



PEUGEOT 208



PEUGEOT





LET YOUR BODY DRIVE

The pleasure of driving has always been at the heart of every Peugeot. Now it's been rekindled with the new 208. Designed to offer more sensations and more stimulation, the 208 feels like an extension of your body. Its intuitive design inspires new feelings, fuels your emotions and instantly makes you feel like taking to the road. Awaken your senses and let your body drive with the new 208.



A NEW TAKE
ON STYLE



The Peugeot 208 instantly stirs emotion with its brand new design. Sculpted and athletic, sporty and sophisticated, the 208 sees a fresh take on Peugeot's already contemporary style. New design features combine to give the 208 an edge, including a stylish 'floating' radiator grille, lighting signature, boomerang-shaped rear lights and refined chrome accents.

The 208 also boasts smooth lines and an aerodynamic body that not only looks chic but has the benefit of improved fuel efficiency. All the design features work in harmony for a coherent form that's beautifully seamless.

A photograph taken from the driver's perspective inside a car. The view is looking out through the front and side windows at a bright, sunny beach scene with waves crashing onto the shore. The car's interior, including the side mirror, window frame, and part of the dashboard, is visible in the foreground. The sky is clear and blue.

INTUITIVE INTERIOR

The 208 has a boldly redesigned interior that reflects the exterior style, for a modern and streamlined feel. Inside you'll find clean and uncluttered surfaces, with new ambience lighting and sensuous materials to create the sensation of a relaxed pace of life.

The driving position has been completely remodelled to feel natural and intuitive. There's a reduced-diameter steering wheel and a raised 'head up' instrument cluster, making the

208 easier to handle, more instinctive and more reassuring. The highly optimised architecture has also achieved the amazing feat of increasing spaciousness, with more room in the rear seats for passengers and a larger boot.

With its intuitive driving position, generous space and elegant design, the 208 brings you a new level of driving pleasure.





ENTERTAINMENT AT YOUR FINGERTIPS

The 208 interior layout represents a complete departure from many of the accepted norms of automotive design. The new dashboard incorporates a touchscreen that is ideally positioned for the ultimate in driver connectivity and comfort. Diverse functions like radio, Bluetooth, and music files via USB connection or audio streaming are within easy reach, strengthening the intimate and natural bond between car and driver.





TWO DISTINCT
BODY TYPES



With a compact and athletic silhouette, reduced overhangs, and a sleek flow between the short bonnet and the inclined windscreen, the Peugeot 208 reveals a sporty, charismatic new face. It is available in 3 and 5-door models, each exhibiting its own distinct character.

The 3-door model sports a rear quarter panel design reminiscent of the 208's ancestors, and the 5-door model features a muscular crease running through the rear doors which appears to emerge from the elegantly-sculpted taillights. Both models have thin and compact headlights which frame the stylish 'floating' grille.

ENGINES

1.2L VTi 60kW 1.6L VTi 88kW

Each engine in the 208 range has been designed to deliver maximum performance along with optimised fuel efficiency for its cubic capacity. They offer the benefits of variable valve timing for immediate throttle response at all speeds and in all situations.

1.6L THP 115kW TURBO

This high efficiency turbo-charged engine produces an abundance of torque even at low speeds (240Nm at 1,400rpm). It is dynamic and smooth in character, while also economical and environmentally responsible.



PEUGEOT AND THE ENVIRONMENT

Peugeot is a global leader in advanced technologies which satisfy humanity's desire for mobility as well as the need to minimise impacts on our natural environment. In order to achieve this, the brand invests in continuous research & development in a number of important areas: improving the overall efficiency of the internal combustion engine; the creation of petrol and diesel engines with reduced capacities which offer more performance than their larger predecessors; the application of micro-hybrid technology to

create leading Stop&Start alternatives; the creation of the world's first diesel-electric hybrid; electric drive and many more.

The Peugeot philosophy is therefore to offer a mobility solution for all types of needs, whilst simultaneously reducing the environmental footprint and improving driving pleasure. Currently, 79% of Peugeot vehicles sold worldwide emit fewer than 140 grams per kilometre of CO₂.

CLEANER EMISSIONS

All engines in the 208 range feature advanced technology that allows them to meet and exceed the stringent Euro 5 emissions standard. Euro 5 is the toughest standard in force in Europe today, and easily exceeds the Euro 4 level, which has been required by Australian law since July 2010.





DRIVE IN A NEW LIGHT

The agile and modern 208 features a glass panoramic roof* that enhances the feeling of interior spaciousness and allows you to drive in a new light. A 'hunt for excess weight' has also taken place resulting in a much lighter and more agile driving experience, along with tighter control of fuel consumption and CO₂ emissions. These benefits have come despite 208 also offering passive safety and performance levels better than its predecessor.

*Panoramic roof available depending on model version





PERCEPTIVE SAFETY FEATURES

The 208 surprises by its design, seduces by its performance and convinces with its abundant safety features.

Peugeot engineers have integrated numerous driving aid systems to increase significantly the level of safety and comfort. In fact, the Peugeot 208 is the first car in its segment to be awarded the maximum 5-star rating by Euro NCAP.

The 208 boasts a comprehensive list of safety features, including a powerful durable braking system, which includes:

- **Anti-lock Brake System (ABS)** to help you keep control of the steering and prevent the car from skidding under heavy braking.
- **Electronic Brake force Distribution (EBD)** applies a different amount of braking force to individual wheels to keep the car stable – especially if you need to brake in a corner.
- **Emergency Brake Assist (EBA)** Hit the brakes hard in a hurry and the system will apply maximum braking power in milliseconds to bring you to a halt quickly and safely. This system automatically activates the hazard lights to warn other motorists.

Electronic Stability Program (ESP), which is standard across the range. ESP comprises:

- **Traction Control System (TCS)**
Activates the braking and engine management systems to prevent the driven wheels from spinning in slippery conditions.
- **Dynamic Stability Control (DSC)**
Continuously monitors and compares data from the steering wheel sensor and the yaw sensor to detect any under or oversteer, then uses the braking and engine management systems to keep you on course.

YOUR PERSONAL BODYGUARD

People come first with us. That's why we've taken all the features you can't see on the 208 as seriously as those you can. Beneath its elegant, dynamic lines lies a passenger safety cell with impact absorption structures to soak up as much crash energy as possible. These include:

- The main impact structure, as well as a new lower structure. So in the event of a head-on collision, you and your passengers are effectively cocooned in a protective cell.
- An aluminium alloy impact bar at the back to safeguard the cabin and the fuel tank, as well as the reinforced side panels to take the brunt of the force if you're hit from that angle.



If you do find yourself in a dangerous situation, it's reassuring to know that the 208 is also fully equipped with 3-point seatbelts with force limiters, for added restraint and safety. Plus, there's a collapsible steering column, which retracts to prevent excessive injuries to the driver. And if you're travelling with kids, the rear seats are fitted with child seat mounting points to keep precious little passengers safe and secure in compatible child seats.

The 208's final line of defence is provided by six airbags:

- Two adaptive driver and front passenger airbags for head and upper body protection.
- Two front side airbags safeguard the driver and front passenger's chests and bodies.
- Two curtain airbags, to protect both the front and rear passengers' heads.



UPHOLSTERY AND TRIM

The trim is broken down into five different styles that offer multiple personalities for a contemporary and elegant look.

CLAUDIA BLACK LEATHER MISTRAL COLOUR SCHEME

Option available on Allure, Allure Premium
and Allure Sport models



TEMKE CLOTH

Standard on Allure Sport





**MARIOT PARTIAL LEATHER
MISTRAL COLOUR SCHEME**

Standard on Allure Premium



**MAILLE CLOTH
MISTRAL COLOUR SCHEME**

Standard on Allure



**MORDORE CLOTH
MISTRAL COLOUR SCHEME**

Standard on Active

COLOURS

The Peugeot 208 offers a selection of body colours to match your desires. It's your choice.



BLOSSOM GREY 

CALADO BLUE 



OASIS BLUE 



SHARK GREY 



ALUMINIUM GREY 



MOROCCAN RED 



BIANCA WHITE** 



BLACK RED 



PERLA NERA 

PLEASE CONSULT YOUR DEALER FOR COLOUR AVAILABILITY ** SOLID COLOUR

WHEELS*



15"
wheel trim
- ACTIVE



16" ALLOY
wheel rim
- ALLURE
Helium



17" ALLOY
wheel rim
- ALLURE PREMIUM
& ALLURE SPORT
Oxygen

When it comes to peace-of-mind servicing for your new 208 there is no substitute for certainty. Therefore every new 208 includes our innovative new Assured Service Plan, which provides you with a set price for each of the first three scheduled services (every 12 months or 20,000kms, whichever occurs first). Ask your Peugeot Dealer for more details.

DRIVING DOWN THE COSTS OF SERVICING

Peugeot petrol and diesel engine cars need servicing every 20,000 kms or every 12 months, whichever comes first. This reflects a recent lengthening of the schedule and with less time spent in the maintenance bay and fewer service visits, Peugeot has passed on the benefits of technology in engine design and lubrication. While Peugeot can predict the maintenance needs of engine and other major components, the wearing of certain components such as tyres and brake pads is less predictable and is affected by driving style and conditions.

3 YEAR / 100,000 KM WARRANTY

Should any part of the vehicle require repair or replacement as a result of a manufacturing or material defect within the warranty period, the part will be repaired or replaced completely free of charge by your authorised Peugeot dealer, regardless of any change of ownership during the period covered. The warranty does not cover items replaced during normal service and maintenance operations, which are subject to wear and tear.

During the period you will also automatically receive Peugeot Assistance cover for complete peace of mind (subject to the conditions outlined in the Warranty Maintenance Book).

12 YEAR ANTI-CORROSION WARRANTY

Peugeots are renowned for their durability and longevity. This is due in part to the sophisticated measures which are taken during the production process to optimise long-term protection from the elements. Peugeot backs this advanced technology with a 12 year warranty against corrosion-perforation of your car's bodywork - one of the longest body warranties in the world today (subject to conditions in the Warranty Maintenance Book).

PEUGEOT ASSISTANCE

Whatever it takes to get you going again, in the unlikely event of a breakdown or emergency, it only takes one free phone call. Peugeot Assistance is free for Peugeot new car owners. The programme includes 24-hour roadside assistance, vehicle recovery, technical advice, message service, home assistance and accident or theft

co-ordination. Your Peugeot Dealer has full details of all terms and conditions.

PEUGEOT GENUINE PARTS PROMISE

If your car is in for a service or repair, the parts required to keep your car on the road are Peugeot genuine parts. Using specifically designed and manufactured parts ensures your Peugeot can operate at peak performance at all times.

IMPORTANT NOTICE

Peugeot Automobiles Australia offers this brochure as a general guide to product specifications. Photographs and illustrations in this brochure are for illustrative purposes only and do not necessarily represent final production models for Australia, or modifications made to meet Australian standards or requirements. All data in this brochure is believed to be correct as at September 2012. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, Peugeot Automobiles Australia reserves the right to change specifications without notice. Accordingly,

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For further information about the new 208 visit us online.



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