

NEW-LOOK PEUGEOT 2008

PRESS KIT

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PEUGEOT

- Prices remain stable despite significant specification increase

Peugeot will launch its new-look 2008 compact SUV, priced from \$26,490, with new technology, a new model line-up and an award-winning drivetrain.

Visually, the 2008 features an all-new frontal design previewing the future of all Peugeot SUVs with a multi-faceted grille featuring the Peugeot Lion at its centre.

Flanking the new grille are headlamps featuring a 'feline' look with an intensely high-tech chrome and black mask. The LED rear lamps feature new, warm-coloured 'lion claws' with a profound 3D effect.

This style approach continues from the grille over the bonnet and onto the roof with roof bars and spoiler completing the striking profile.

The sharp lines and curves of the bodywork are enhanced by the new Ultimate Red colour (first seen on the 308 GTi by Peugeot Sport and now available on 308 versions). The range offers customers a choice of seven colours in total.

The new-look 2008 also features a revised model line-up with Active, Allure and new GT-Line models available.

In Australia, the GT-Line replaces the Outdoor variant (previously manual/diesel) while Active models feature automatic transmission as standard (previously 5-speed manual only). Allure models remain unchanged.

Onboard technology has been boosted for all variants (see base for model breakdown) with the fitment of reverse camera and Mirror Screen functionality (including Apple CarPlay and MirrorLink) for the standard 7.0-inch touchscreen.

Higher grades feature satellite navigation, Active City Brake autonomous braking technology and Grip Control, a technology giving greater grip in low traction situations, as headline standard specification.

One of the most significant improvements in the facelifted 2008 range is the adoption of the turbocharged 1.2-litre PureTech e-THP three-cylinder engine for all variants. With 81 kilowatts it is the most powerful of its type in the Australian compact SUV class.

Paired exclusively to a new six-speed, sequential automatic transmission co-developed with Aisin, the 2008's 81kW, turbocharged, 1.2-litre PureTech e-THP engine is a shining example of technological innovation, its development resulting in 121 patents being filed by the PSA Group.

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

This new engine replaces all previous options, making the entire range Euro-6 compliant while the new Aisin six-speed automatic transmission replaces the four-speed automatic and five-speed manual options of the previous model.

Peugeot Australia General Manager, Kai Bruesewitz, said the new-look 2008 is a vehicle better aligned to local customers' needs.

"The 2008 SUV was always highly regarded for its smart packaging and stylish looks. Now, with new technology, a new model line-up and an all-new powertrain the 2008 becomes the complete package for Australian customers," Bruesewitz said.

"We have already proven with our 208 and 308 model lines that Peugeot's award winning PureTech, turbo-petrol 1.2-litre engine can compete with the larger capacity engines of our competitors and there is no reason why this segment shouldn't benefit from Peugeot's advanced drivetrain.

"We are very excited about the introduction of the new-look 2008 range as it signals a significant year for the Peugeot SUV stable with the all-new 3008 and 5008 following hot on the 2008's heels," Bruesewitz added.

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NEW-LOOK 2008 SUV SIGNALS NEW MODEL LINE-UP

The new-look Peugeot 2008 SUV brings with it an all-new, simplified model line-up devised to better reflect the needs and wants of Australian customers.

Primary to the new line-up is a single drivetrain consisting of Peugeot's highly efficient and awarded Euro-6 compliant, PureTech 1.2-litre, turbo-petrol engine mated to a six-speed sequential automatic transmission co-developed by Aisin of Japan.

The drivetrain better reflects the desires of Australian customers and replaces the mix of 1.2-litre and 1.6-litre petrol and 1.6-litre diesel engines and four-speed automatic and five-speed manual transmissions of the previous model range.

As a result of the redesign, Peugeot Australia took the opportunity to simplify the model line-up and align the naming conventions with the rest of the Peugeot range.

The new three model line-up now consists of:

- Active 1.2-litre turbo (replacing Active 1.2-litre and 1.6-litre petrol)
- Allure 1.2-litre turbo
- GT-Line (replacing Outdoor)

The simplified model line-up also enables Peugeot to boost specification across the range with all models receiving as standard the six-speed automatic transmission, Stop and Start technology, Mirror Screen connectivity (including MirrorLink and Apple CarPlay) and factory-fit reverse camera with parking sensors as standard.

New technology hasn't been forgotten either with Active City Brake and City Park self-parking now standard on Allure and GT-Line models, joining Peugeot's award-winning PureTech drivetrain.

Peugeot Australia General Manager, Kai Bruesewitz, said the new line-up better reflects Australian customers' needs while bringing the 2008 range into line with the rest of the Peugeot model line-up.

"In simplifying the range we've been able to boost standard specification while containing any price movements. Overall it's a win for our customers," Bruesewitz said.

"Customers now have access to a better specified, more powerful and sharper looking 2008 SUV as a result of these updates," he added.

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SHARP LOOKING 2008 BRING SHARP PRICING

The new-look 2008 ushers in a significantly revised model line-up offering greater standard specification, improved drivetrains and sharper styling.

Replacing both previous Active variants (1.2-litre and 1.6-litre petrol) is a single Active variant powered by the all-new, award-winning, PureTech turbocharged 1.2-litre engine.

With a \$26,490 recommended retail price (RRP) the new model gains significant specification as standard including a more powerful and efficient engine, six-speed automatic transmission, Mirror Screen (Apple CarPlay and MirrorLink functionality), 16-inch alloy wheels and folding door mirrors.

As a further bonus, the previous local-fit reverse camera has been replaced with a factory-fit unit offering guidance lines.

The greater specification more than compensates for the \$1000 increase over the previous 1.6-litre Active with automatic transmission.

Allure models remain unchanged at \$30,990 yet gain additional standard equipment including Active City Brake, City Park self-parking, Grip Control, Mirror Screen and 17-inch alloy wheels.

All-new GT-Line rounds-out the revised range and replaces the previous Outdoor variant.

Featuring sportier styling and a more muscular appearance, the GT-Line has been developed for those who wish to stand out from the crowd.

The all-new GT-Line retains the previous Outdoor model's \$32,990 RRP yet gains significantly more standard specification including six-speed automatic transmission (previously a five-speed manual), Active City Brake, City Park self-parking, Grip Control and Mirror Screen.

Peugeot Australia General Manager, Kai Bruesewitz, said the new-look 2008 line-up was devised to better reflect the purchasing habits of Australian customers.

"The new-look 2008 range has been designed for Australians. No other market features such a high level of specification as standard and it reflects the discerning tastes of Australian Peugeot buyers," Bruesewitz said.

"While many marques aim to be seen as premium European, Peugeot has always been regarded as something special and our customers overwhelmingly purchase vehicles which reflect that, in many instances opting for all the options and the highest model grade possible.

"What we've done with 2008, and in some respects 308 late last year, is build a model line-up that makes it easy for our customers and dealers by making the purchase decision simpler – fewer options, higher specification, better value, happy customers," Bruesewitz added.

"We are pleased to offer such highly-specified vehicles with minimal price gains and in most cases no price rise at all. In short, the new-look 2008 is a great value package from a great European marque."

NEW-LOOK 2008 PRICING AND OPTIONS

NEW-LOOK 2008 RANGE PRICING			
MODEL	RRP	CHANGE	NOTES
ACTIVE	\$26,490	\$1,000	Compared to 1.6-litre auto
ALLURE	\$30,990	No change	
GT-LINE	\$32,990	No change	Compared to previous Outdoor
OPTIONS			
Metllic Paint	\$990		All models
Cielo Panoramic Roof	\$1,000		Allure and GT-Line
Pearlescent Paint	\$1,050		All models
Satellite Navigation	\$1,500		Active only
Leather	\$2,200		Allure and GT-Line

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NEW-LOOK 2008 SPECIFICATION AT A GLANCE

ACTIVE

- 7.0-inch Multi-function Colour Display Screen

- Trip Computer
- USB and Bluetooth Connectivity
- Arkamys Digital Sound Processing
- Mirror Screen Connectivity (inc MirrorLink and Apple CarPlay)
- Tokyo Cloth Trim (Black)
- 16-inch Alloy Wheels with Space Saver spare wheel
- Single Zone Air-conditioning
- Rear Parking Sensors
- Reverse Camera
- Electric Door Mirrors with Folding function
- Front and Rear Fog Lights
- Programmable Cruise Control with Speed Limiter
- Leather Steering Wheel with Audio Controls
- Cooled Centre Console compartment

ALLURE (IN ADDITION TO ABOVE)

- Park Assist (self-parking)
- Satellite Navigation
- Active City Brake
- 17-inch Eridan Alloy Wheel
- Grip Control
- Fog Light Cornering Function
- Automatic Wipers
- Automatic Headlamps
- Electro-chromatic Rear View Mirror
- Rear Privacy Glass
- Dual Zone Air-conditioning
- 'Oxford' Premium TEP/Cloth Trim

GT-LINE (IN ADDITION TO ALLURE AND ACTIVE)

- GT-Line-specific 'Dynamic' TEP/Mesh Cloth with Red Topstitching
- Red highlights to interior door handles, seat belts and handbrake

- Specific smooth leather steering wheel with red contrast stitching
- 'Redline' theme for 7.0-inch Multi-function Colour Display Screen
- Alloy door sill trim
- Alloy sports pedals
- Red LED instrument panel surround
- Perla Nera Black highlights for roof rails, rear door trim, spoiler and mirror shells
- Specific rear bumper with chrome exhaust
- Gloss black grille surround incorporating red 'PEUGEOT' lettering

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AWARD WINNING DRIVETRAIN BRINGS NEW BENCHMARK TO CLASS

- International Engine of the Year class-winning engine standard in updated 2008

- PureTech engines feature Euro-6 emissions-compliant technology
- Class-leading efficiency and low emissions

One of the facelifted 2008 range's most significant improvements is the adoption of the turbocharged 1.2-litre PureTech e-THP three-cylinder engine as standard across the range.

The engine is 12 kilograms lighter, more powerful, more efficient and more characterful than the 1.6-litre, four-cylinder engine it replaces.

It also brings a new standard in fuel economy to the segment with combined fuel efficiency rated at 4.8 litres per 100 kilometres, less than any of its mainstream petrol-powered rivals.

Delivering 81 kilowatts of power and 205 Newton metres of torque, the turbocharged 1.2-litre PureTech e-THP engine is equipped with high-pressure, direct-injection (at 200 bars) and a new-generation, high-performance turbocharger which spins at up to 240,000rpm.

The PureTech e-THP engine is the same three-cylinder unit found in Peugeot's 308 hatch and it has undergone a rigorous testing process which involved being subjected to over 25,000 hours of bench testing and more than four million kilometres of on-road testing, resulting in 121 patents being filed by the PSA Group.

This stringent focus on quality, reliability and durability, coupled with astounding performance, saw the 1.2-litre PureTech e-THP engine take out its class in the coveted 2015 and 2016 International Engine of the Year awards and finish in the top three for the overall award.

With a combined fuel efficiency of 4.8 litres per 100 kilometres the 2008 is among the most fuel-efficient vehicles in the small SUV category, thanks in part to its innovative Stop and Start technology.

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

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SIX-SPEED AUTOMATIC LEADS THE COMPACT CLASS

- New transmission offers class-leading refinement and performance

- Latest technology developed in partnership with Japanese giant Aisin
- Gear changes 40 per cent faster thanks to Quick Shift
- Electronically-controlled transmissions for increased reliability

The 2008's PureTech engine is paired exclusively with an electronically-controlled six-speed automatic gearbox designed and developed in conjunction with Aisin.

The new transmission, which is also found in Peugeot's 208 and 308 models, replaces all previous four-speed automatic and five-speed manual transmissions and differs from the preceding four-speed automatics used previously in a number of ways.

Gear changes are 40 per cent faster thanks to Quick Shift, a new technology using a new and more efficient internal calculator for synchronised control of the engine and gearbox.

The new Aisin six-speed transmission also shifts and runs more smoothly thanks to a compact torque converter boasting improved filtration to reduce engine speeds and higher gear ratios to maintain start-up performance and decrease engine speed at higher vehicle speeds.

Fuel consumption through parasitic loss has also been lowered by reducing internal friction in the transmission's operation thanks to optimisation of clutch discs, oil pump flow is controlled according to engine load and a smaller oil pump is used courtesy of a new hydraulic distributor design.

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ONBOARD TECHNOLOGIES MAKE 2008 SAFER THAN EVER

- Safety additions lead the class for active and passive safety
- City Braking offered as standard on Allure and GT-Line variants

- City Park functionality makes driving easier in urban environments

The new-look 2008 arrives with fresh safety technology to complement its fresh face.

All models feature a comprehensive suite of standard safety equipment including six airbags, traction control, electronic stability control, factory-fit reverse camera and rear parking sensors, giving 2008 a 5-star Euro NCAP safety rating.

The ventilated front brake discs are 283mm in diameter and 26mm wide while the solid rear discs are 249mm x 9mm.

The structure of the 2008 is designed for optimum deformation in the event of an impact with energy diffused through force channels to guarantee the passenger compartment's integrity.

Occupants are protected by six airbags, two front, two side and two curtain. The side airbags are installed in the front seat backrests.

The active footrest and the collapsible steering column contribute to the protection of the driver while the connection between the front doors and the centre pillar is guaranteed by a retention pin.

Adding to this bevy of standard features is the addition of Active City Brake technology for Allure and GT-Line models. This safety system can avoid an accident or reduce its severity if the driver fails to react at speeds of up to 30km/h.

City Braking works through the adoption of a LIDAR-based radar unit mounted on the windscreen ahead of the rear-vision mirror. It detects mobile or fixed objects and works with the braking system, providing deceleration of up to 10m/s. Below 15km/h it allows the collision to be avoided and between 15 and 30km/h reduces impact speed, minimising the severity of the impact and lessening damage.

Active models also feature rear parking sensors, an important safety feature, while the Allure gains front parking sensors as well as the City Park function, technology that helps cars fit into almost any parking space and gives drivers automatic assistance when manoeuvring into or out of parallel parking spaces. 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 when parking. When a suitable space is found the vehicle automatically controls the steering, leaving the driver to simply manage acceleration and braking with assistance from audible beeps emitted by the parking sensors.

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2008 OFFERS GRIPPING DRIVE OFF THE BEATEN TRACK

Fitted as standard to all Allure and GT-Line models, PSA's advanced Grip Control system offers all-wheel-drive capability on low-grip surfaces through the vehicle's traction control system.

This patented system works hand-in-hand with the generous 160mm ground clearance and, combined with the standard Goodyear Vector all-season tyres, has genuine versatility in all weather conditions.

Versatile and adaptable, Grip Control optimises traction according to the terrain by acting on the front wheels. The system leaves the driver in charge at all times by selecting the desired mode via a simple thumbwheel.

- **Standard mode** is intended for standard road conditions with a low slip rate.
- **Snow mode** instantly adapts the slippage of each front wheel to the grip conditions encountered. When the vehicle reaches 50km/h, the system switches to **Standard** mode.
- **Mud mode** is for travelling confidently on slippery surfaces such as mud and wet grass. It facilitates vehicle start-off in these specific conditions by transferring as much torque as possible to the wheel with the most grip. Acting as a limited-slip differential (LSD), it is particularly suitable for country roads and is active up to 80km/h.
- **Sand mode** maintains wheel spin on both driven wheels simultaneously to allow progress on soft soil and limit the risk of getting stuck. This mode is functional up to 120km/h, after which it switches to **Standard** mode.
- **ESP Off** mode gives the driver the opportunity to disconnect the Electronic Stability Program at up to 50km/h and manage traction autonomously, sometimes necessary on gentle ascents in icy or low grip conditions when traction is best when unimpaired.

While 2008 is front-wheel-drive only, its off-road abilities are made possible in part by its modest 1,045kg vehicle weight.

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2008 FEATURES HIGH LEVELS OF STANDARD TECH

The onboard technologies of the Peugeot 2008 make everyday life easier. They include the Mirror Screen feature via MirrorLink or Apple CarPlay, which displays certain apps from the driver's compatible smartphone on the touchscreen of the car, allowing drivers to access their applications intuitively and safely.

For obvious safety reasons this access is dependent on the vehicle when driving. When it is in motion only the applications relevant to the driving task are available. Apple CarPlay complements the Peugeot i-Cockpit as it features Siri voice control, allowing phone calls, text messages, music and maps to be used without the need to take eyes off the road.

To enhance safety in urban areas, the Peugeot 2008 is equipped with Active City Brake, a new technology which makes it possible to avoid accidents or reduce their seriousness if driver fail to react. It works in urban conditions at speeds of up to 50km/h.

A short range sensor is fitted to the top of the windscreen and can detect other vehicles being driven in the same direction or stationary. Detection automatically triggers an emergency brake to stop 2008 and either avoid a collision entirely or limit its consequences by cutting impact speed.

By automating parking manoeuvres, Park Assist makes the most of the 2008's compactness. Once the feature has been activated the driver simply selects the type of manoeuvre required on the touchscreen, such as parallel parking or exiting the parking space, after which the ultrasonic sensors measure the dimensions of the available space. Park Assist then steers the vehicle and all the driver has to do is watch the surroundings and control the car's progress.

The reversing camera displays the area behind the vehicle on the touchscreen using coloured guide lines for reference. Pulling out of a parking space using the intelligence of Park Assist again is very easy, even on a sloping street, due to the Hill Assist feature which temporarily applies the brake.

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PEUGEOT 2008 INTERIOR AND EXTERIOR DESIGN

A compact SUV, the Peugeot 2008 is an assertive proposition with unparalleled dynamic performance and a unique and addictive driving experience.

The sharp design demonstrates the new 2008 SUV's strength and character with added power and robustness as well as features such as wheel arch extensions, new vertical grille and scuff plates to protect the bodywork and the occupants.

Black and chrome headlamps and 3D LED rear lights with "three-claw" design illustrate the embedded technology from the outside. Inside, the lighting highlights the luxury of the materials and attention to detail which is apparent in every item.

The new GT-Line trim adds a sporty and chic theme to the red and black spirit. This trim, common to the entire range, is consistent with the brand's more upmarket strategy.

The Peugeot i-Cockpit creates an instinctive driving experience which is intuitive, agile and safe.

The compact sports steering wheel, with its thumbwheel located on the central spokes, offers precise steering and improved manoeuvrability while the 7.0-inch multifunction colour touchscreen puts functionality at your fingertips.

In addition, the head-up instrument panel allows driver information to be accessed without taking your eyes off the road.

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With its 2.54m wheelbase, the 2008 offers the interior characteristics of a larger SUV and has one of the biggest boots in its class.

The rear passengers have a generous amount of space thanks to the thinner front seat backrests and the front section of the boot's load cover pivots, giving rear seat passengers access to the boot when the vehicle is moving.

Access to the generous boot is just as easy from the outside with a large rectangular opening and a low load sill featuring a brushed stainless steel protector, which is just 60cm high.

The 60:40 split/fold rear seat varies the boot volume from 410 litres to more than 1400 litres with a single gesture, one press on the control at the top of the rear seat back all that is needed to fold the seat back as the seat cushion automatically retracts.

Practical down to the smallest detail, the boot offers two side storage areas with a retaining strap and storage net and an additional 22 litre space under the boot floor.

There are numerous storage compartments throughout the interior, including front door trays, the glove box, centre console storage compartment and pockets on the front seat backrests.

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2008 SPECIFICATIONS

2008 RANGE SPECIFICATIONS			
Model		Active, Allure and GT-Line	
Engine		PureTech 1.2 e-THP 110	
Capacity		1190cc	
Engine type			
Type	Turbo-charged and intercooled, all-alloy, inline 3 cylinder, with strengthened internals, direct injection and stop-start.		
Fuel	95 RON (PULP) or higher		
Bore x stroke (mm)	75 x 90.5		
Compression ratio	10.5:1		
Max power			
Petrol engine	81kW@5500rpm		
Max. torque	205Nm@1500rpm		
Transmission			
Type	Six-speed Automatic		
Gear Ratios			
1st		4.044	
2nd		2.371	
3rd		1.556	
4th		1.159	
5th		0.852	
6th		0.672	
Reverse		3.193	
Suspension			
Type	Front	Psuedo MacPherson Strut, coil springs	
	Rear	Deformable crossmember	
Driveline			
Driven wheels	FWD		
Brakes			
Front	283mm x 26mm ventillated rotors with single piston callipers		
Rear	249mm x 9mm solid discs		
Additional features	ABS		
	Electronic Brake-force Distribution		
	Brake Assist		
	Active Traction Control		
	Hill Hold		
Model		Active, Allure and GT-Line	
Steering			
Type		Variable electric power-assisted steering	
Turns lock-to-lock		2.8	
Minimum turning diameter tyre (m)		10.8	
Wheels and tyres			
Rims		16" alloy (17" alloys Allure & GT-Line)	
Tyres		195/60 R16, 205/50 R17	
Body/exterior dimensions			
Overall length (mm)		4159	
Overall width (mm)		1829 (2004 mirrors out)	
Overall height (mm)		1556	
Wheelbase (mm)		2538	
Front track (mm)		1482	
Rear track (mm)		1492	
Cd		N/A	
Weights/loads			
Kerb weight (kg)		1305	
Capacities			
Fuel tank (L)		50	
Seating		Five	
Boot Space (L to window line)		410L (917L seats folded)	
Towing (braked)		920kg	
Performance			
Max. speed (km/h)		182	
0-100 km/h (sec)		11.3	
Fuel consumption (L/100 km)*			
Combined		4.8	
Urban		5.9	
Extra urban		4.1	
CO ₂ emissions (g/km)*			
Combined		110g/km	
*Fuel consumption will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle. Figures quoted for 17" tyre package.			