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## NEW PEUGEOT 208

# MAGNETIC STYLE

The New Peugeot 208 has been re-energised with an **assertive, strong and elegant style**. It introduces a **dynamic, new, metallic paint colour - Orange Power** – and offers **new personalisation options**.

The streamlined front face has **sharper, more pronounced lines** and the **wider grille**, with thick chrome surround, is seamlessly integrated into the design.

Its striking style is enhanced by **new two-tone headlights\***. Black and chrome detail provides structure and definition, while **LED daytime running lights\*** give a glimpse of the technology and efficiency incorporated in the New Peugeot 208.

At the rear, full **LED lights clusters with 3D 'claws'** add finesse to the New Peugeot 208's distinctive style.

\* Standard from Active level.





# INTUITIVE DRIVING EXPERIENCE

Climb into the New Peugeot 208 for a dynamic driving experience. The Peugeot i-Cockpit, with compact steering wheel, head-up instrument panel and multifunction colour touch screen\*, makes driving intuitive, exciting and safe.

A range of new **safety equipment and lifestyle technology** has been introduced to ensure maximum efficiency and convenience.

- **Active City Brake\*\*** (Automatic urban braking on risk of collision): When the vehicle is travelling at less than 20 mph, this system will alert the driver to a probable collision and, if necessary, operate the emergency brake in order to avoid shunt situations completely or reduce the severity of an accident in the event that the driver does not react.

- **Reversing Camera\*\*** : makes maneuvering safer and easier.

- **Park Assist\*\*\*** : Parking sensors and steering management will manoeuvre in or out of a parking space on behalf of the driver. Acceleration, braking and gear changes remain in the driver's control. During entry and exit of the parking space, the system provides visual and audio information to ensure safety.

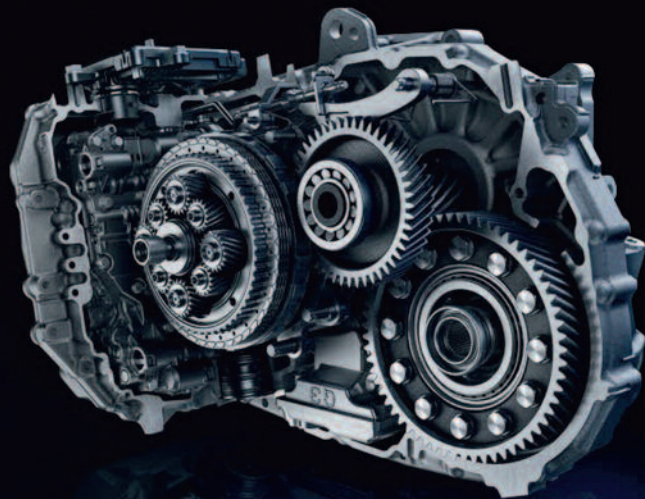
\* Standard from Active level.  
\*\* Optional from Active level.  
\*\*\* Optional from Allure level.

The New Peugeot 208 offers a **new six-speed automatic gearbox** from launch and a **wide range of efficient engines** that all comply with Euro 6 emissions standards :

• **PureTech** : Peugeot's new 3 cylinder petrol engine technology delivers a drive and performance normally associated with bigger engines but with significantly improved fuel consumption: 1.2 PureTech 82 ETG5 S&S delivers up to **67.3 mpg** on a combined drive cycle\*

• **BlueHDi** technology provides some of the most efficient diesel engines on the market with the 1.6L BlueHDi 100 S&S delivering up to **83.1 mpg** on a combined drive cycle\*

\*Please refer to the price and specification guide for full details or visit [www.peugeot.co.uk](http://www.peugeot.co.uk)





**GT LINE**

# STRONG PERSONALITY



Following the lead of 308, 508 and RCZ, the New Peugeot 208 continues its move up-market with the arrival of **GT Line**. Based on the Allure trim, GT Line has an excellent level of specification and adopts many of the styling attributes of the iconic GTi model.

The 208 GT Line is available in 3 and 5 door, with a choice of three engines: the petrol 1.2L PureTech 110 S&S and the diesel 1.6L BlueHDi 100 and 120 S&S.

#### Exterior features:

- Equaliser grille with red 3D markings
- Gloss black grille surround and front fog light finishers
- 17" Caesium alloy wheels
- Gloss black door mirror shells
- Single chrome exhaust tailpipe
- GT Line badging

#### Interior features:

- Black and red GT Line sports seats with red contrast stitching
- Gloss black door handles with red line detail\*
- Leather sports steering wheel\*\*
- Black seatbelts with red line detail\*
- Aluminium door sill finishers
- Aluminium pedals

\*Identical to the GTi version.

\*\* Leather and other materials. For full details, please visit [www.peugeot.co.uk](http://www.peugeot.co.uk).