



Creation : BD Network - Realisation / Edition : Gutenberg Networks - Automobiles
Peugeot RC Paris B 552 144 503 - Printed in the EU - Ref: 1F1605 - March 2016

Dealer stamp

PEUGEOT RECOMMENDS TOTAL

www.peugeot.ie



NEW PEUGEOT 2008 SUV



NEW 2008 SUV INTRODUCING PEUGEOT'S FIRST SUV

Experience sharp design, uncompromising quality and instinctive driving in the New 2008 SUV.

An SUV built with strength and character, the striking new exterior design is complemented with vibrant new paint finishes: Emerald Crystal and Ultimate Red.

Innovative lifestyle technology has been introduced to ensure maximum convenience and safety. Plus, the modern and efficient range of PureTech petrol and BlueHDi diesel engines combine impressive performance with exceptional fuel economy.

New 2008 SUV features the PEUGEOT i-Cockpit®, an intuitive interior layout that reinvents the driving experience, and Grip Control* which optimises traction in low-grip conditions, adapting to all terrains and weather conditions.

*According to version





**SHARP
DESIGN**

New 2008 SUV's sharp design and robust character incorporate all the qualities of a compact SUV.

Its new vertical front face features a fully integrated grille with an embossed pendant design that surrounds the central Peugeot lion badge. The horizontal bonnet and rear sports spoiler enhance the sophisticated, sportier look while front and rear scuff plates* and roof bars provide SUV practicality. Wheel arch extensions* suggest all terrain capabilities and provide more protection for the bodywork.

This more powerful, assertive style offers New 2008 SUV a distinctive air of adventure.

* According to version





*According to version.



SIGNATURE LIGHTING

The dynamic New 2008 SUV is equipped with elegant signature lighting. At the front, new two-tone black and chrome headlights* provide definition and structure. Integrated LED daytime running lights add finesse to the new design and provide excellent visibility.

Instantly recognisable as a Peugeot, the tailgate is framed by full LED rear light clusters with a 3D 'claw' design. This trademark claw design has become an integral part of Peugeot's style identity and is equipped on the entire New 2008 SUV range.



AN SUV WITH CHARACTER

The new Ultimate Red colour, first introduced on the new 308 GTi, reinforces the stylish character of the new Peugeot 2008 SUV.

This vibrant new colour, the epitome of sophistication, is sure to stand out from the crowd.



INSTINCTIVE DRIVING

The innovative layout in the PEUGEOT i-Cockpit® makes driving intuitive, agile and safe as the ergonomic driving position helps focus your attention on the road ahead.

The compact sports steering wheel sits lower than a traditional design and means that your arms are both lower and closer together. This not only reduces driver fatigue but offers more precise steering and improved manoeuvrability.

* From Active level.

The head-up instrument panel allows driver information to be viewed above, rather than through, the steering wheel and is therefore accessed without taking your eyes off the road. In addition, the large multifunction colour touch screen* places all the functionality at your fingertips.



ESCAPE
THE ORDINARY

DISCOVER NEW HORIZONS



The new Peugeot 2008 SUV entices you to discover new horizons. On all types of roads, it's designed to master the elements.

It delivers unequalled driving sensations thanks to the PEUGEOT i-Cockpit, its incredible levels of technology equipment and its unparalleled driving performance. Intuitive, agile, safe... the Peugeot 2008 SUV becomes addictive.





UNCOMPROMISING QUALITY

Quality is evident through the finish in the New 2008 SUV's sophisticated and sleek interior. The passenger compartment features a soft-touch dashboard with subtle chrome highlights and an ergonomic design, leather trimmed steering wheel* and aviation style handbrake. This finely crafted décor works in harmony with ultramodern mood lighting* to create a refined and elegant atmosphere.

Chic and innovative, the Peugeot LED Track* provides ambient lighting from the laser cut headlining while the cielo panoramic glass roof* is equipped with high-tech light guides. The head-up instrument panel features LED dial surrounds* which come on automatically as soon as the side lights are switched on, adding an extra touch of luxury to the interior lighting ambience.

* According to version



ENGINES

PureTech three cylinder petrol engines

Designed to produce drivability and performance, this engine combines efficiency with cutting edge technology. It takes the best that the market has to offer and finds the perfect balance between torque and power at low revs. This advance in technology generates a 25% saving in fuel consumption and reduces CO₂ emissions compared to a vehicle with equivalent power and torque.



Combined with the new automatic EAT6 gearbox, the 1.2L PureTech 110 EAT6 S&S turbo 6-speed automatic low CO₂ powertrain has become a reference in the segment.

BlueHDi diesel technology

BlueHDi diesel engines employ the most advanced diesel technology in the market. They deliver high performance, impressive fuel economy and low CO₂ emissions. This diesel technology has become the clear benchmark in the market.



GRIP CONTROL®



Grip Control optimises traction in low-grip conditions. It adapts to different terrain by acting on the front wheels, using electronic components already present on the vehicle. Available as an option or standard dependent on version, it can be introduced on both manual or automatic versions.

The Grip Control dial located on the centre console offers five available modes:

- **Standard :**

- Suitable for normal road conditions.
- Low spin rate.

- **Snow :**

- Recommended in deep snow or on a steep slope.
- Adapts the spin of each front wheel according to the grip available in order to provide the best acceleration possible.
- Automatically changes back to Standard mode at 50 kph.

- **Mud :**

- This “all terrain” mode is suitable for muddy or slippery ground conditions.
- Allows a lot of spin on the wheel with the least grip to allow mud to be cleared and grip restored.
- At the same time, it transmits the maximum available torque to the wheel with the most grip.
- This action is similar to a Limited Slip Differential.
- Automatically changes back to Standard mode at 80 kph.

- **Sand :**

- Suitable for loose ground.
- Spins the front wheels simultaneously, allowing the vehicle to move and reducing the risk of being trapped in sand.
- Automatically changes back to Standard mode at 110 kph.

- **ESP Off :**

- Disconnects the ESP and Grip Control® systems.
- Gives complete control to the driver.
- Automatically changes back to Standard mode at 50 kph.



DRIVING EXPERIENCE

Suspension

High performance, versatile and efficient PureTech and BlueHDi engines offer a responsive driving experience on New 2008 SUV without compromising on fun and enjoyment.

The compact steering wheel in the PEUGEOT i-Cockpit® is linked to a specific suspension system, which is adapted according to engine. The weight-optimised drivetrain combines simplicity and reactivity, offering the perfect balance of comfort and road holding to guarantee real driving pleasure.



Automatic Gearbox (EAT6)

The New 2008 SUV 1.2L PureTech 110 EAT6 S&S is equipped with a 6 speed EAT6 (Efficient Automatic Transmission) automatic gearbox, which optimises fuel consumption and enhances driving experience. This new gearbox uses quickshift technology allowing for faster gear changes and is the new benchmark in terms of driving enjoyment.

Its capacity for energy efficiency is almost equivalent to that of a manual gearbox with reduced friction and lockable converters in every section to prevent slippage.

It has been designed to significantly reduce CO₂ emissions and is comparable with the equivalent manual, making it extremely well positioned in both drivability and fuel consumption.

SAFETY

New 2008 SUV offers a range of safety equipment :

Active City Brake*

Active City Brake is 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 30 kph. 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.

*Optional from Active level.

Airbags

In the case of a collision, 6 airbags will protect occupants: two front airbags, two side airbags and two curtains airbags.

ESP

All versions of New 2008 SUV have a high level of active safety and are equipped with ESP as standard. This includes Traction Control (ASR), Stability Control (CDS), Emergency Brake Assistance (EBA), Electronic Brake Force Distribution (EBFD) and Anti Wheel-Lock (ABS).

Cornering assist fog lights*

In low beam or high beam, this function allows the front fog lights to illuminate the inside of a bend, when the vehicle speed is below 40 kph (city driving, winding roads...).

*Standard from Allure level.

Park Assist* and reversing camera*

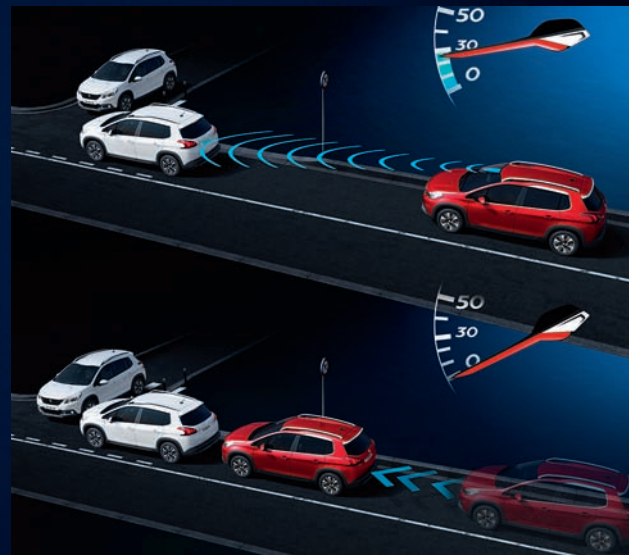
The reversing camera automatically activates when reverse gear is engaged and allows the driver to view the area behind the vehicle while the manoeuvre is taking place. The reversing camera comes with rear parking aid as standard but can also be ordered with Park Assist for added safety and convenience. The Park Assist system assesses the size of space available to ensure that it fits the dimensions of your vehicle. Ultrasonic sensors and steering management take over to manoeuvre in and out of the parking space for you. Acceleration, braking, gear changes and use of the clutch in a manual transmission are left in your control. During entry and exit of the parking space, the system provides you with visual and audio information to ensure your safety.

*Available according to version.

Connectivity

The Mirror Screen* function allows a seamless interface between the touch screen* and compatible smartphones, to allow a range of compatible Apps on your smartphone to be displayed on your screen via MirrorLink® or Apple CarPlay™.

*Available according to version.



VERSATILE AND ADAPTABLE

Grip Control* is an adapted traction control system which responds to most terrains and weather conditions. It acts on the front wheels by adjusting wheel spin and torque to optimise traction in low-grip conditions.

Versatile and adaptable, this system has control built in. The Grip Control dial located on the centre console lets you choose the appropriate mode for the surface you encounter: standard, snow, mud, sand, ESP off.

Coupled with Mud & Snow tyres and now compatible with the EAT6 automatic gearbox, Grip Control uses electronic components that are already installed in the car meaning that it adds no extra weight and therefore no excessive fuel consumption, unlike a traditional 4x4.

* Available according to version.





The GT Line badge level on New 2008 SUV features distinctive sports styling. From the 17" alloy wheels, to the black chrome radiator grille with embossed pendant design, to the gloss black door mirrors and black roof bars – this is a resolutely sporty compact SUV.

The new horizontal bonnet culminates at the front in a vertical integrated radiator grille, with gloss black surround and contrasting red Peugeot lettering. GT Line badging appears on the front wings and tailgate with an exhaust finisher integrated into the rear scuff plate.

The package is completed with a cielo panoramic glass roof with electric blind and ambient lighting.

GT LINE ASSERTIVE SPORTS STYLING



GT LINE SPORTS INTERIOR

The sporty feel of the exterior continues inside GT Line with Peugeot branded aluminium door sills, sports pedals and GT Line carpet mats. The seats are finished in premium GT Line trim and the sports theme continues with red line detailing on the seatbelts and gloss black door handles.

The compact sports steering wheel is finished in perforated leather with red contrast stitching; the head-up instrument panel features red LED dial surrounds; and the 7" multifunction colour touch screen has a red colour scheme.



PEUGEOT AND THE ENVIRONMENT

Peugeot is a leading manufacturer of low emission vehicles and more than half of its global sales are for vehicles emitting less than 140g of CO₂ per km. This performance is based on proven technology: the Diesel Particulate Filter. Launched in 2000, and equipped as standard on more than 2.1 million vehicles, it reduces particle emissions by 99.99%. A self-cleaning system, it processes gases emitted from the combustion of diesel in the engine and reduces diesel particles to approximately 0.004 g/km. Peugeot has also led the way on other breakthrough technologies including Stop & Start and a new generation of petrol and diesel engines.



BlueHDi diesel technology is the most efficient and economical diesel depollution control technology on the market. BlueHDi, Euro 6 diesel engines, are offered on the New 2008 SUV: an exclusive new technology that combines a Selective Catalytic Reduction (SCR) function with the diesel particulate filter system. This BlueHDi technology drastically reduces NO_x (the combination of mono-nitrogen oxides NO and NO₂) by more than 90%, which optimises CO₂ emissions to 97g/km, improves fuel consumption and almost totally eliminates particle emissions (99.9%).



PureTech petrol technology delivers efficient petrol engines that have become a reference in the market. New 2008 SUV offers a range of the latest generation, Euro 6, three cylinder PureTech petrol engines. A product of PEUGEOT's intelligent engineering, they combine reduced weight, innovative materials with the efficiency of applying direct fuel injection to three cylinders. This advanced technology offers a drive and performance normally associated with much bigger engines but with significantly improved fuel consumption and CO₂ emissions.

COLOURS*

SOLID PAINT



Bianca White



Hurricane Grey

METALLIC PAINT



Nera Black



Cumulus Grey



Nimbus Grey



Spirit Grey

PEARLESCENT PAINT



Emerald Crystal



Pearlescent White



VARNISH
Ultimate Red

*Talk to your local Peugeot Dealer about paint options available.



TRIM*

*Trims vary according to version chosen.
Talk to your local Peugeot Dealer about trim options available.



Berlin Black Trim

Tokyo Black Trim

Oxford Black Premium Trim

Adamantium Premium Trim

Oxford Black and Alcantara Trim

Midnight Black Leather Trim

GT Line Trim



WHEELS*



15" Iode Wheel Trim



16" Slice Wheel Trim



16" Stronium Wheel Trim



16" Zirconium Wheel Trim



16" 'Aquila' Alloy Wheel



16" 'Hydre' Alloy Wheel



17" 'Eridan' Anthra Alloy Wheel



17" 'Eridan' Brilliant Black Alloy Wheel



17" 'Eridan' Black Alloy Wheel

* Wheels available according to version. Talk to your local Peugeot Dealer about wheel options available.

GET THE LOOK

Choose the look you want by combining your colour choice and your wheel choice*.

*Talk to your local Peugeot Dealer about colour and wheel options available.



Allure model in Ultimate Red with 16" Aquilla alloys.



Allure model in Emerald Crystal with 17" Eridan Anthra alloys.



GT Line model in Bianca White with 17" Eridan Brilliant Black alloys.



Midnight Black leather trim



Adamantium Premium trim



GT Line trim



PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance that your vehicle has been designed and manufactured to give you years of worry-free motoring. As a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer; you can be sure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original Parts.

FOR PEACE OF MIND

PEUGEOT WARRANTIES
All Peugeot passenger vehicles registered in Ireland come with a 5 year 100,000km warranty, which consists of 3 year manufacturer's warranty plus a 2 year warranty extension . Our cars also come with a 12 year Anti-Perforation and a 3 year Paint Warranty (6 and 2 years respectively on commercial vehicles). For full terms and conditions please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE
All new Peugeot vehicles registered in Ireland come with 3 years Peugeot Assistance and breakdown recovery. Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24/7, 365 days a year. Peugeot Assistance includes European Cover, home &, roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).
SERVICING YOUR PEUGEOT

Peugeot Ireland have a network of Peugeot Service Centres. Our Aftersales teams are trained to provide the best care for your vehicle. Nobody knows your Peugeot like we do. Log onto www.peugeot.ie to find your nearest Service Centre.

FOR YOUR PLEASURE

PEUGEOT BOUTIQUE
Peugeot Accessories are designed specifically for each model which means there are no compromises on fit or function. They are rigorously tested to our own high standards giving you complete confidence and peace of mind.

PEUGEOT INTERNET
Discover Peugeot Internet, type our address: <http://www.peugeot.ie>

PEUGEOT SERVICE CLUB
Join the Peugeot Service Club and get every fourth service absolutely free! Join up with your participating Peugeot dealer. For more details, terms and conditions see aftersales.peugeot.ie/service-club

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features combinations may not be available in Ireland. Also, some photography may feature vehicles which are left hand drive. As part of our policy of continuous specification improvement, Peugeot reserve the right to modify technical equipment, the options available and colours at any time. For full specification ask your Peugeot Dealer or click on www.peugeot.ie.

Please note that print and photographic processes used in the creation of this brochure may alter the depth and tone of the colours shown. This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expressed authorisation of Peugeot.
Issued by:
Gowan Distributors Ltd.
Peugeot Importers
Gowan House
Naas Road,
Dublin 12.