

NEW PEUGEOT 208



Dealer's stamp



PEUGEOT

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Automobiles Peugeot 552 144 503 R.C.S. Nanterre  
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www.peugeot.ie





PEUGEOT has always honoured a high-quality and inventive French manufacturing tradition. Today more than ever, PEUGEOT is harnessing all of its energy to design elegant vehicles that deliver a sensory experience and take driving to a whole new level.

From ergonomics and materials to connectivity, we have meticulously worked on each detail to bring you our most intuitive driving experience.

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IRRESISTIBLE DESIGN



## SPORTY AND SENSUAL

Discover the all-new PEUGEOT 208's strong personality from the very first glimpse. The low-slung figure, long bonnet and sensual curves hint at its sporty, seductive spirit and the bright, original body colours, further enhance its irresistibility! Its assertive character is further underlined by the Black Diamond roof\*, gloss black wheel arches\* and gloss window surrounds\*, completed with diamond cut alloy wheels with inserts.\*



## BOLD AND DARING

The all-new PEUGEOT 208's expressive front face features a large chrome grille and presents a modern and bold vision with its signature 3-claw full LED headlights.\* The lighting signature is further enhanced with the striking front LED daytime running lights that also act as the vehicle indicators\*. This distinctive lighting ensures that you can see and can be seen at all times and optimises both driving and safety.



## LUMINOUS PRESENCE

The distinctive and daring rear design, with the gloss black rear cluster connecting strip, is further enhanced by full LED backlights with claw effect\*. Equipped with a daytime running function, the intensity of the lights adjusts automatically to light conditions, enhancing the visibility of the vehicle both day and night.

## WELL-CRAFTED AND EXPRESSIVE REAR END

The dynamic and well-sculpted rear end of the all-new PEUGEOT 208 comes with two versions of spoiler\*. There's also a twin-chrome exhaust\* for that even sportier look.

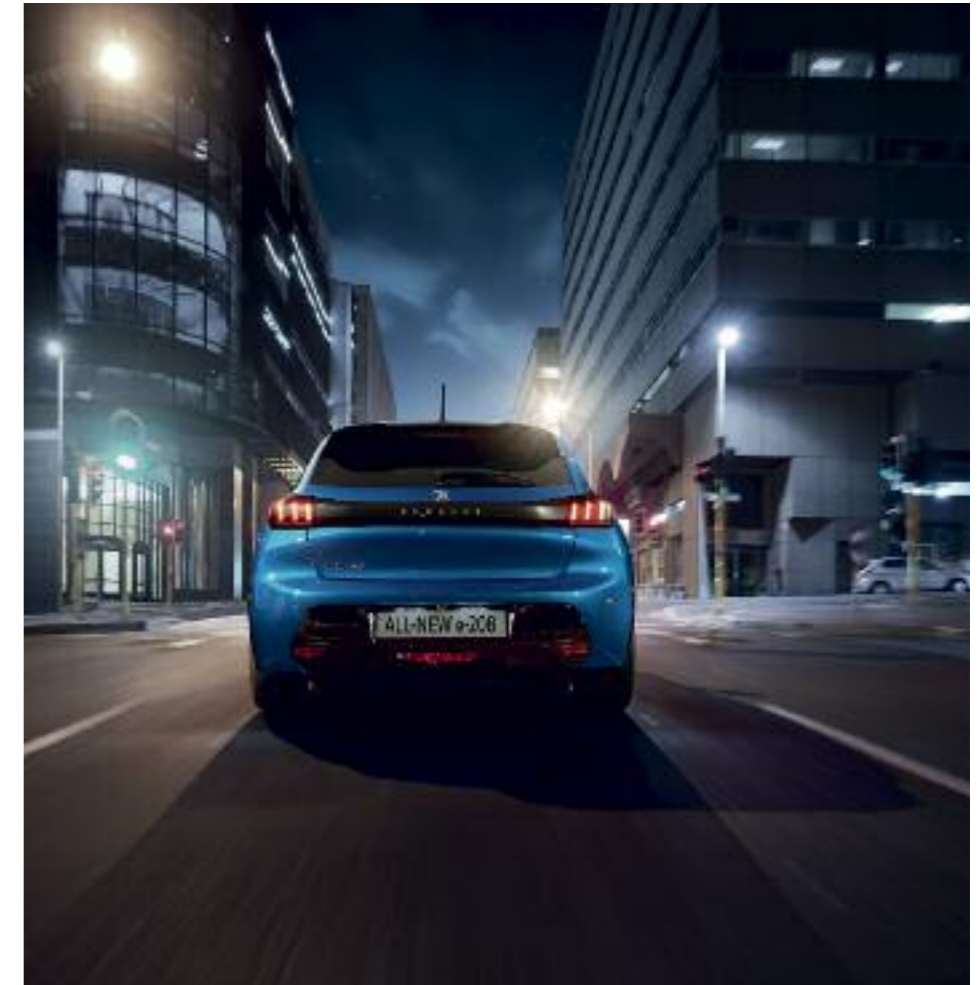
A blue Peugeot e-208 is shown driving on a city street at night. The car is in the foreground, moving towards the right. The background features tall buildings and a blurred yellow car, suggesting motion. The scene is lit with city lights, creating a modern and dynamic atmosphere.

ALL-NEW PEUGEOT e-208  
WHEN STYLE MEETS e-MOTION



## e-MOTION e-208.

As quiet as it is flexible and responsive on the road, the seductive all-new PEUGEOT e-208 has it all. Distinctive and exclusive touches embody technology and modernity and the new modular and efficient platform means there's absolutely no compromise on space, technology, looks or driving sensations.



## DISTINCTIVE STYLE

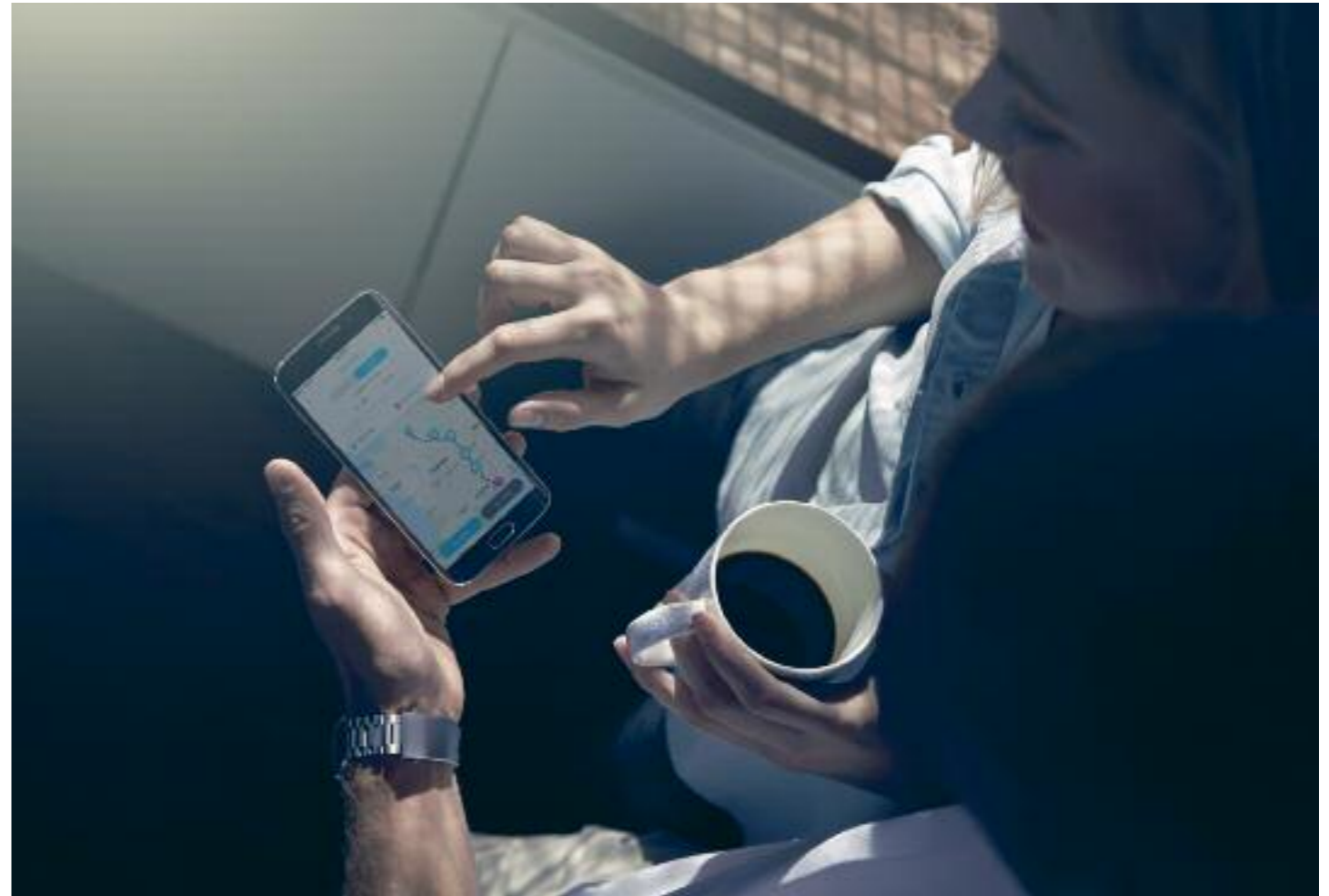
Distinctive features include the monogram "e" on the C-pillar and the dichroic Lion which changes colour from different angles; a body-coloured chequered front grille and gloss black wheel arches. And, there's absolutely no compromise on interior space or boot capacity.



## DRIVING PLEASURE WITH 100% ELECTRIC POWERTRAIN

The all-new PEUGEOT e-208 with its 100% electric powertrain delivers new sensations and up to 340km range(WLTP<sup>^</sup>): a smooth drive without vibration; sharp acceleration thanks to immediate engine torque; a silent engine\* offering a serene driving experience; and 0g CO<sub>2</sub> emissions while driving.

\* Take care when driving as other road users may not be accustomed to electric vehicles. All-new PEUGEOT e-208 is fitted with an acoustic vehicle alerting system.  
<sup>^</sup> WLTP cycle, 2019 standard.  
Wall charger image shown for illustrative purposes only. Specification may vary.



## CONNECT & GO!

With the MyPeugeot App you can view : the progress and status of the vehicle charge; your driving statistics for every journey and eco-driving tips. You can also remotely control certain vehicle functions via the App such as activating, stopping and scheduling the battery charge; and the pre-programming of the heating or air conditioning.





NEXT - GENERATION TECHNOLOGY



## GUARANTEED COMFORT

The front seats on all-new PEUGEOT 208 have been developed to provide heightened sensations of comfort and support, enlivened with a touch of sportiness making every journey, no matter the distance, an absolute pleasure. Front seat features include electric multi-way adjustment\*, heated seats\*, multi-point massage function\*, driver seat memory\* and electric lumbar adjustment.\*



## THE PEUGEOT 3D i-COCKPIT®

Discover the latest generation PEUGEOT 3D i-Cockpit®\* inside the all-new 208. Experience agile and intuitive driving with the compact multifunction steering wheel\*, the configurable head-up display\*, the large capacitive 10" colour touchscreen\* and the 7 satin chrome 'piano' toggle switches. You can also personalise your interior environment with a choice of 8 RGB LED colours\*.



## CONFIGURABLE 3D HEAD-UP DIGITAL DISPLAY

The all-new 3D i-Cockpit®cluster\* is a unique system that projects all the information on different layers giving you outstanding 3D effect.

It can be fully customised to suit the driver's needs. As the panel is positioned higher, it is closer to the road and is more within the driver's field of vision. This can increase safety when compared to a conventional setup where the dials sit within the wheel, further from the road.

\* Optional, standard or not available according to trim chosen.

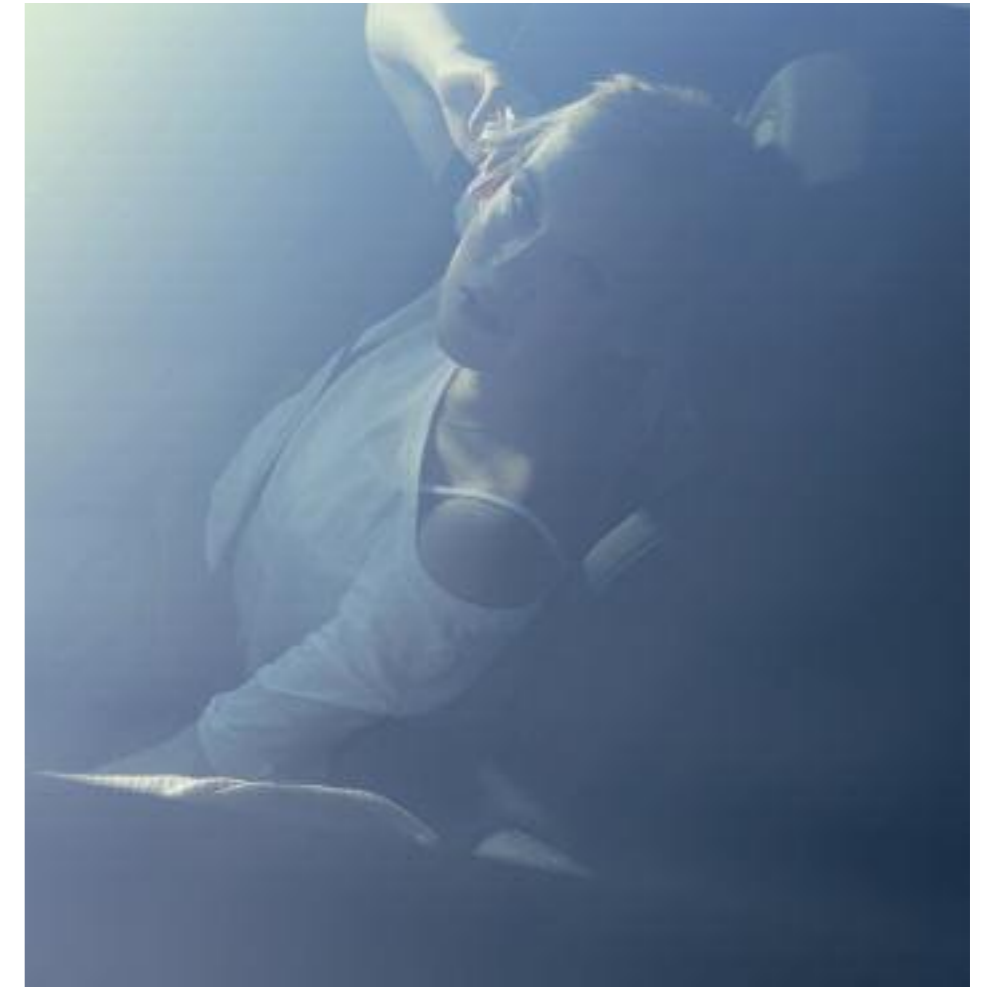


## FUN AND INTUITIVE TOUCHSCREEN

The large 10" colour touchscreen\* can be controlled using voice recognition, the steering column controls, or its 7 'piano' toggle switches.

And with the e-208's screen, you can also watch a real time technical animation of how the powertrain is working.

\* Optional, standard or not available according to trim chosen.



## LET THERE BE LIGHT

Flood your all-new PEUGEOT 208 with natural light through the optional\* panoramic glass roof. Running all the way back to the rear seats it provides a spectacular view of the sky and your wider surroundings and comes with a manual roller blind.

A CONNECTED CAR  
IN A CONNECTED WORLD





## ADVANCED CONNECTIVITY

Linked to the 10" capacitive colour touchscreen\*, 3D navigation shows you the way\*. The Mirror Screen®\* feature allows you to use the touchscreen to access your favourite apps from a compatible Smartphone, and offers Apple CarPlay™, or Android Auto connectivity.

\* Optional according to version.



## KEEPING YOU CONNECTED

There is also the use of inductive charging technology\* a compatible device can be charged wirelessly whilst on the move. Operation is simple: just place your smartphone on the charging area and once detected, battery charging begins. There's also up to four USB\*\* sockets in the car for portable devices - making sure everyone stays connected and fully charged on every journey.

\* Optional according to version \*\* Standard or not available according to version.



## INTELLIGENT DRIVING

The all-new PEUGEOT 208 comes with the latest intelligent driving aids, offering assurance on every journey. These include PEUGEOT Drive Assist\*: lane positioning assist\*, speed and road sign recognition\*, adaptive cruise control\* and modifiable safety distance\*.

Enjoy further assistance with Visio Park 1\* with a rear camera and '180°' view, useful for reversing out of spaces; and an 'Overhead' view making it easier when reversing near obstacles.

Park Assist\* also offers fully automated parking assistance, both steering, acceleration and braking functions for parallel and bay parking scenarios.

\* Optional, standard or not available according to trim chosen.



LIVE THE POWER OF CHOICE





## A NEW MODULAR AND EFFICIENT PLATFORM

The all-new PEUGEOT 208 benefits from the new modular and multi-energy CMP / eCMP platform, giving you the freedom to choose between a PureTech petrol, BlueHDi diesel or electric powertrain, without having to compromise on technology, looks or driving sensations. Experience a euphoric driving experience through exemplary road-holding; optimised interior space and boot capacity; outstanding manoeuvrability; and futuristic ambience and internal comfort with pre-programmable heating and charging functionality\* (available via the colour touchscreen or through the MyPeugeot App).

\* Available on all-new PEUGEOT e-208 only.





## INTERNAL COMBUSTION ENGINES

Thanks to the efficiency of its multi award-winning\* PureTech petrol or intelligent BlueHDi diesel powertrains, and the new generation automatic gearboxes, every all-new PEUGEOT 208 offers a combination of power with controlled CO<sub>2</sub> emissions, together with Stop & Start functionality.



## EFFICIENT AUTOMATIC TRANSMISSION

For optimum driving pleasure our automatic gearbox\* offers : Up to 5% reduction in fuel consumption as a result of optimised gearing; seamless changes for conquering the open road; optimised safety as the gearbox automatically reverts to 'P' (park) when the ignition is switched off; reduced weight through carefully selected materials offering a weight saving of 6kg versus EAT6; and electric impulse control with Quickshift technology. Transmission can also be controlled via the steering column mounted paddles.



## ELECTRIC DRIVING PLEASURE

The PEUGEOT e-208 delivers immediate power behind the wheel, offering a powerful performance and driving pleasure.



## CHOOSE YOUR DRIVING STYLE

The all-new PEUGEOT e-208 100% electric city car offers three driving modes. 'Sport' where priority is given to performance and driving sensations; 'Normal' offering optimum comfort for everyday use; and 'Eco' for range optimisation.



CHOOSE YOUR STYLE

## ACCESSORISE YOUR ALL-NEW PEUGEOT 208

There's a range of practical and ingenious accessories for your all-new PEUGEOT 208 which are designed to complement your lifestyle.

1. Indoor parking cover
2. e-208 carpet mat
3. Seat covers
4. Roof-mounted bicycle station (Roof bars and cycle carrier are supplied separately)
5. Mode 3 type 2 cable for Wallbox charging
6. Sunblinds

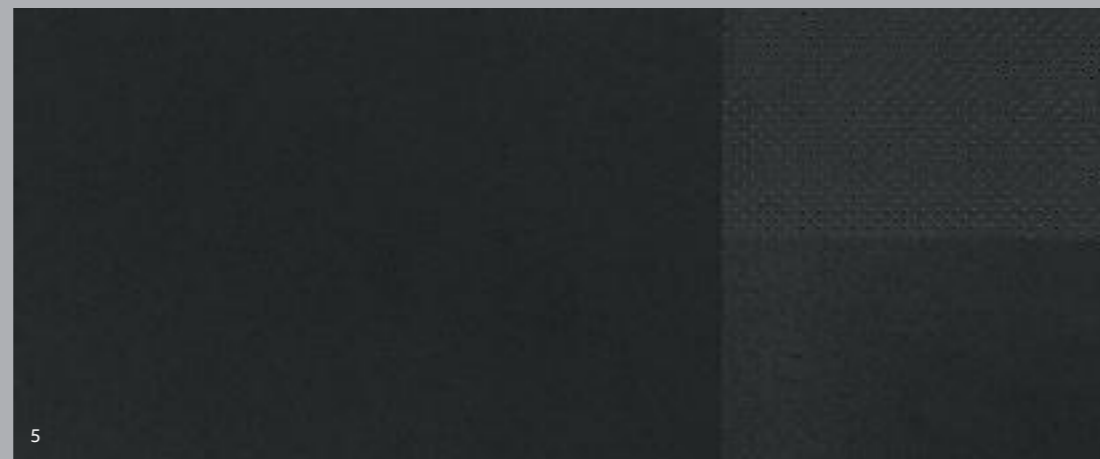
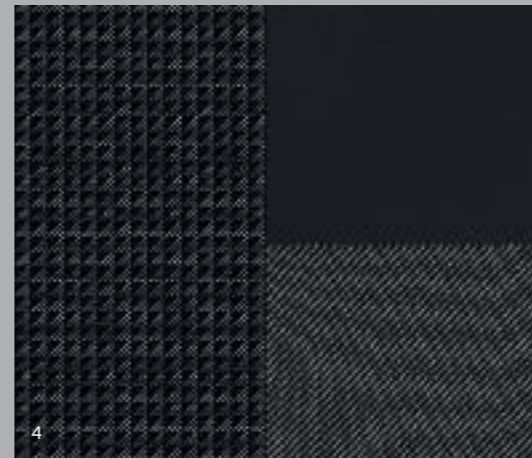
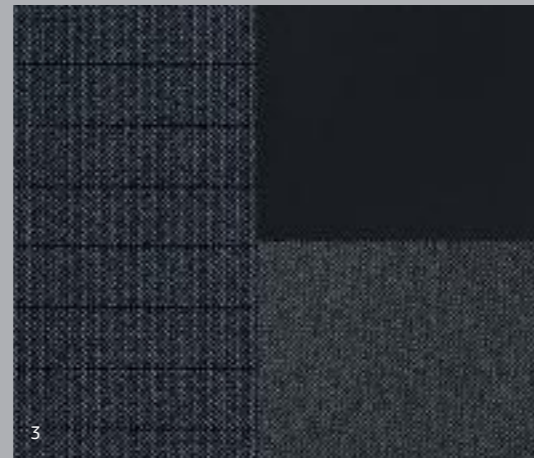
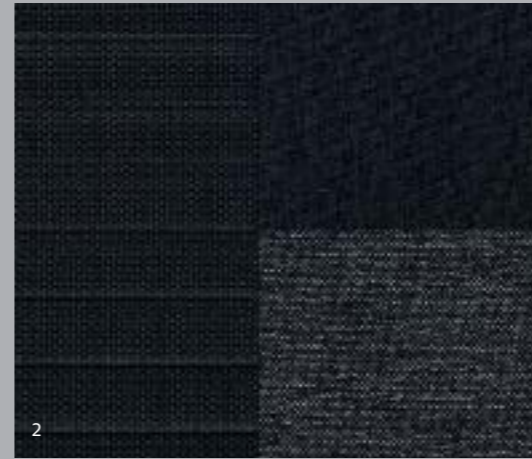


## A MODERN AND STYLISH INTERIOR

The seat upholstery in the all-new PEUGEOT 208 has been selected for its elegance, quality and durability. Each trim level adopts a particular finish and provides sporty looks and heightened sensations of comfort and support.

1. Tri-material 'Pneuma' and 'Rimmi' cloth seat trim\*
2. Tri-material 'Cozy' leather effect and 'Isabella' cloth seat trim\*
3. Tri-material 'Copy' leather effect and 'Isabella' cloth seat trim\*
4. Nappa Mistral full grain leather seat trim\*
5. Tri-material grey Alcantara and 'Isabella' cloth seat trim\*

\* Optional, standard or not available according to trim chosen.



## A RANGE OF IRRESISTIBLE COLOURS

The all-new PEUGEOT 208 really stands out with its striking bodywork colours! Choose from a range of lively and original colours, or choose something more muted and elegant.



Bianca White\*



Cumulus Grey\*\*



Nimbus Grey\*\*



Nera Black\*\*



Faro Yellow\*\*



Elixir Red\*\*\*



Vertigo Blue\*\*\*



Pearl White\*\*\*\*

\* Solid paint.  
 \*\* Metallic paint.  
 \*\*\* Special paint.  
 \*\*\*\* Pearlescent paint.

## PERFECTING THE LOOK

The irresistible style is further complemented with alloy wheels\* and a choice of finishes\* including intricate diamond cut and tinted varnish detailing.



16" 'Taksim' alloy wheels\*



16" 'Elborn' alloy wheels\*



17" 'Jordaan' diamond cut alloy wheels\*



17" 'Camden' diamond cut two tone alloy wheels\*



17" 'Shaw' diamond cut two tone alloy wheels\*

\* According to version.

## THERE FOR YOU.

When you choose PEUGEOT, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry free motoring. As a PEUGEOT owner, you can also rely on the customer care services of your Dealer. This will ensure 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 YOUR PEACE OF MIND MANUFACTURER WARRANTY

Any all-new PEUGEOT 208 first registered in the IE and purchased from a IE PEUGEOT Dealer will benefit from a 3 year warranty and a 2 year warranty extension or up to 100,000 kilometres provided by the PEUGEOT IE Dealer Network. Our passenger cars also come with a 12 year Anti-Perforation and 3 year Paint Warranty. For full terms and conditions on all of these, please contact your PEUGEOT Dealer. For PEUGEOT e-208, the Electric Vehicle traction battery has an 8 year or 100,000 kilometres warranty, for 70% of its original charge capacity.

### PEUGEOT ASSISTANCE

All new PEUGEOT's come with 36 months of PEUGEOT Assistance - our breakdown assistance service. This covers all incidents involving manufacturing based faults for you and anyone else driving your car with your permission. It is available 24 hours a day, 365 days a year. PEUGEOT Assistance includes European cover, home start, roadside assistance, vehicle recovery and a free replacement car or accommodation if required. Call 1800724365.

### SERVICING YOUR PEUGEOT

Peugeot in Ireland has a network of Peugeot Service Centres. Our Aftersales teams are trained to provide you with the best care for your vehicle. Nobody knows your Peugeot like we do. Log on to Peugeot.ie to find your nearest Peugeot Service Centre and please refer to your maintenance book for details of the relevant service intervals.

### PEUGEOT SERVICE CLUB

Join the Peugeot Service Club and get every fourth service absolutely free! Join up at your participating local Peugeot Dealer. For more details and full terms and conditions, see Peugeot.ie.

### FINANCE - LET THE SPECIALISTS HELP

Your local Peugeot Dealer offers a range of flexible finance plans to make owning a new Peugeot easy. As specialists, they will provide choice, convenience and flexibility.

### FURTHER INFORMATION PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model, meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete peace of mind.

### PEUGEOT AND THE ENVIRONMENT

Our website has details of Peugeot's environmental and recycling policies.

### ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features shown in this brochure may not be available in Ireland - please refer to model specification sheets for standard or optional equipment according to trim - and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot reserves the right to modify specification, options and colours at any time. For full details ask your Peugeot Dealer, or click on Peugeot.ie. Print and photographic processes used in this brochure may alter the depth and tone of the colour shown. This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expression of authorisation of Peugeot.

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Official Fuel Consumption in l/100km and CO<sub>2</sub> emissions (g/km) for the all-new PEUGEOT 208 range are: Combined 4.0 - 71.4 6.4 and CO<sub>2</sub> 84 - 108 g/km.

The fuel consumption or electric range you achieve, and

CO<sub>2</sub> produced, in real world conditions will depend upon a number of factors: including the accessories fitted (post registration), the starting charge of the battery (electric only), variations in weather, driving styles and vehicle load. The all-new e-208 is a battery electric vehicle requiring mains electricity for charging. There is a new test (WLTP\*) used to measure fuel consumption and CO<sub>2</sub> figures. The fuel consumption figures shown in this brochure are calculated under the WLTP test. The CO<sub>2</sub> figures shown are NEDC equivalent (NEDCeq), calculated using EC correlation tool which converts WLTP figures to NEDC figures, however, these NEDCeq figures are based on the outgoing test cycle (NEDC\*\*) and will be used to calculate tax for first registration. Figures shown are for comparability purposes; you should only compare fuel consumption and CO<sub>2</sub> figures with other vehicles tested using the same technical standard.

\*WLTP - Worldwide harmonised Light vehicles Test Procedure. \*\*NEDC - New European Driving Cycle. Information correct at time of going to print.

