your preferences.





ATTENTION TO DETAIL

The New 508 reveals its contemporary design in every detail of the car's interior. Inside you will find premium features created for comfort and the pleasure of your senses.

The technological driving position with its colour head-up display*, the simple design of the dashboard and its 7" touchscreen bring you immediate serenity.

All the interior features and trim are composed of high quality materials: chrome, gloss black, satin black and leather all associate elegance.

New 508 confirms its refined identification without being ostentatious.

*Standard or optional dependent on version.

EXPERIENCE COMFORT

The interior of New 508 has been designed to be more comfortable for passengers. Enjoy the elegance and space and utilise the technology.

STORAGE

New 508, 508 SW & 508 RXH have a number of storage compartments: there is a storage compartment in the centre console, an air conditioned glove box, 2 cup holders in the front and 2 in the back, space for putting bottles in each door and a storage compartment in the armrest.

HEATING AND VENTILATION

In addition to manual and dual-zone air conditioning, the New 508 and 508 SW can be equipped with quad-zone air conditioning* allowing the driver and passengers to have control of their own air conditioning and choose the temperature that suits them best.

SEATS

The interior design gives both driver and passengers plenty of space in the front and rear cabins. The seats have been developed around three customer expectations: style, posture and individual comfort.

The front seats can be electric* or heated* and the seating position can be adjusted thanks to the adjustable seat cushion.

AUTOMATIC & PROGRAMMABLE HEATING

New 508 and 508 SW can be fitted with the automatic & programmable heating device* that enables the car interior to be pre-heated or pre-ventilated prior to getting in the vehicle. This ensures that the car interior is at the right temperature before setting off on your journey.

*Standard or optional according to version.





NEW 508 RXH DISTINCTIVE POSTURE

New 508 RXH differentiates itself by its distinctive shape. Its front face and its structure highlight a strong temperament and robustness.

New 508 RXH is characterised by the signature all road styling and full LED* lighting technology. On the front the LED Daytime Running Lights represent 3 claws creating a true feline look.

*100% light emitting diode lighting is standard on New 508 RXH.



LOOK ADVENTUROUS

With the high driving position and the choice of HYbrid4 or BlueHDi engine (180 hp)* New 508 RXH offers an intense driving experience. Its wheel arch extension and its elevated ground clearance confirm its presence on the road.

*Engine available from November 2014.



DRIVING EXPERIENCE

Sit behind the wheel of New 508 RXH and discover a premier interior. Uniting technology and an intuitive driving position, New 508 RXH makes your journey easier.

PEUGEOT OPEN & GO SYSTEM*

The electronic recognition system allows you to unlock and start your New 508 RXH much more easily. Instead of a conventional key there is an electronic key, which can be kept in your bag or pocket. To unlock the car, simply brush the car door handle with your hand and once inside to start the engine, simply press the 'start' button.

TOUCHSCREEN

New 508 RXH is equipped with a high resolution multifunction colour touchscreen which offers multimedia services, navigation and phone connections.

REVERSING CAMERA

The reversing camera is activated automatically when the car is placed in reverse gear. Your manoeuvres will be visible on the touchscreen making reversing easier and safer.

BLINDSPOT MONITORING

There are 4 sensors located on the front and rear bumpers which monitor during your journey the presence of a vehicle in your blind spot. An orange diode light switches on in the door mirrors to alert you of the car.

*Standard or optional according to version.

SPACIOUS

PANAROMIC CIELO ROOF

New 508 RXH is flooded with natural light due to the panoramic roof which extends to the rear seats. It has a surface of 1.60 m² and gives a real sense of freedom and space. From outside the panoramic cielo roof gives New 508 RXH a dynamic and modern look. For convenience the roof has a one touch rotary control with 5 pre-set positions allowing you to set up the roof to suit your preferences.

SPACIOUS BOOT

New 508 RXH has a generous boot of 560 dm³ VDA, and up to 1 598 dm³ VDA with the rear seats folded flat (including an underboot floor storage of 42 dm³ VDA).



EASY LIFE ON BOARD

Intelligent and innovative, New 508 is equipped with various technologies designed to make driving easier.

COLOUR HEAD UP DISPLAY*

The display provides essential information for you without having to take your eyes off the road. Your speed and cruise control limit settings are projected directly into your line of vision on a glare proof transparent screen.

REVERSING CAMERA

Activates automatically when you select reverse gear. It allows you to visualise your manoeuvre on the touchscreen making reversing safer and easier.



PARKING SPACE MEASUREMENT SYSTEM*

Parking Space Measurement System which is both audible and graphical, informs the driver of the distance between the front or rear of the car and the obstacle.

BLINDSPOT MONITORING*

There are 4 sensors located on the front and rear bumpers which monitor during your journey the presence of a vehicle in your blindspot. An orange diode light switches on in the door mirrors to alert the driver of a car in your blind spot.

*Standard or optional according to version.



INTELLIGENCE CONNECTED

The New 508 has a number of connected services, navigation and tools all available from the 7" touchscreen.

AUDIO SYSTEM & NAVIGATION

New 508, 508 SW and 508 RXH (except HYbrid4) have DAB digital radio, CD player and a USB socket all of which are linked to 6 speakers. Satellite navigation is also available from the touchscreen.

TOUCHSCREEN

New 508, 508 SW & 508 RXH are equipped with a high resolution multifunction touchscreen with links to multimedia, navigation and phone connectivity.

PEUGEOT CONNECT APPS*

From the touchscreen you can access Peugeot Connect Apps*. To connect to the service you will need a Connection Key and you will need to connect it to the USB socket. You will then have access to the App services; find a parking space, view traffic information, look at the weather forecast and see tourist information from Trip Advisor or the Michelin Guide.

*The customer will need to take out a contract to access this service.

APPLICATION 'LINK MYPEUGEOT*'

'Link MyPeugeot' application collects information about your car on your smartphone (GPS location, mileage, fuel consumption) and can provide the following information:

- Service reminders(1) : provides the date of your next scheduled service.
- Find My Car(2) : to find where you have parked your car.
- Find my destination(2) : use once you have parked your car to reach your destination on foot (requires the navigation app on your smartphone).
- Fuel : In between journeys check the fuel gauge and the fuel remaining.
- Statistics : Check your arrival time, average fuel consumption and distance travelled.

The application uses a bluetooth connection with the touchscreen to collect the information with the engine is switched off(3).

* Available subject to having a compatible smartphone.

(1) These reminders do not replace those stated in the Service Handbooks.

(2) Available on vehicles equipped with the touchscreen and it will require a navigation app to be installed on the smartphone and the smartphone will need to have an internet connection.

(3) Initially you will need to enter the vehicle VIN number into the App to secure the connection between your smartphone and the 508.

ARKAMYS SYSTEM & JBL HI-FI KIT*

New 508 is equipped with the Arkamys system which generates a more balanced sound atmosphere. The system generates the sound at the same level as the windscreen and the instruments are placed directly in front of the passengers.

For additional amplification the JBL Hi-Fi kit* comes equipped with 10 speakers and a 500W amplifier.

*Standard or optional according to version.



POWERFUL PRESENCE

Entirely re-thought to show strength and character, the front face is characterised by the impressive signature lighting of full LED* technology.

At the rear the lamps represent 3 claws underlying the feline look of the vehicle... a new design reinforcing the new identity of the brand.

*100 % Light Emitting Diode lighting, standard or optional according to version.

SAFETY

Because your safety is paramount New 508, 508 SW and 508 RXH are equipped with the following:

ELECTRONIC STABILITY PROGRAMME (ESP)

Peugeot's Electronic Stability Programme (ESP) groups together a number of braking technologies which ensures dynamic handling and delivers a high level of safety.

The system combines the functions of anti-lock brakes (ABS), traction control (ASR), Electronic Brake Force Distribution (EBV, & CBC), Emergency Brake Assist (AFU), anti-stall engine (MSR) and intelligent traction so 508's grip is optimised.

ELECTRIC PARKING BRAKE*

The electric parking brake is automatically applied when the engine is stopped or if the engine is stalled. The parking brake is then automatically released on acceleration. The Hill Assist function coupled with the electric parking brake maintains the brake temporarily (for up to 2 seconds) when the vehicle is on a gradient.

CRUISE CONTROL & SPEED LIMITER

Cruise control allows you to select and maintain a constant speed and the speed limiter allows you to program in a speed that cannot be exceeded. These functions are controlled from the multifunction steering wheel and there are 5 programmable settings available.

AIRBAGS

In the event of a collision, there are 6 airbags to increase the protection of the occupants; 2 front airbags, 2 front side air bags and 2 curtain airbags to cover the front and rear.

HEAD RESTS

The front head rests on 508, 508 SW and 508 RXH are designed to offer precise positioning at the required height. Their size and fold-over shape allows perfect adjustment giving occupants a high level of protection.

*Standard or optional according to version

ADDITIONAL DIRECTIONAL LIGHTS

When your speed is under 25 mph the light of the front fog light helps to illuminate the inside of a bend (whether using full beam or dipped headlights). This is particularly useful in urban areas, on intersections, on winding roads and when parking.

PEUGEOT CONNECT SOS AND ASSISTANCE*

Peugeot's emergency call service is available throughout Europe. Peugeot Connect SOS and Assistance has 2 functions:

Automatic Emergency Call: If the airbags or pretensioners are triggered, the vehicle makes an emergency call automatically, without any action by the driver. Peugeot Connect SOS then locates the vehicle, establishes phone communications with the car's occupants and if required despatches the appropriate emergency services. The communication can take place in the language of origin of the owner of the vehicle.

Manual Emergency Call: if a 508 driver is the victim or witnesses an accident or illness he can use Peugeot Connect SOS and Assistance to make a phone call. He simply has to press the SOS button located on the dashboard for 3 seconds.

Peugeot Connect SOS is currently active in 11 European countries (UK, France, Germany, Italy, Spain, Portugal, Luxembourg, Holland, Switzerland, Austria, Denmark and Poland).

*Peugeot Connect SOS and Assistance is standard on 508, 508 SW and 508 RXH.

PERFORMANCE & EFFICIENCY

BlueHDi TECHNOLOGY

BlueHDi is the name of Peugeot's Euro 6 Diesel engines. The technology has enabled the NOX (Oxocarbon) to be dramatically reduced - by more than 90%, and the CO₂ emissions and fuel consumption to be optimised.

The 2.0 BlueHDi 150 engine has emissions of just 109g/km in the saloon and 110g/km in the SW and is undoubtedly one of the leaders in the segment for a car with this power. Likewise the new 2.0 BlueHDi 180 has been homologated in the RXH with 119g/km CO₂ which constitutes one of the best combinations of power/ consumption in this segment.

DIESEL ENGINES

	Gearbox	Fuel Consumption MPG			CO ₂ (g/km)
		Urban	Extra Urban	Combined	
2.0 BlueHDi 150	6 Speed	57.6 / 56.5*	74.3 / 74.3*	67.3 / 67.3*	109 / 110*
2.0 BlueHDi 180 (RXH)	6 Speed Automatic	54.3	67.3	61.4	119

*SW Figures.



ALLOY WHEELS*



19" Capella Alloy Wheels (Style 12)



18" Naos Alloy Wheels (Style 7)

18" Attalia Alloy Wheels

18" Cian Alloy Wheels

COLOURS*

METALLIC PAINTS



Aluminium



Flint



Nera Black



Cumulus Grey



Shark Grey



PEARLESCENT PAINT - Pearl White



Egyptian Blue



Bistre



SOLID PAINT - Bianca White

*Paints available according to version.



TRIMS

TRIMS - 508 and 508 SW

Cocher Cloth (Black)
1/2 Leather with Marston Cloth (Black)*
Simple Claudia Leather (Black)*
Simple Nappa Full Grain Leather (Black)*

TRIMS 508 RXH

1/2 Leather with Tramontane Cloth (Black)
Full Leather Trim (Black)*
Leather with Alcantara (Lama)*

*Standard or optional according to version.



Cocher Cloth (Black)

1/2 Leather with Marston Cloth (Black)*

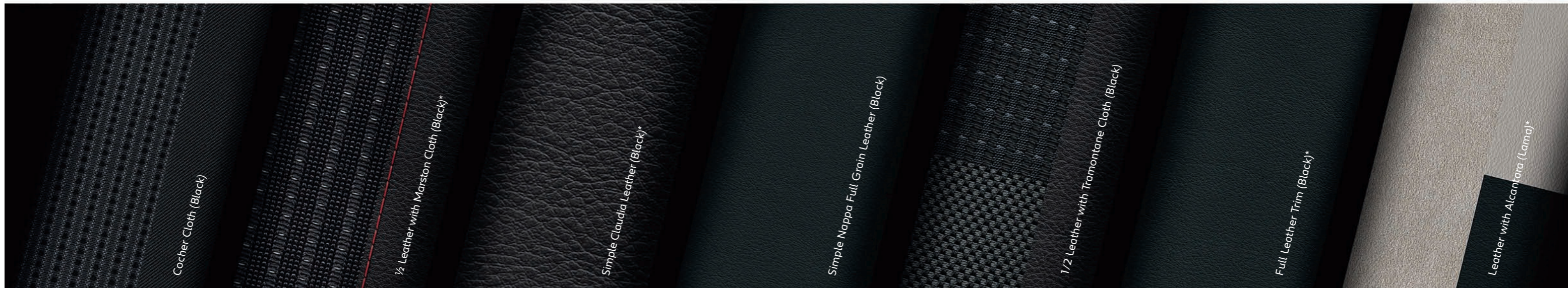
Simple Claudia Leather (Black)*

Simple Nappa Full Grain Leather (Black)

1/2 Leather with Tramontane Cloth (Black)

Full Leather Trim (Black)*

Leather with Alcantara (Lama)*



ACCESSOIRES

- 1 – Towing Hook
- 2 – Multimedia Screen
- 3 – SW Roofbars
- 4 – Rear Sun Blind
- 5 – Boot Storage Compartment
- 6 – Rear Spoiler
- 7 – Dog Guard



1



2



3



4



5



7



6

NETWORK AND SERVICES

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. As a Peugeot owner, you can also 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

MANUFACTURER WARRANTY
Any New Peugeot 108 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 of 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 hours a day, 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 0870 752 7050.

PEUGEOT SERVICE CARE
Please refer to the maintenance book for details of the service intervals for New Peugeot 108 and the specifics of 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. For more information please visit peugeot.co.uk/accessories or your local Peugeot Dealer.

PEUGEOT AND THE ENVIRONMENT
Our website has details 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 expressed authorisation of Peugeot. Issued by: Sales and Marketing, Peugeot Motor Company plc., Pinley House, 2 Sunbeam Way, Coventry, CV3 1ND.