

New Peugeot 2008 – the Brand’s Compact SUV Redesigned for 2016

Peugeot 2008 is taking on an even more assertive, powerful and appealing SUV design. Its wheel arch extensions (from allure level), new vertical front grille and scuff plates (from allure level) confirm its robustness, designed for everyday use.

(PRWEB UK) 22 March 2016 -- The Peugeot 2008 entered the market in 2013 and immediately appealed to British new car buyers. Customers particularly appreciated its elegance and dynamic performance. It has enjoyed continuous growth in sales volumes, with production of over 500,000 units worldwide. In Europe, this success is illustrated by a podium place in the segment which has been firmly established since launch. In the UK 40,000 have been sold since 2013.

Peugeot 2008 is now taking on an even more assertive, powerful and appealing SUV design. Its wheel arch extensions (from allure level), new vertical front grille and scuff plates (from allure level) confirm its robustness, designed for everyday use. The new ultimate red colour further epitomises the power and desirability of the new 2008. The access, active and allure levels are complemented by the new superior ‘GT line’ model. This desirable trim level is already a very popular choice on other key Peugeot models (208, 308 and 508), and adds a sporty theme with a red/black coloured features.

The Peugeot i-cockpit® is unique to the brand and embodies the driving characteristics of the Peugeot 2008, being agile, intuitive and safe. The compact sports steering wheel offers precise steering and improved manoeuvrability while the 7” multifunction colour touch screen puts all the functionality at your fingertips. In addition, the head-up instrument panel allows driver information to be accessed without taking the eyes off the road.

Grip control - an adapted traction system - gives the 2008 its versatility on all types of terrain. It is combined with mud & snow (all-season) certified winter tyres. Peugeot 2008 is equipped with Mirror Screen, based on MirrorLink™ and Apple CarPlay®, along with the reversing camera, Active City Brake and Park Assist - a rarity in this segment. An unparalleled dynamic performance is apparent in all versions. The euro6 engines ensure high-level driving pleasure while remaining fuel efficient. Four versions are best-in-class in their segment, including the 1.2l PureTech 130 S&S bvm6.

Peugeot 2008 – product in detail

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’s SUV strength and character, with added power and robustness. The wheel arch extensions, new vertical front grille and scuff plates protect the bodywork and the occupants.

Black and chrome headlamps and 3d led rear lights with 3-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/black spirit. This trim, common to the entire range, is consistent with the brand's move up market strategy. The 1/3 – 2/3 modular rear seats mean the boot volume can vary from 410 to 1400 litres in an instant.

The Peugeot i-cockpit® creates an instinctive driving experience which is intuitive, agile and safe. The compact sports steering wheel offers precise steering and improved manoeuvrability while the 7” multifunction colour touch screen puts all the functionality at your fingertips. In addition, the head up instrument panel allows driver information to be accessed without taking your eyes off the road.

Grip control optimises traction in low grip conditions and is available on both petrol and diesel versions, in manual or automatic. It is combined with 17” alloy wheels and Mud&Snow (certified winter tyres), Goodyear vector 4season tyres, for genuine versatility in all seasons and weather conditions.

On-board connectivity includes the mirror screen feature which allows the driver to link an Apple CarPlay® with voice activation or MirrorLink™ compatible smartphone to the touch screen.

The Peugeot 2008 makes urban travel easier. Active city brake technology can reduce the severity of accidents and even helps avoid them altogether. Park assist technology automates the parking process. The reversing camera shows the area behind the vehicle on screen to facilitate manoeuvring.

The UK range is composed of euro 6 PureTech and BlueHDi engines, in manual and automatic. Offering power ratings of 82 to 130hp, its co2 emissions are restricted from 96 to 114g/km. The Blue engines comply with the euro 6 standard through the exclusive combination of the SCR technology and the additivated DPF, the most effective technology on the market. Four types of engine are ‘best-in-class’ in their segment, including the new 1.2l PureTech 130 S&S bvm6.

The extremely attractive SUV

The new SUV Peugeot 2008 has a strong personality that exudes power on all types of road through its innovative technology.

The new robust vertical front grille features the lion at the centre of its multi-faceted grille which gives a dynamic and attractive appearance. This style approach continues from the grille over the bonnet and onto the roof with roof bars and spoiler completing the striking profile.

The tailgate aperture opens to reveal a low loading sill (just 60cm high). The rear bumper forms part of the solid black protective trim which encircles the new 2008. To preserve the bodywork, this trim unites the front and rear bumpers, equipped with scuff plates and wheel arch extensions.

The sharp lines and curves of the bodywork are enhanced by the new ultimate red (first seen on the 308 GTi by Peugeot Sport, and now available on 308 versions) and the new emerald colours. The range offers customers a choice of nine colours, including five metallic one pearlescent and one varnish paint finish.

The appeal of the 2008 is now enhanced by its elegant lighting signature. At the front, integrated into the bodywork, the headlamps have 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.

These attractive rear lights surround the tailgate, which itself reveals a spacious and functional boot. This boot can vary from 410 to 1,400 litres in an instant due to the 1/3 – 2/3 modular seat backs. Pressing the button at the top of the backrest is enough to tilt the seat backwards, allowing the seats to collapse automatically. Practical down to the last detail, the boot is equipped with hooks for attaching items and two storage areas on each side,

one with a retaining strap and the other with a storage net. Finally, there is an additional 22 litre storage area under the boot lid.

Unique in the SUV segment, the passenger compartment is an example of the high-quality trim and refined adjustments that customers find so appealing. This is complemented by the high-tech and chic interior lighting and enhances the luxury materials selected. From active level, the passenger compartment is equipped with a leather trimmed steering wheel, to match the gear stick surround, handbrake lever and door armrests.

Sitting comfortably in their seat, the driver discovers the instant appeal of the Peugeot i-cockpit®. According to the trim level or option selected, the roof can be a panoramic glass sunroof with ambient light guides and electric blind or a laser-cut and backlit headlining – also rare in this sector.

Passengers in every seat enjoy numerous well-designed storage areas, easily located due to the front and rear dome interior lighting: front door storage boxes, glove box, box and cup holder beside the gear stick, covered console storage, seatback pockets in the back of the front seats, etc. Total interior storage volume is 24 litres. Therefore numerous items, smartphones and other everyday items can always find a place aboard the new 2008.

The upgrading process is accompanied by a new trim level. The access, active and allure levels are crowned by the GT line. Common to the key models in the Peugeot range (208, 308 and 508), this trim level provides customers with a sporty and chic environment that has great appeal.

The 2008 GT line is complemented by new alloy wheels with an exclusive 17” gloss black/anthracite treatment. Gloss black elements replace the standard chrome effect, including the front grille surround, fog light covers, mirror casings and roof bars. The front grille includes black chrome facets with red Peugeot lettering, while the rear stainless steel scuff plates are decorated like the exhaust tailpipe. Finally, the ‘GT line’ badging is proudly displayed on each front wing and on the tailgate.

The dynamic spirit continues inside, as soon as you open the doors, with stainless steel sills bearing the Peugeot logo, the aluminium pedals and the red-stitch edged floor mats. The head-up display is lit by an array of red LEDs, reminiscent of the redline look of the touch screen. Red stitching runs through the seats and rear bench seat, door armrests, gear level surround, handbrake lever and compact steering wheel. These two items are made of full-grain leather. The seat belts feature the same red line detail which feature in the front door grips.

An SUV with unique sensations

For its compact SUV, the brand put considerable thought into how to provide the best possible motoring experience. The culmination of this process is an instinctive driving experience in the Peugeot i-cockpit®. It symbolises key aspects of Peugeot 2008’s driving characteristics: intuitiveness, agility and safety. The compact sports steering wheel offers precise steering and improved manoeuvrability while the 7” multifunction colour touch screen puts all the functionality at your fingertips. In addition, the head up instrument panel allows driver information to be accessed without taking your eyes off the road.

With its thumb wheel located on the central console, grip control broadens the scope of the 2008 due to an adapted traction system in low grip conditions. This patented system works hand-in-hand with the generous 16cm ground clearance and combined with all season Goodyear vector tyres, it 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 the thumb wheel:

- Standard mode is intended for standard road conditions with a low slippage rate.
- Snow mode instantly adapts the slippage of each front wheel to the grip conditions encountered. When the vehicle reaches 31mph, the system switches to standard mode.
- Mud mode is for travelling confidently on slippery ground (mud, wet grass, etc.). It facilitates the starting of the vehicle 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 active up to 50mph.
- Sand mode maintains wheel spin on both driven wheels simultaneously to allow progress on soft soil and limit the risk of getting stuck in the sand. This mode is functional up to 70mph, after which it switches to standard mode.
- ESP off mode gives the driver the opportunity to disconnect ESP, up to 31mph, and manage traction autonomously (as can be necessary on gentle ascents in icy/low grip conditions when traction is best when unimpaired).

The grip control feature is available on engines from 100hp, whether they are manual or automatic, with 17" alloy wheels. It benefits from the 2008's unparalleled dynamic performance on all terrains.

This performance is made possible by the weight, from just 1,045kg, and four suspension options. The springs, shock absorbers, anti-roll bar, front axle and rear cross member are therefore specific to improve the dynamic performance of all engine specifications. Body support is excellent in all circumstances. The steering maps are adapted to each suspension option to provide optimised and consistent information on the road via the compact steering wheel.

High-tech SUV

The on-board technologies of the Peugeot 2008 make everyday life easier. They include the Mirror Screen feature via MirrorLink™[1] or Apple CarPlay®[2], which displays certain apps from the driver's compatible smart phone on the touch screen of the car. The driver can therefore 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 which allows 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 an accident or reduce its seriousness if the driver fails to react. It works in urban conditions at speeds of less than 20mph. A short range sensor is fitted to the top of the windscreen and can detect other vehicles that are driving in the same direction or stationary. This will automatically trigger an emergency brake to stop the vehicle and avoid a collision entirely or limit the consequences of an accident by reducing the speed of impact.

By automating parking manoeuvres, Park Assist makes the most of the 2008's compactness to facilitate trips into town. Once the feature has been activated, the driver selects the type of manoeuvre required on the touch screen (parallel parking or exiting the parking space), after which the ultrasonic sensors measure the dimensions of the available spaces to notify the driver of a suitable location. Park assist then guides the vehicle via a steering management system, and all the driver has to do is view their surroundings and control the car's progress. The reversing camera displays the area behind the vehicle on the screen using colour guide lines. Pulling out of a parking space is very easy by using the intelligence of park assist again, even on a sloping street

due to the hill assist feature (which temporarily applies the brake).

With the aerodynamic body and lightness of the Peugeot 2008 SUV, the broad range of Euro 6 engines makes it suitable for every purpose while optimising fuel consumption and co2 emissions. These emissions range from 96 to 114g/km and include four Best-in-Class engines.

Entirely designed by the PSA group, the new generation of PureTech 3-cylinder petrol engines are recognised for their properties. Ensuring high-level driving pleasure while optimising fuel consumption and emissions, these PureTech engines are remarkably light and efficient. Compared with a similar four-cylinder engine, the naturally-aspirated one is 21kg lighter with the turbo-charged version 12kg.

This turbo-charged version is equipped with high-pressure direct injection (at 200 bars), and a new-generation high-performance turbo (running at 240,000rpm). It delivers high torque for its engine capacity, with 205nm for the 110hp version and 230nm for the 130hp version at 1,750rpm. In addition, the PureTech engine delivers exceptional performance, with constant power up to 6,500rpm, with remarkable acoustic comfort.

This versatile 3-cylinder engine can be combined with three transmission choices: 5-speed manual gearbox, 6-speed manual gearbox or 6-speed automatic gearbox. This is the new automatic gearbox called EAT6 for efficient automatic transmission 6-speed. Its Quickshift technology guarantees top-of-the-range driving pleasure due to its design to increase fluid transfer for rapid gear changes. Moreover, its co2 emissions are considerably reduced as a result of the reduction in internal friction and internal slippage due to the lock-up torque converters (securing a direct-drive when cruising).

The petrol range of the new 2008 includes a choice of five engines:

- 1.2l PureTech 82, 5-speed manual gearbox, 57.6 mpg, with co2 at 114g/km,
- 1.2l PureTech 82, 5-speed electronically-controlled gearbox, 64.2 mpg, with co2 at 102g/km,
- 1.2l PureTech 110 S&S, 5-speed manual gearbox, 60.1 mpg, with co2 at 103g/km,
- 1.2l PureTech 110 S&S, 6-speed automatic (eat6), 58.9 mpg, co2 at 110g/km - Best-in-Class,
- 1.2l PureTech 130 S&S, 6-speed manual, 58.9 mpg, with co2 at 110g/km – Best-in-Class.

The Blued 1.6l Diesel engine is a combination of the selective catalytic reduction (SCR) technology and additivated diesel particulate filter (DPF). This engine is characterised by its pleasure to drive and record low fuel consumption, regardless of the version – 75hp, 100hp and 120hp.

The SCR technology is the most effective on the market in terms of post-treatment of nitrogen oxides (NOx), as it is the only one to reduce NOx by up to 90%. Installed upstream of the additivated DPF, it is activated at an early stage. This is made possible by the additivated DPF's ability to regenerate at a lower temperature than the other DPF technologies as used by our competitors. The additivated DPF removes 99.9% of all particles, including the finest.

This excellent NOx reduction effectiveness optimises both co2 emissions and fuel consumption, which is up to 4% lower than the euro 5 engines.

The diesel range includes three engines, all of them with co2 emissions at less than 100g/km:

- 1.6l Blued 75, 5-speed manual gearbox, 76.3 mpg, with co2 at 97g/km - best-in-class,
- 1.6l Blued 100, 5-speed manual gearbox, 76.3 mpg, with co2 at 97g/km,
- 1.6l Blued 120 S&S, 6-speed manual, 76.3 mpg, with co2 at 96gco2/km – best-in-class.

The Peugeot 2008 stands out in the compact SUV segment. Its appeal lies in its exclusive combination of

robustness and sophistication. It provides a unique driving sensation due to the Peugeot i-cockpit®, its technological equipment and unparalleled road handling. Driving the 2008 is an addictive pleasure.

#peugeot2008

Peugeot

Since 1810 Peugeot has been producing durable products of excellence, since 1858 all are branded with the lion logo – chosen to demonstrate strength, suppleness and swiftness to personify the durability of its products. As one of the earliest automotive producers, the Peugeot brand can trace its roots back to 1889 when it began producing automobiles and since then over 65 million vehicles have been produced, advancing technology with style and efficiency to enhance the customer experience. Demonstrated through its brand signature ‘motion & emotion’, Peugeot is present in 160 countries, has 10,000 franchised dealerships and is recognised the world over for the quality and design excellence of its products.

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