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Peugeot 208: RE-GENERATION

Following the success of the 2 Series, Peugeot will launch the all-new 208 light car.

The new 208 will be available in two distinct body styles: 3- and 5-door.

When creating a vehicle capable of appealing to, and uniting a wide variety of customers, with ever changing expectations, simple renewal is not enough.

Therefore, from the outset, the "A9" project (internal code name of the 208) adopted the most ambitious specification overhaul ever undertaken by the Marque to create a vehicle which marks a true generation leap.

Peugeot has not hesitated to rewrite the rulebook with the desire to reinvent the principles on which the success of icons like the 205, 206 and 207 were built and to 're-generate' them, to create: the Peugeot 208.

Breaking the mould of everyday cars, Peugeot dared to rethink the interior by reinventing the driving position. This was done by the reorganisation of the instrument panel, the steering wheel and the touch screen.

The driving position in the 208 was built around a smaller steering wheel, an instrument panel with a precise automotive style that places information within the driver's field of vision for more effectiveness and legibility and finally, in the middle of the dashboard the large touch screen symbolizes the simplification of commands and our intuitive technology.

Equipped with completely re-thought instruments and controls, the 208 transforms the everyday life of its driver and its occupants.

Architectural re-generation

The 208 initiates a new generation design with an highly effective architecture
The result is a compact, light, spacious and aerodynamic vehicle.

208 embodies agility and efficiency. The external dimensions have been reduced compared with 207 yet rear space has been improved as has boot volume. The 208 is 7cm shorter, 1 cm lower and 2cm thinner than the 207.

The 208 measures 3.96m in length, 1.46 m in height and 1.74m in width. Rear kneeroom has been increased by 5.2cm.

The boot is 15 litres larger than the 207 at 285 litres and grows 1076L (dm³ VDA standard) when the rear seats are folded.

Starting from just 975kg, the 208 is considerably lighter than the 207.

The 208 weighs 114kg less than the 207 with the same 1.4-litre HDi engine while the entry-level petrol engine with comparable power is a massive 173kg less.

The reduction in weight has been achieved by:

- Aluminium front beam-absorber,
- Size of the subframe,
- Laser welding of the roof,
- Extensive use of VHSS (Very High Strength Steel) and UHSS (Ultra High Strength Steel) panels
- Soundproofing of the engine at the source, etc.

The optimisation of the dimensions, the work on the volumes and an aerodynamic design, allows the 208 to achieve a CdA of 0.61 on its best versions, among the best in its segment.

Compact and light

The reduced front overhang (- 6 cm compared with the 207) and the shorter rear overhang (- 1 cm), along with the reduced weight of the vehicle, directly



benefit improved proportions, agility and everyday practicality (parking, manoeuvres, etc.).

To obtain a maximum reduction in the weight of the vehicle, a true "hunt to eliminate excess weight" took place at the same time to create, overall, a "virtuous spiral", favouring fuel consumption, passive safety and the dynamic performance of the vehicle. Each component designed, each technique used, each part of the vehicle, etc. has been considered with this in mind, by every member of the project team working on the vehicle.

Stylistic re-generation

The 208 materialises and sublimates the new aesthetic codes of the brand.

The floating grill, light signature, boomerang design rear lamps are all drawn in total coherence with the overall volume, structured by the spinal column that is also hinted at on the roof panel.

Sculptured, athletic and both pure and sophisticated, its style projects the brand into a renewed and seductive modernity, thus combining sensuality, energy, softness and mischief.

Both bodyworks are treated in a clearly different manner with the three door version where the movement of the body read quarter recalls some of the complexities reached.

"Agile, sensuous, athletic, intuitive, concentrated energy, generation jump"... these words were included in the specification of the A9 project and the stylists have succeeded in giving them meaning, coherence and illustrating them from volumes predisposing them to inspiration.

From a compact silhouette, reduced overhangs, fluid links between bonnet and windscreen pillar, the aesthetic codes of the Marque have been re-invented, both in their main characteristics and in every detail.

The front face, a true genetic signature, unveils a new, particularly charismatic face of the Marque. Its Lion expression is more modern, rich and refined, with, in particular (according to version), LEDs and a light guide emphasising the



expression of the headlamp unit, both day and night. The same care is given to each part, such as the treatment given to the foglamp surrounds.

As for the grille, this is modelled as a true floating sculpture. In fact, it appears to detach itself from the bodywork and float in the air, with its chrome surround of precisely formed sections.

With this original design, it successfully expresses the idea of environmental efficiency: the optimised size of the air intake in fact suggests optimisation of its fuel consumption.

The exterior of the vehicle appears sculpted by the wind. From the "PEUGEOT" lettering machined in the block at the top of the grille issues a veritable spine which crosses the bonnet, bites into the top of the windscreen, leaves its mark in the centre of the roof and imprints its movement right to the rear and the line of the boot aperture.

The rear lamps, true technological adornments, also incorporate a light signature with, notably, three illuminated claws. With their boomerang shape, and this is a technical feat, they appear at one with the body.

Two differentiated body types

The muscular sculpted body sides offer an identity which is very different in the three-door and five-door body types. The doors of this latter appear to be crossed by a "nerve" running from the rear lamps towards the front. On the top-of-the-range versions, the glazing is entirely surrounded with chrome, a feature never seen before in the segment.

The profile of the three-door is much more sculpted, hollowed out, like the SR1 concept car (presented in January 2010 and chronologically designed alongside the 208). Another detail on this, the shape and movement of the quarter panel look at a glance like that of the 205, another iconic Peugeot.

"The strength of the 208 lies in its style: it is a real bundle of energy. It has the potential to please everyone, without being a compromise, like a popular piece of music which touches the human soul regardless of culture," Gilles Vidal, Peugeot Style Director.

Completely re-thought instruments and controls

Here again, the 208 does not undergo development: It breaks the established codes to offer new driving ergonomics, better manoeuvrability, precision and a more intimate relationship with the vehicle, the feeling of being one with it.

"With the "Head-Up Instrument Panel" system introduced on the 3008, which projects the information onto a strip, Peugeot opened up a new channel: its usefulness is acknowledged unanimously and its success has been immediate.

The 208 goes much further.

“The idea of the small steering wheel and of the "head up instrument panel" had a lot of potential. When we tested the first prototypes, everyone was impressed, it was simply natural, easy, clear,” Marion David, 208 Product Project Manager.

In keeping with its time, consistent with the new ergonomics of its instruments and controls, the 208 in Australia will offer all customers a large seven-inch colour touch screen with carefully designed graphics (resolution 800 x 480) and intuitive operation.

It allows easy access to the various functions: radio, Bluetooth hands-free kit or playing of music files via a USB connection or audio streaming.

The screen adopts a semi-floating style as the designers wanted to highlight it in a way which is very enhancing. It is positioned prominently, within easy reach and at eye level, for maximum safety, comfort and harmony with the other components of the dashboard.

"As early as 2008, the A9 project already had a rich and differentiating content in terms of style, interior ergonomics, ... and we wanted to go even further bringing connectivity and intuitiveness to our customers to establish the



vehicle even more firmly in its time and reinforce this strong, intimate and intuitive link between a Peugeot and its driver," Jérôme Micheron, 208 Marque Project Manager.

The instruments and controls, which have been re-thought structurally, have provided a previously unheard of field of expression for the stylists.

The design of the dashboard blends style lines which are both floating and graphic. Concern for perceived quality can be seen everywhere, the obsessive attention to detail, like the vents at the end of the dashboard in the shape of a cat's eye, the numerous "faceted" components echoing certain sections of the exterior style (grille, roof, cut-out of the boot). Everything has been thought about and re-thought, from the shape of the door trim pads to the gear lever.

The grouping of all the audio controls on the touch screen also permits simplification of the interface with a significant reduction in the number of buttons and controls, favouring a pure and modern design.

Interior – attention to detail

The interior of the instrument panel has been given a very technological treatment, with analogue dials as a reference to precision mechanics, a digital screen on which the speed is always clearly visible and back-lighting effects giving the whole purity and elegance.

Furthermore, the light ambiance has been paid particular attention by the stylists with predominantly white lighting, very top-of-the-range, particularly for the displays, or LEDs with a bluish light outlining the glass panoramic roof at night, if fitted on the vehicle, with a "comet" effect (varying shades of blue).

The decorations are also very elaborate and available according to ambiance and range level. Lacquered black on the front panel, decorations of varying shades of black/blue or dark chrome on the door crossbars.

This interior offers no less day-to-day practicality as a result, with numerous well thought out storage compartments, such as the deep compartment situated in front of the gear lever which can be used for cans or as an area for a Smartphone, or the generous door pockets, etc.



This ambiance is also particularly well designed in terms of acoustics and vibration comfort. Following the example of the work carried out on the 508, by tracking the noise to the source (acoustic "encapsulation" of the powertrains), the silence on board has been significantly improved compared with the 207, while at the same time contributing to reducing the weight of the vehicle.

Finally, the atmosphere of the passenger compartment is in harmony with the rest of the vehicle: simple and sophisticated, technological and intuitive, modern and high quality.

Environmental re-generation

The weight, the aerodynamics, the very low and ultra low rolling resistance tyres and, of course, the expertise and technological innovation of the Group in the engine domain are factors which allow the 208 range to move to a new level in the CO2 performance of a vehicle of the Marque.

The efficiency of the HDi PEF diesel engines and the VTi and THP petrol engines, reinforced by the arrival of a new generation of 3-cylinder petrol engines, in fact contributes to the reduction of 34 g/km in the average emissions of CO2 of the 208 range compared with the launch range of the 207, and a difference of up to 46g for the entry-level petrol engine.

So, the 208 is aiming to take up the position of leader in its segment.

In Australia the 208 is available in a choice of three petrol engines:

- 1.2-litre three cylinder (60kW, 118Nm) VTi engine with a five-speed manual gearbox. Combined fuel economy is 4.5L/100km while CO2 emissions are 104g/km).
- 1.6-litre four cylinder (88 kW/160Nm) VTi engine with a five-speed manual gearbox (134g/km) or four-speed automatic. Combined fuel consumption is 5.8L/100km (m) and
- 1.6-litre turbocharged four cylinder (115kW, 240/260Nm), six-speed manual gearbox. Combined fuel economy is 5.8L/100km (135g/km)

A new stage in the Group's downsizing strategy, this new generation three cylinder engine permits a true breakthrough in terms of fuel consumption and



emissions of CO₂, while offering a good level of performance for the "entry-level" versions.

Introduced on the 208, these engines, with code name EB, are designed entirely by the group from an ambitious specification. Developed over the last three years, it set as key objectives reduction of CO₂ emissions and fuel consumption, compactness and optimisation of the weight, as well as a good level of performance guaranteed by a specific power of 50 kW/l.

Compared with a 4-cylinder engine of equivalent power, the weight of the 3-cylinder 1.2 VTi is 21 kg lower, while its fuel consumption and CO₂ emissions are reduced by 25%.

Efficient technology

Losses due to friction represent approximately 1/5th of the power consumed by an engine; consequently, they constitute a very significant area for development. So, on the EB blocks they have been reduced by 30 per cent by means of the use of various technological innovations:

Diamond Like Carbon coating on the gudgeon pins, piston rings and tappets, oil-bathed timing belt integrated in a sump which also contributes to the quiet operation and the service life of which is the same as that of the vehicle, offsetting of the piston barrels.

Combustion has been optimised by improving the aerodynamics of the chamber (inlet ducts, piston tops) and by adapting the ignition to operation with a high rate of residual gas (IGR).

The aluminium alloy cylinder head has four valves per cylinder, multipoint indirect injection, continuously variable timing at the inlet and at the exhaust (VTT).

In addition, this cylinder head is manufactured using the PMP – Lost Mould Process – which the Charleville factory is one of the very few in the world to master. This industrial process reduces the number of parts and the volume of the assembly; on the EB engines, the exhaust manifold, the cooling outlet and the engine mounting are incorporated in the cylinder head.

These three-cylinder engines benefit from other refinements, such as the variable capacity oil pump, controlled for operation at constant optimum pressure. For faster temperature rise phases, benefiting CO2 emissions, the cooling is of the Split Cooling type. On starting, the cylinder head and cylinder block operate on different circuits for a faster increase in the temperature of this latter.

The 1.2 VTi is fitted with a counter-rotating balancing shaft to perfect noise and vibration related comfort.

The portfolio of 52 patents filed for this new family of engines demonstrates the industrial and technological expertise mobilised. Of this total, 23 patents relate to the architecture of the engine and its ancillary equipment, 20 to the engine management and nine to the special manufacturing processes and tools.

3-cylinder engines anticipate future standards

During 2013, the 208 range will be added to with a Stop&Start version of the 1.2 VTi which, equipped with a piloted gearbox, will see its CO2 emissions lowered to 95g/km.

Then, in a process of constant progress, other developments will take place such as the arrival of turbocharging and direct injection. In fact, from the outset of their development, these engines were considered in the context of the future standards, particularly Euro6.

A new stage in eco-design

Eco-design is another area in which the 208 had to prove itself a pioneer. With the integration of 25 per cent "green materials" out of the 170kg of polymers (excluding rubber) present on the vehicle (compared with 7 percent on the 207), the 208 enters a new stage in terms of eco-design.

In particular, it has an entirely recycled rear bumper, which is a world first for these materials, until now used only for concealed parts, as well as a radiator frame and fan which are also entirely recycled. This type of bumper, alone, will allow a saving of 1600 tonnes of oil in a year.



These green materials also make up numerous parts or functions of the vehicle (wheel arch interior, rear bumper, soundproofing, boot mat, steering wheel, seats, engine cover, air filter, etc.).

These materials lessen the environmental footprint of the vehicle as it is made of recycled and natural material. The use of a tonne of recycled material helps in fact save a tonne of petroleum, two tonnes of CO2 emissions and 10MWh of energy for the 208 programme, through a year it is equivalent to 1600 tonnes of CO2 saved.

Re-generation of the driving experience

"With the 208, Peugeot has given itself the means to recreate an icon."
Laurent Blanchet, Peugeot Product Range Director.

The Peugeot Marque has demonstrated the full extent of its expertise in developing a new combination, at a very high level in regards to the road-holding of its 208, in order to carry forward and enrich the idea of driving pleasure, while adapting it to the expectations of today's customers.

So, the aim of establishing it as a benchmark in its segment led to the wish to retain the acknowledged stability and dynamism of the 207 but without compromising on comfort.

Served by its pseudo-MacPherson front suspension, its deformable crossmember rear suspension, the excellence of its spring-damper assemblies and the fine-tuning by the Lion's experts in this area, the road-holding of the 208 also benefits from the efforts to reduce weight to gain as much in terms of dynamism as in comfort.

This combination is also adapted to the performance of the vehicle's various engines to offer coherent and progressive range steps, in line with customer expectations.

So, on the 208 1.6 THP the front subframe is reinforced to offer rigidity and guidance of the front suspension in line with the performance potential of its engine.



The braking system is in line with the performance of the engines. The 208 is fitted with front brake discs of two different sizes: 266 x 22 mm and 302 x 26 mm for the 1.6 THP version.

At the rear, the range is fitted with 249 x 9 mm discs or 8-inch drums for the three cylinder petrol engine.

All 208s are fitted with ESP as standard, including ASR (traction control), CDS (stability control), EBA (emergency braking assistance) and EBFD (electronic brake force distribution). This ESP can be disconnected by the driver on the 208 1.6 THP version.

The 208 also succeeds in renewing the driving pleasure of its driver through the new instruments and controls. With its small steering wheel, but also its instrument panel placed in a high position and its large colour touch screen, the 208 offers its user an entirely new driving experience. Its ergonomics provide sensations of manoeuvrability and agility at low speed in particular.

These indicative sensations are served by its electric power steering. A new "brushless type" steering system, developed on the vehicle to take into account its new combination in terms of balance and weight. As on the 207, the steering has to conform to the expertise of the Marque: precise and informative, while being particularly manoeuvrable at low speed.

According to the version, the 208 may be equipped with directional lighting which optimises lateral visibility at low speed (below 40 km/h) in urban conditions, at intersections, during parking manoeuvres, on winding roads, etc. The light beam from one of the two foglamp lights the inside of the corresponding turn, according to the angle of the steering wheel and the pressing of the direction indicator.

"The new instruments and controls contribute enormously to the driving sensation. When you enter the passenger compartment, you immediately want to drive and take advantage of time in the 208," Gaëtan Demoulin, Peugeot Customer Consolidation Manager

The 208 benefits from a high level of primary safety, through its road-holding and design ("head up instrument panel", ESP as standard, cruise control/speed limiter on many versions).



The vehicle is also designed to provide secondary safety of a higher level than that of the 207.

- Its deformable structure includes in particular an aluminium "beam-absorber" at the front, which also makes it possible to reduce the length of the overhang. Here again, safety benefits fully from the limiting of the overall weight of the vehicle.

- The 208 is fitted with six airbags: two front air bags, two front side air bags and two curtain air bags.

- Numerous other devices (active footrest, collapsible steering column, retention pin guaranteeing the connection between the door and the centre pillar) limit the consequences of an impact for the occupants of the vehicle.

Three equipment grades across six models

In Australia, the 208 will come in four equipment grades – Active, Allure, Allure Premium and Allure Sport.

The Allure Sport is the only three-door 208 available – reserved for this truly sporty model. This version is the only grade available with the 1.6 THP engine. The 1.6 THP only comes with a six-speed manual gearbox.

All other equipment grades are only available in the five-door bodystyle only.

Active models are available with the choice of the 1.2-litre three cylinder engine or the 1.6-litre naturally aspirated four cylinder engine. Priced from \$18,490, the Active models come with a substantial level of standard equipment including a 7-inch touch screen, Bluetooth and USB, cruise control with speed limiter, 15-inch wheels, body coloured mirrors, power windows with one touch function and mesh front grille, electric folding heated door mirrors as well as a height and reach adjustable steering wheel.

Active models also come with the 1.6-litre 88kW four-cylinder engine and full automatic for an additional \$2000.

Priced from \$21,990 for the manual, the Allure models come with the 1.6-litre engine only. Allure models add dual zone climate controlled air conditioning, 16-inch alloy wheels, rear parking sensors, LED lights, auto lights and wipers, sports seats, electro chromatic interior mirror, front seat map pockets, driver



and passenger illuminated vanity mirrors, aluminium trim highlights in the centre console, SR1-inspired bar front grille with dark chrome, front fog lights, 16-inch alloy wheels and a leather steering wheel.

Matching their sporty nature, the Allure Sport models contain sports specific equipment levels. Priced from \$26,490, the Allure Sport models feature the 1.6 THP engine, a six-speed manual gearbox, Panoramic glass roof with sunblind, blue lighting on the instrument cluster, dark tinted rear windows, cornering fog lights and 17-inch alloy wheels.

The flagship Allure Premium is also priced at \$26,490. Extra equipment over the Allure models include a Cielo glass roof with LED light guides, cornering fog lights, dark tinted rear windows, half leather seats and 17-inch alloy wheels.

All 208 models come with Peugeot Australia's Assured Service Plan with capped price servicing of \$270 a year for three years. This gives all Peugeot 208 customers the peace of mind that servicing of their new car won't cost more than \$810 over three years.

***208 Pricing**

Active 1.2-litre 3-cylinder \$18,490

Active 1.6-litre four cylinder four-speed automatic \$21,490

Allure 1.6-litre four cylinder five speed manual \$21,990

Allure 1.6-litre four cylinder four speed automatic \$23,990

Allure Premium 1.6-litre four cylinder four-speed automatic \$26,490

Allure Sport 1.6-litre turbocharged four cylinder six speed manual \$26,490

**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.*