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THE PEUGEOT 4008 – STYLE AND SAFETY

With its distinctive, elegant appearance and SUV features, the 4008 is a modern response to the needs of all-terrain vehicle customers, in a very prominent market segment.

At the heart of a very dynamic world market in the C segment of all-terrain SUVs, the 4008 will be distributed to more than 50 countries.

Presented as a world premiere at the 2012 Geneva Motor Show, Australia will be one of the first markets in the world to sell the all-new soft roader when the car officially goes on sale on June 9.

The world market of all-terrain SUVs has been growing strongly since 2005. With the 4008, Peugeot is continuing its international offensive to win new customers by offering a young, modern and upmarket range which is the perfect response to the changes in these markets.

Firmly rooted in the world of the SUV, the 4008 combines strength, power and driving safety in all circumstances. Thanks to its four-wheel drive, which is always available, it gives a feeling of freedom and greater peace of mind when driving.

Comfortable, compact and maneuverable, the 4008 SUV is also perfectly suited to the urban environment. A combination of temperament, elegance and spontaneity, the 4008 emits an attractive, driving energy able to draw together a wide target customer base. With its unique style, strong and distinctive, its handling qualities, its versatility of use and its equipment, the 4008 is the reflection of a modern and upmarket vision of the all-terrain vehicle which will have the ability to win over the new sensibilities of 4X4 SUV customers.

With this new SUV, Peugeot completes its range of vehicles suited to the various expectations of all-terrain customers. The 4008 is aimed both at customers who already own an all-terrain vehicle and at those looking for an alternative to saloons or MPVs, a vehicle synonymous with leisure and driving pleasure.

In addition to the 4007, but also the 3008 and its recent HYbrid4 version, the 4008 fulfils the expectations of the different markets showing strong growth in the compact SUV segment.

A DISTINCTIVE STYLE

The Peugeot stylists wanted to give the 4008 a strong personality firmly rooted in the world of the Marque.

“What [we] attempted to create is a car that is very present, that’s got a lot of attitude on the road – a positive attitude, which is supposed to be sympathetic, but strong, like a little body builder that will protect while you sit inside,” said Cristian Gudima - lead designer for 4008.



“A 4x4 is supposed to be a high car and to make it look high we decided to make the grille upright which makes it statutory and very present.”

“The tail light is a red circle inverse boomerang. We use this term a lot in car design – it’s a shape that is getting kind of “fashione” today. In the U-shape we have these three shapes. It’s like a lion claw. It’s a very strong, very typical Peugeot element which we use in our cars.”

At the front, a line of LED daylight running lamps complement the headlamps and three red claws sculpted rear lamps.

The off-road character has been emphasised by the adoption the vertical design of grille, the inclusion of body sill protectors and prominent wheel arch protection trims. The almost-horizontal bonnet grooves and the style line – which extends to the rear wing where it descends again crossing the lamp – are a distinctive feature and appear to hollow out along the body side, accentuating the strong and dynamic aspect of the 4008.

The work carried out by the Peugeot Design Style team, down to the smallest detail, gives the 4008 a class of elegance in line with its positioning. The exterior is set off with chromed components, one surrounding the floating grille, two others surrounding the side air intakes and a bead adorning the tailgate.

The interior ambiance is enhanced by the choice of materials, like the soft texture fascia and the lacquered black decoration of the centre console.

The adjustable ambiance lighting offers the occupants pleasant night lighting by means of amber side LEDs.

Peugeot designers also tweaked the instrument panel, back-lit both day and night, to impress a dynamic style and make the information easier to read.

There are piano black trim highlights on the steering wheel, central console and door plates on Allure models.

There are chrome highlights on the switch for 4WD mode as well as the air conditioning and instrument panel rings.

There are also soft pads on the central console, armrest and doors.



A DISTINCTIVE DRIVE

To do this, Peugeot engineers carried out significant work on the 4008 to make sure it was in line with the dynamic abilities of the rest of the passenger vehicle range.

To give the 4008 a more stable feeling on the road the engineers widened the front and rear tracks by 10 mm more than the donor vehicle.

The springs and shock absorbers in the suspension have been recalibrated for a firmer ride and more dynamic handling.

More weighting has been added to the steering feel at medium to high speeds to make the car feel more planted on the road.

Peugeot engineers also re-calibrated the ESP and the braking systems to allow for more spirited driving to bring the 4008 more in line with the tastes of Peugeot buyers.

Peugeot engineers also added extra sound proofing in the doors and more weighting to make the doors close like a premium European offering.

MULTIPURPOSE, COMFORTABLE SUV

The platform of the 4008, taken in part from the 4007, has been reduced in length by 30cm (shorter front and rear overhangs). Its long wheelbase (2.67m) and its wide tracks have been retained to guarantee good occupant space in the front and rear, as well as a generous boot volume of 384L that grows to 1193L with the rear seats folded. The 4008 comes with a full size spare wheel.

The 4008 is 4.34m long, 1.80m wide and 1.63m high. Its compactness and occupant space is among the best in the segment and make it a vehicle suitable for everyday use, including in town, and for leisure journeys or family holidays.

ENGINE AND DRIVETRAIN

In Australia, the 4008 will be powered by a 2.0-litre (110kW/197Nm) four cylinder petrol engine mated to either a five-speed manual gearbox or a continuously variable transmission (CVT). Fuel consumption is 7.7L/100km for the 2WD manual and 8.1L/100km for the 4WD auto 8.1L. The CO₂ emissions are 181g/km and 192g/km respectively.



The 4008 boasts a sophisticated 4WD drive system that offer the choice of 2WD, 4WD and also 4WD drive lock for those more tricky off-road situations.

Two-wheel drive mode is for use on dry roads on which the driver considers there is no risk of loss of grip. In this case the vehicle operates with front wheel drive only for optimised fuel consumption.

Four-wheel-drive mode is the normal and regular mode of use of the vehicle. The distribution of the torque between the front and rear axles is controlled by the electronic unit. This guarantees optimum roadholding, regardless of the conditions of grip. For example, at a constant speed of 50 mph (80 km/h) on a dry road, 85% of the traction will be provided by the front axle, whereas the rear wheels will be used more in the case of sharp acceleration or when the surface becomes slippery.

Four-wheel-drive lock should be used in conditions of reduced grip. The transmission to the four driving wheels becomes permanent with even greater distribution of torque to the rear wheels than in 4WD mode. This is particularly the case at low speed when 50% more torque, with a maximum of 82%, will be distributed to the rear compared with the automatic 4WD mode.

SAFETY

Given the concerns surrounding safety of SUVs for families, Peugeot Australia has made the decision to make a rear mirror camera standard across the 4008 model range.

The image is shown in the left hand corner of the rear vision mirror to give parents the peace of mind of having eyes in the back of their heads.

This decision is an Australia-specific choice as our model line-up is different in equipment to the other markets around the world.

As well as the security of the rear camera the 4008 comes loaded with all the standard safety systems you would expect from Peugeot.

An electronic stability program is standard across the range and incorporates anti-skid and traction control functions. Peugeot engineers recalibrated both the ESP and ABS systems to make the 4008 feel more like a Peugeot. All 4008as also come with emergency brake assist and electronic brakeforce distribution.

The 4008 is also designed to provide the highest level of secondary safety. Its deformable body structure provides a high level of energy absorption in the event of a front, rear or side impact.

There are seven airbags in the 4008 - two front airbags, two front side airbags, two curtain airbags and a steering column airbag for the driver.



There are also five three-point seat belts with pre tensioning and force limiting front seatbelts and three anchorage points for child seats.

EQUIPMENT

In Australia, the 4008 will be available in two equipment grades: Active and Allure.

With a total of five variants, the 4008 enters the segment at \$28,990 and has typical segment premiums for AWD drive at \$2000 and CVT automatic transmission at \$2500.

Active models come with a comprehensive level of equipment including seven airbags, a rear mirror camera, 16-inch alloy wheels, CD player with six speakers, steering wheel audio controls, Bluetooth and USB connectivity, front fog lights, LED lights, automatic headlights and wipers, electro chromatic mirror, leather trimmed steering wheel, cloth/vinyl seats, exterior chrome highlights, automatic air conditioning, cruise control, cargo cover, colour multifunction display and a full sized spare wheel.

Active models also have cruise control, air conditioned glovebox, power windows, dark tinted rear privacy glass, driver's foot rest and height and rear adjustable steering wheel.

All models have an audio system with CD player and integrated MP3 decoder with six speakers (including two tweeters). It has four musical ambiance settings (Pop, Rock, Talk and Easy) and three types of acoustic field (Stage, Hall and Surround), as well as a frequency and speaker adjustment equaliser.

There is a jack socket and a USB socket in the central armrest, as well as a Bluetooth interface. It allows the occupants to connect their mobile telephone or multimedia players and use them hands-free by voice control or via the buttons on the dashboard and on the multifunction steering wheel.

There are two option packs for Active models. The first adds 18-inch alloys wheels and side chrome door sills for \$1000. The second offers these two options and adds a full leather interior for \$3000.

The high grade Allure is available in AWD CVT only. Allure models are priced from \$38,490 and gain the following equipment: Xenon headlights, leather interior, 18-inch alloys, chrome side sills, power seats, a height adjustable passenger seat and heated seats.

Both models are available with the option of a fully integrated satellite navigation system that incorporates a full screen colour rear camera, as well as Bluetooth functionality, USB plug and play as well as a DVD player for just \$1495.

The front centre console incorporates two cup holders, a storage compartment and a tissue dispenser as well as a USB, jack and 12 V connections. A further 12V socket is available in the boot.



The glove compartment is lit and cooled with the automatic air conditioning. It offers a large storage volume as well as a pen holder and a map holder.

There is room for 1.5-litre bottles in the side door pockets and the rear seats have two cup holders under the centre armrest. The front seat backs incorporate storage pockets and nets.

The dark tinted rear windows contribute to the dynamism and modernity of the 4008 while improving the visual comfort of the occupants and control of the temperature.

***PEUGEOT 4008 PRICING:**

2.0 Active 2WD manual: \$28,990

2.0 Active 2WD CVT: \$31,490

2.0 Active AWD manual: \$30,990

2.0 Active AWD CVT: \$33,490

2.0 Allure AWD CVT: \$38,490

Metallic paint is \$800 or \$1300 for premium paint.

**Prices quoted are the Manufacturer's List Prices (MLP), inclusive of Luxury Car Tax (LCT) at the rate of 33%, and excluding dealer delivery charges. LCT is payable on all vehicles with a total purchase price, including the price of factory & dealer fitted optional extras & dealer delivery charges, above \$57,466. This is a manufacturer's list and new vehicles must be purchased from dealers. Specifications and pricing are as planned for Model Year 2012 and subject to change without notice or obligation.*

FOR MORE INFORMATION:

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