



PEUGEOT 208 RANGE

MEDIA KIT - 2015

PEUGOT'S NEW 208 OFFERS TWO NEW HATCHES FOR UNDER \$20,000 RRP

- Fresh styling updates and new model joins local 208 range with aggressive pricing
- Vibrant new colours and textured paint and personalisation packs, give customers more choice
- Euro 6 emissions compliant drivetrains for more performance and better emissions
- New segment-leading Aisin transmission offers unparalleled refinement

Peugeot Australia has launched the redesigned 208 range with increased technology, new segment-leading drivetrains and a whole new model, along with new prices that see two models under \$20,000RRP.

Since its initial launch in 2013 the 208 has been a breath of fresh air to the Compact segment, but the 2015 update has pushed it even further in front of the competition, thanks to fresh styling updates and increased personalisation options.

The 2015 model also boasts a healthy range of technological updates to back up the vibrant new colours and textured paints, with new award-winning Euro 6 emissions-compliant drivetrains and a new Aisin gearbox ensuring the 208 drives better than ever.

Joining the 208 range for the first time in Australia is the new 208 Access model, available with the 1.2-litre PureTech 60kW engine and five-speed manual, or 1.2 PureTech e-THP 81kW engine with a new Aisin six-speed automatic – the later paired to an 81kW petrol turbo drivetrain.

The introduction of this entry level model sees unparalleled competition in the dynamic Compact market segment.

Both Access models will be available for under \$20,000 RRP, with the 60kW Access manual opening proceedings at a sharp \$15,990 and while the 81kW automatic model carries an RRP of \$18,990.

The 208 Active brings revised standard specification, engines and pricing from the previous model, allowing Peugeot to offer an enhanced value proposition without compromising on comfort, style or safety – all features that have won the 208 a legion of fans the world over.

The other fresh face in the line-up is the GT-Line for those who want sporty styling elements and a range of creature comforts, but without the hardcore performance of the 208 GTi.

The halo car of the 208 range, the driver focused 208 GTi, gains an uprated engine tune to now produce 153kW and 300Nm, leading to a 0-100km/h time of only 6.7 seconds – yet improves on fuel efficiency and CO2 emissions.

Starting from the outside the 208's redesigned front bumper features a sharper line, pairing to the wider, deeper grille rimmed with a chrome dress piece that is now integrated.

Two-tone headlights have black and chrome masks and come as standard fitment on the 208 Active, while the Allure adds LED running lights and cornering assist fog lights for truly amazing night time vision.

The LED tail lights now incorporate a redesigned cluster featuring Peugeot's signature 3D "claws" motif, but the designers saw fit to leave the sculpted side and chrome window trim from the previous model.

There are new 16-inch and 17-inch wheel options, with painted or diamante finishes available, as well as a laser-engraved option – as an accessory.

Showing the flair and vivacity Peugeot buyers love the new 208 is available in 12 bright, lively colours, which also includes an option for textured paint – a first for a mass production vehicle. It perfectly illustrates the sophistication and premium style the entire Peugeot range is renowned for.

The facelift 208 also benefits from an updated colour palette, with a movement to a more vibrant colour range, helping buyers stand out on Australian roads, as evidenced by the introduction of the new Orange Power hero colour.

Other changes to the standard colour palette include Hurricane Grey (replacing Blossom Grey) in the range and is the base colour on the entry-level Access. Bianca White remains the base colour for models above the Active. Virtual Blue replaces Calado Blue, while Twilight Blue - as found in the award-winning Peugeot 308 – remains.

New to Peugeot is the availability of world first Textured Matte Premium Paint. Four years in development and previously used on the limited edition Peugeot 208 GTi 30th Anniversary model it has an innovative Matte and Satin finish, a clear break from mainstream colours and paints on offer for production cars in Australia.

These tones react strongly under light, with variations in finish and shade, contrary to conventional matte paint that smooths out curves and hides body lines.

In a world first for a mass production car, these paints are more robust than conventional matte paints, with particularly good resistance to micro scratches and are easier to maintain as they are compatible with pressure-washers and brush car washing machines; both of which would destroy a traditional matte paint finish.

The new 208 range also features four Personalisation option packs, two interior and two exterior. Available in Menthol White or Lime Yellow they are a striking addition to the 208's elegant style, and are a factory-fit option from the Active model up.

Exterior packs include a new grille with stamped 3D effect, gloss black grille finisher, gloss black front fog lamp finishers with laser engraved lines and coloured Peugeot lettering front and rear, while the Interior packs feature sports seats with contrasting stitching, coloured door handles, grained dashboard moldings and satin chrome air vent finishers.

The 208 has always been a tour-de-force for state-of-the-art technology, but new innovations and customer demand has led to even higher specification levels. A reversing camera is available as an option from Active models and above.

Active City Brake (available on Allure and GT-Line) is available as option and is combined with reverse camera, making it possible to reduce crash severity in urban conditions at speeds of less than 40km/h.

Peugeot's new range of Euro 6 engines are now available in the 208 for the first time, with CO₂ emissions as low as just 99g/km.

The flagship 1.2-litre PureTech's turbocharged 81kW engine, featuring Stop & Start (S&S) technology, is now part of the family; coupled with a new Aisin six-speed automatic gearbox, achieves CO₂ emissions of just 104g/km.

The new 208 is available in a five-door body style, and comes in four generously equipped trim levels – Access, Active, Allure and GT-Line. The latter is a new addition to the range and, following the lead of the larger 308, adopts many of the styling attributes of the iconic GTi model.

For a more performance-oriented body style the 208 GTi is available as a three-door variant only and gains a substantially overhauled drivetrain adopted from the 208 GTi 30th anniversary model.

Peugeot Australia's General Manager, John Statari, sees the 2015 208 ushering in a new era for the Compact segment in Australia, "The 208 has always been a great vehicle and with the adoption of our award winning PureTech drivetrains, new pricing and the availability of such a wide variety of personalisation options – it just got better.

"Our cars say a lot about who we are as people, so we see the new options for buyers to tailor their 208 to suit their particular personalities as a positive for the market. On top of this, a premium product like the 208 has never been so attainable with the new Access model entering the market at only \$15,990 RRP."

"Above that we also have the new GT Line; a model aimed at people who want the sporty look of our legendary GTi without the high-performance drivetrain and firm sports suspension. It is a mid-way point for car enthusiasts who enjoy the styling of a performance car without the need for firmer suspension or greater performance."

ENDS

NEW MODELS DRIVE FUN AND FLAIR INTO COMPACT MARKET

- Access and 208 GT Line models come to Australia for the first time
- Five model line-up with Access, Active, Allure, GT Line and GTi
- Cheaper prices across the board, with more technology, safety and efficiency
- Range topped by high-performance GTi models with increased performance

Stepping into a premium compact hatch has never been easier thanks to Peugeot Australia offering the new 2015 208 Access for under \$16,000 RRP. This sharply priced model kicks off a five-strong model hierarchy, ranging from Access, through Active, Allure, new GT Line and to the legendary GTi hot hatch.

The new 208 Access model is available with a 1.2-litre PureTech 60kW three-cylinder petrol engine and five-speed manual, or 1.2 PureTech e-THP 81kW three-cylinder engine, fitted for the first time in 208 with a new Aisin six-speed automatic.

All Australian-delivered Access models will be available in the new Hurricane Grey colour as standard and features a full-sized spare wheel among generous standard specification, including cruise control with speed limiter, power windows, tyre pressure warning system, central locking, power windows, 6 airbags, six speaker audio and Halogen headlights with DRLs.

The new 2015 208 Active adds to these features with standard, turbocharged 1.2L PureTech engine, 6 speed automatic, 7 inch touch screen, leather wrapped steering wheel, rear parking sensors (visual guidance via touch screen), Programmable cruise control, colour-coded mirrors, satin black highlights on the front bar, fog lights and black and chrome headlights with LED DRLs.

Above the Active sits the Allure which adds; satellite navigation, dual zone climate control, front centre armrest, Active cornering fog lamps, Front parking sonar, an all-new self-park function, automatic headlamps and wipers, electrochromatic rear vision mirror, satin chrome interior highlights and chrome accents for the grille, window trim and mirror covers.

Featuring a sportier look and feel, the new 208 GT-Line removes much of the Allure's chrome highlights in favour of GTi-inspired red and black. Additional specification over the Allure includes; sports seats, equalizer grille with red highlights, panoramic roof, privacy glass, 17" alloy Caesium wheels, while the mirror shells are changed for Perla Nera black units to match the rear and quarter privacy glass.

Sitting atop the 208 family tree is still the eponymous GTi. The vivacious hot hatch boasts a 153kW turbocharged high-performance turbocharged 1.6-litre four-cylinder engine, with looks to match thanks to the

rear spoiler, 17-inch Carbone wheels, unique GTi grille and headlights, plus chrome and black window trim, chrome GTi mirrors, sports rear bar with diffuser and twin exhaust tips.

Peugeot Australia General Manager, John Startari, says there is now a Peugeot 208 for all needs and wants, "With the entry of the 208 Access we can now offer the Peugeot experience of prestige quality and style, to a greater number of Australian customers,

"The addition of the all-new Access has been bolstered by generous upgrades throughout the model range so that anyone who buys a 208, no matter which model, enjoys a prestige motoring experience.

"The addition of the GT-Line allows those who might not be ready to take the wheel of a full-fledged GTi model to enjoy the sporty nature and style the Peugeot GT name is so well known for, without the sports-oriented suspension and more aggressive visual package."

ENDS

PEUGEOT 208 ENTERS AUSTRALIAN COMPACT MARKET UNDER \$16,000

- 208 Access launches in Australia at \$15,990 RRP
- Two models priced under \$20,000 RRP for the first time
- New GT-Line sports model hits the ground running at \$27,490
- 2015 GTi scores new, more powerful engine for no price increase

Peugeot Australia will launch its strongest offering in the compact passenger segment with two all-new models entering the market under the \$20,000.

All models benefit from new drivetrains, new transmissions or new on-board technology.

The 60kW 208 Access manual will retail for just \$15,990 – the most accessible price point ever for a Peugeot in the marques 80 year Australian history.

Access models can also be specified with an all-new, 6-speed automatic transmission – paired to a more powerful 81kW, turbocharged 1.2L petrol drivetrain for \$18,990, signaling Peugeot's intention to speak directly to first car-buyers and the younger end of the Compact market.

Complementing the Access is the mid-range Active model at \$21,990. Already generously loaded with on-board technologies, the Active can also be optioned with Rear camera and satellite navigation.

Stepping-up the Allure will retail for \$25,990 and offer a rich prestige feel for under \$30,000, even with the optional panoramic glass roof and leather trim. Other options available for 208 Allure include 17-inch alloy wheels, rear camera and City Brake technology.

Replacing the previous Allure premium model is a range of options that enable customers to specify the vehicle to their needs including: reverse camera, active city brake, 17" alloy wheels, leather (with seat heating), panoramic roof and metallic paint.

Appearing for the first time in the Australian 208 line-up is the sports-oriented GT-Line and, at a lowly \$27,490 RRP it is sure to be a favorite for drivers wanting the look and feel of Peugeot's iconic GTi, but without the high-performance drivetrain.

The range-topping GTi brings with it a revised, more powerful and more efficient 1.6L, four cylinder, turbo drivetrain developing 153kW and 300Nm of torque.

Peugeot Australia's General Manager, John Statari, says the improved value found in the new 208 represents an exciting step forward in the brand's ongoing growth in Australia, "The new 2015 208 represents fantastic value across the board, from the two new Access models available for less than \$20,000, through the \$25,990 Allure and new GT-Line at \$27,490 and up to the more powerful, more efficient \$30,990 GTi.

"Thanks to the combination of technological and styling advances with this sharp new pricing our Compact segment range is the strongest and most competitive it has been in years. There really is a vehicle here for any style or performance persuasion, and they've never been more affordable."

The full range will list as per below:

- Access manual; \$15,990 (60kW drivetrain)
- Access auto; \$18,990 (81kW drivetrain)
- Active; \$21,990 (automatic transmission only)
- Allure; \$25,990 (automatic transmission only)
- GT-Line; \$27,490 (automatic transmission only)
- GTi; \$30,990

Options across the range include:

- Metallic paint; \$990 (all models)
- Premium/textured paints; \$1050 (Excluding Access)
- Rear camera \$300 (Active, Allure, GT-Line and GTi)
- Rear camera with Active City Brake; \$500 (Allure and GT-Line)
- Satellite Navigation; \$1250 (Active)
- Panoramic roof; \$1000 (Allure)
- 17-inch alloy wheels; \$1000 (Allure)
- Leather with seat heating front; \$2000 (Allure)

ENDS

208 LINE-UP AT A GLANCE

The repowered and redesigned Peugeot 208 range will launch with five model variants, three engines, three transmissions and two body styles.



NEW Access (RRP: \$15,990)

- 60kW, 1.2L, 3 cylinder, PureTech drivetrain
- 5 –speed manual transmission
- Six airbags
- ABS, EBD, Traction control and stability control
- Tyre pressure warning sensors
- Power windows
- Cruise control with electronic speed limiter
- Air-conditioning with air-conditioned glovebox
- Six speaker audio with CD player and Arkamys digital sound processing
- USB and Bluetooth connectivity
- Steering wheel audio controls
- Central locking
- Halogen headlamps with Daytime Running Lamps (DRL)
- Hurricane Grey paint

2015 Peugeot 208 Range kit

- 15" steel wheels with wheel covers with full size spare

NEW Access automatic (RRP: \$18,990) – over Access manual.

- +21kW (1.2L, PureTech, turbo-petrol drivetrain)
- Six-speed Aisin automatic transmission
- Stop and Start system

Active (RRP: \$21,990) – over Access automatic.

- 7" full-colour touchscreen audio
- Front fog lamps
- Rear parking sonar
- Programmable cruise control via 7" touchscreen
- Two-tone black and chrome headlamps with LED DRL
- 16" Titane alloy wheels with full size spare
- Leather steering wheel
- Body colour door handles
- Electric folding mirrors

Allure (RRP: \$25,990) – over Active

- Dual-zone climate control
- Satellite navigation
- Self-parking (Entry, exit, parallel and 90 degree function)
- Fog lamps with cornering function
- Front parking sensors
- Automatic headlamps
- Rain-sensing wipers
- Electrochromatic rear view mirror
- Chrome pack with chrome effect 'Equalizer' grille and mirror shells
- Smooth leather steering wheel and gear lever with satin chrome highlights
- Satin chrome highlights around air vents and dash
- Folding centre armrest with storage
- Mistral mesh sports cloth trim

NEW GT-Line (RRP: \$27,990) – over Allure

- Panoramic Cielo Glass roof
- 17" Caesium alloy wheels

- Privacy glass
- GT-Line piano black and gloss red interior highlights and red stripe seatbelts
- Sports bucket seats in Mistral/Red Oxford topstitch
- Smooth leather and chrome steering wheel
- Passenger seat height adjustment
- 'Equalizer' sports grille with red highlights and red Peugeot lettering
- Perla Nera black mirror shells
- Chrome exhaust tips
- GT-Line badging

GTi (RRP: \$30,990) – over GT-Line

- 3 door body style
- +72kW, +95Nm over 1.2L PureTech turbo (153kW and 300Nm)
- 6 speed manual transmission
- 17" Carbone alloy wheels
- Chrome headlamps with GTi lettering and LED lighting signature
- Unique front and rear bumpers
- Rear spoiler
- Dual chrome exhaust tips
- Sports bucket seats in half Nappa leather and mesh cloth trim
- GTi badging and identity plate
- Minus front parking sonar and park assist

PEUGEOT LETS YOU HAVE THE 208 YOUR WAY

- Fresh styling tweaks enhance 208's svelte lines
- Bright new colours allows 208 buyers to stand out among 50 shades of grey
- Two personalisation packs let 208 buyers create their perfect match
- Radical new textured paint option a first in sub-\$100,000 cars

The Facelift 208 receives a fresh, updated front fascia for its facelift makeover. This refresh sees the departure of the 'floating grille' design, with the integration of the grille further into the lower (and now wider) bumper, helping enhance the front profile of the vehicle by providing a more planted, dynamic and sporty look.

The front-end of the 2015 208 is also distinguished by grade through the adoption of Daytime Running Lights (DRL), and a smoked black and chrome aspect to the headlamp cluster, adding to the premium feel of the vehicle; these uniquely designed lighting elements bring a strongly identifiable and charismatic feel to the new 208.

Adding the finishing touch are the redesigned lower bumper fog light housings, featuring a more aggressive rear-swept design, evocative of the aggressive air dams on high-performance vehicles.

At the rear the new 208 features the new Peugeot Family 3D Floating Tri-Claw LED taillight design to distinguish the evolution of the 208.

Showing the flair and vivacity Peugeot buyers love the new 208 is available in 12 bright, lively colours, which also includes an option for textured paint – a first for a mass production vehicle. It perfectly illustrates the sophistication and premium style the entire Peugeot range is renowned for.

The facelift 208 also benefits from an updated colour palette, with a movement to a more vibrant colour range, helping buyers stand out on Australian roads, as evidenced by the introduction of the new Orange Power hero colour. Other changes to the standard colour palette include the new Hurricane Grey and Virtual Blue colours.

A world-first for Peugeot and the 2015 208 is Textured Matte Premium Paint. Previously used on the limited edition Peugeot 208 GTi 30th Anniversary model it has an innovative Matte and Satin finish which react strongly under light showing variations in finish and shade unlike conventional matte paint.

In a world first for a mass production car, these paints are more robust than typical matte finishes. Resistant to micro scratches they are also easier to maintain as they're compatible with pressure-washers and brush car washing machines.

The 208 also receives new Interior and Exterior customisation packs available from the factory. These packs serve specifically to enhance the personalisation aspects of the vehicle and allow it to target those buyers for whom individuality and expression extends to their vehicle.

The customisation packs are available in two themes, Lime Yellow and Menthol White. The packs include:

Exterior personalisation:

- Equaliser grille with stamped 3D Effect Gloss black grille finisher
- Gloss black front fog lamp finishers with laser engraved colour accent
- Coloured Peugeot lettering front and rear
- Gloss black door mirror shells with colour accents

Interior personalisation:

- Sports seats with contrast stitching
- Coloured front and rear door handles with coloured laser engraving at the front
- Grained dashboard moulding
- Satin chrome air vent finishers
- Full grain leather steering wheel and gear level gaiter with contrast stitching

To complement the exterior styling changes, all grades from Active up gain a refreshed alloy wheel design (17" option on Allure), to further distinguish the 208 facelift. The 16-inch and 17-inch wheel options feature painted or diamante finishes, as well as laser-engraved wheels as an accessory.

Peugeot Australia General Manager, John Statari, says having the option to personalise your 208 has never been more important, "Today we're used to being able to customise almost anything we buy to suit our individual tastes. The world is a vast tapestry of people who all have different ideas on style, design, feel and performance, so it was vital for Peugeot to offer the same kind of ability for buyers to make their car, a hugely emotive and personal purchase, feel like it is truly theirs."

ENDS

REFINED CABIN OPTIONS MAKE NEW 208 A NICER PLACE TO BE

- Comfort, ease of use and safety highlight new 208 interiors
- Four base levels of interior trim on offer
- Two interior Personalisation packs allow cabins to be tailored to individual tastes
- Optional technologies make for safer, easier driving experience

Peugeot has always prided itself on equipping their cars with a high standard of interior fit and finish, with quality, innovation and leading technology paramount to a pleasurable driving experience. Even in a car which costs less than \$17,000 from new, Peugeot has paid care and attention to ensure comfort, safety and performance are far above average for the compact class.

The 208 Access and Active feature Mistral Tungsten Comfort Cloth trim, while the Allure models receive Techmat Mistral 3D Mesh Sports Cloth.

The large 7" touch screen, standard from 208 Active, allows intuitive access to the different functions of the vehicle, from playing audio files to navigation (standard in Allure), as well as the trip computer and management of telephone calls via Bluetooth™.

Options include satellite navigation for the Active (Standard on Allure and up), a reverse camera (available on Active) and Active City Brake technology for Allure and GT-Line.



The Allure can also be optioned with rich Claudia leather trim for the seats, while the pack adds leatherette door cards, plus seat warmers and passenger seat height adjustment. For a real luxury touch, Allure buyers can also option their car with the Cielo Panorama glass roof and privacy glass.

For the GT-Line model Peugeot blended the Allure and GTi interiors for a comfortable yet sporty feel. The Mistral/Red Oxford top-stitch Sports Cloth trim is paired with GTi-style seats, red and black inserts on door-pulls, leather gear shift gaiter and a chunky flat-bottomed steering wheel.

Topping out the range is the high-performance GTi, equipped with all the extra touches any enthusiast needs when finding that perfect piece of road.

The full grain Nappa half leather and Caro mesh cloth trim boasts bright red bolsters, matching the black and red inserts on the doors. Drivers grip a chunky flat-bottomed steering wheel for better feel in the corners, while they know their feet can stick like glue to the machined aluminium pedals and their hand gets to row through gears using the triangulated machine-finished metal gear knob.

ENDS

AWARD WINNING ENIGNES POWER PEUGEOT 208 INTO THE FUTURE

- International Engine Of The Year class winning engines standard in updated 208
- PureTech engines feature Euro 6 emissions compliant technology
- GTi packs 153kW sting in its tail
- Class leading efficiency and emissions on offer

One of the most significant improvements in the facelifted 208 range is the adoption of the turbocharged 1.2-litre PureTech e-THP three-cylinder engine fitted to automatic-equipped models, which is the most powerful of its type in the Australian compact class at 81kW.

The 208's 81kW variant of the turbocharged 1.2L PureTech e-THP engine is a shining example of technological innovation, and this engine development has resulted in 121 patents filed by the PSA Group.

The PureTech e-THP engine is the same three-cylinder unit found in the all-new 308, and it has undergone a thorough, rigorous testing process.

This involved being subjected to over 25,000 hours on test benches and more than 4 million kilometres of road tests.

This stringent focus on quality, reliability and durability, coupled with astounding performance, saw the 1.2-litre PureTech e-THP engine take out the coveted 2015 International Engine of the Year award in its class, and finish in the Top 3 for the overall award.

With a combined fuel efficiency of 4.3-litres per 100km (1.2L manual) and 4.5L/100km (1.2T e-THP automatic) the 208 will be amongst the most fuel efficient vehicles in the Australian compact segment, thanks in part to the innovative Stop & Start technology.

This frugal efficiency comes without any compromise on performance, with 95% of the engine's torque available from just 1500rpm in the turbocharged 1.2L e-THP.

The vivacious 208 GTi also gains a 6kW power boost, with a higher tuned 153kW 1.6THP engine helping maintain its standing as the successor to the legendary 205 GTi's mantle as the ultimate '80s hot hatch. John Startari, General Manager of Peugeot Australia, said that the marque is committed to offering practical, powerful, efficient and low emissions drivetrains across as many models as quickly as possible.

“With over 125 years of drivetrain development and engineering experience this is our opportunity to leverage PSA Peugeot’s lead in development and rollout of powerful and efficient drivetrain technology,” said Startari.

“Following the Peugeot 308 range, which was the first to receive PSA’s awarded PureTech range of drivetrains, the new 208 range is sure to prove to be a winner with customers. Over 85 percent of all vehicles sold in the new 308 range being specified with Euro 6 drivetrains, and we expect similar figures for the 208,” said Startari

In 2014, Peugeot globally sold 20 vehicles at the lowest levels of CO2 in the world in their power class, placing the marque in the top 3 of the European CAFE rankings with a record average of CO2 emissions at 109.5 grams of CO2 per km.

ENDS

SIX-SPEED AUTOMATIC LEADS THE COMPACT CLASS

- New transmission offers class-leading refinement and performance
- Latest technology used in partnership with Japanese giant Aisin
- 40% faster gear changes thanks to Quick Shift
- Electronically controlled transmissions for increased reliability

The PureTech drivetrains of the 208 are paired to an electronically controlled six-speed automatic gearbox, designed and developed in conjunction with Aisin.

This new transmission differs from the preceding four speed automatics used in previous Peugeot generations due to three main reasons.

Firstly, gear changes are 40 percent faster than previous gearboxes thanks to Quick Shift, which is a new technology for synchronised control of the engine and gearbox that includes a new and more efficient internal calculator.

The new Aisin six-speed transmission shifts and runs far more smoothly thanks to a compact torque convertor that boasts much improved filtration, which reduces engine speeds, and higher gear ratios to maintain start-up performance and decrease the engine speed at high vehicle speeds.

Fuel consumption through parasitic loss is lowered by reducing internal friction in the automatic gearbox's operation thanks to optimisation of clutch discs, oil pump flow controlled according to the engine load, and a smaller oil pump owing to a newly designed hydraulic distributor.

ENDS

ONBOARD TECHNOLOGIES MAKE 208 SAFER THAN EVER

- Safety additions lead the class for active and passive safety
- City Braking offered as an option on Allure and GT-Line variants
- City Park Functionality makes driving easier in urban environments

The 2015 updated 208 might be Peugeot's compact class warrior but it doesn't want for optional on-board technologies, making driving easier and safer than ever.

For the first time in the models history, the updated 208 introduces the option of a factory fitted reverse camera on 208 models fitted with the 7" touch screen, improving safety and maneuverability.

Also offered for the first time on 208 is the option of Active City Braking technology on Allure and GT-Line variants. This safety system can avoid an accident or reduce its severity if the driver fails to react in at speeds of less than 30km/h.

City Braking works through the adoption of a LIDAR-based radar unit mounted on the windscreen, in front of the rear-vision mirror so as not to detract from driver visibility. It detects mobile or fixed objects and then acts on the braking system providing deceleration of up to 10m/s with the following aims:

- Below 15km/h, it allows the collision to be avoided
- Between 15 and 30km/h it reduces the speed of impact and so the severity of the impact and the damage

Active models also now feature rear parking sensors, an important safety feature, while the Allure gains front parking sensors, as well as the City Park Functionality.

This technology helps drivers fit into almost any parking space and provides automatic assistance when manoeuvring into or out of a parallel spot on the road. So far this useful technology is not found in any other non-luxury compact vehicle in the segment.

Sensors on the sides of the vehicle measure the available space with only 20cm required at the front and back of the vehicle when parking. If suitable, the vehicle automatically controls the steering and all the driver has to do is manage acceleration and braking, with assistance from audible beeps from the parking sensors.

Options across the range include:

- Rear camera \$300 (Active, Allure, GT-Line and GTi)
- Rear camera with Active City Brake; \$500 (Allure and GT-Line)
- Satellite Navigation; \$1250 (Active)

ENDS