

Peugeot Introduces The Best-Performing Non-Hybrid Car into the UK – The Accomplished 79G/KM New 208

The new Peugeot 208 range already features a wide choice of efficient petrol and diesel engines, but now the lowest CO2 version arrives on UK shores, with emissions as low as just 79g/km – making it the best-performing non-hybrid on the market.

(PRWEB UK) 2 March 2016 -- The new Peugeot 208 range already features a wide choice of efficient petrol and diesel engines, but now the lowest CO2 version arrives on UK shores, with emissions as low as just 79g/km – making it the best-performing non-hybrid on the market. The larger 308 model has hatchback versions from 82g/km and the 308 SW estate – the biggest-in-class - from just 85g/km.

The revised engine line-up means all versions of the Peugeot 208 meet stringent Euro 6 emissions standards, made possible with sophisticated BlueHDi technology ensuring every diesel version of the new 208 is below 95g/km of CO2 (benefiting from £0 VED and £0 Road Tax). There are two 79g/km models in Active and Allure trim levels, in both 3 and 5 doors, powered by the 1.6-litre BlueHDi 75hp with Stop & Start (S&S) technology. These 79g/km models are capable of achieving 94.2mpg (Combined Drive Cycle), can reach 106mph and are priced from £14,995 and £16,195.

Other models utilising the same 1.6-litre BlueHDi engines are also available with three power level choices: in 75hp, 75hp S&S, 100hp and 120hp S&S. The 75hp, 75hp S&S and 100hp S&S are coupled with a five-speed manual gearbox. The 75hp and 100hp achieve 80.7mpg, while the 75hp S&S has economy of 94.2mpg – which is a record for the segment, and in the market. The 120hp S&S is mated to a six-speed manual gearbox and produces just 94g/km of CO2.

Peugeot is rapidly reducing the CO2 emissions of all of its vehicles in a tangible way with the accelerated implementation of the 3-cylinder PureTech petrol and BlueHDi diesel engines, as well as the new 1.6-litre THP engines and EAT6 six-speed automatic transmission. Twenty Peugeot vehicles (five PureTech, three 1.6-litre THP and twelve BlueHDi) are class leading in their power class for CO2 emissions.

These meet the demand by Peugeot for developing more environmentally friendly engines, in particular those that are cleaner and produce less CO2. Peugeot's environmental performance helped the PSA Peugeot Citroen Group maintain leadership in Europe in 2014 with average CO2 emissions of 110.3g/km, in a European market where the average is at 123.7g/km. As an individual Brand the Peugeot product average is 109.5g/km.

Combining SCR (Selective Catalytic Reduction) and an additive particle filter in a unique way, the BlueHDi technology demonstrates it is the most efficient and effective diesel emissions control system.

Representing nearly 30% of all registrations, the B-segment is the second largest by volume in the European market. It accounts for two out of every three cars sold and Peugeot continues to be a dominant player in this sector with one million examples of the 208 produced.

Providing standardised new car fuel economy and emissions figures is a requirement imposed on all car manufacturers by the EU Directive 80/1268/EEC. Peugeot has a track record second to none and the Brand has the lowest Corporate Average Fuel Emissions (CAFE) of any volume manufacturer.

Mark Pickles, Marketing Director at Peugeot UK, explained: “We pride ourselves in producing engines that reduce emissions without compromising performance and driver enjoyment, while optimising fuel consumption. The new 208 79g/km is the industry class leader and reinforces the Brand’s commitment in continually pushing the boundaries of technology for both petrol and diesel engines.”

In May 2015, a production New Peugeot 208 achieves record averaging 141mpg over 1,337miles. A 1.6-litre BlueHDi 100 S&S new Peugeot 208 set a new long-distance fuel consumption record, under the supervision of the French Type Approval Authority, UTAC. An impressive 1,337.19miles (2,152km) were covered on just 9.45 gallons (43 litres) of diesel, with an average fuel consumption of an amazing 141.2mpg (2.0 l/100km). A strictly standard production new Peugeot 208, with the 1.6-litre BlueHDi 100 S&S engine and 5-speed manual gearbox, ran for 38 hours and covered the distance while consuming little more than nine gallons of fuel. In doing so, it set an absolute long distance fuel consumption record for a standard production vehicle.

In October 2015 on the real-world MPG Marathon a new 208 won the top prize. Peugeot took overall victory in 2015 MPG Marathon with a brand-new 208 diesel 5-door hatchback. Driven in real-world driving conditions over 385 miles the new Peugeot 208 achieved an average fuel economy of 104.5mpg. It had the highest MPG figure of any car taking part in the event, with a 29% improvement over official (EU Directive 80/1268/EEC) Combined Drive Cycle economy figures.

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.

PEUGEOT UK

The UK is the third largest market for Peugeot with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008 and 5008 supplemented by people-carriers and a four-model van range that includes the Bipper, Partner, Expert and Boxer. The 208 is the best-selling Peugeot.

208

Launched in 2012 and re-invigorated in 2015, the 208 remains the best-selling Peugeot car. Its arrival introduced the pioneering Peugeot i-Cockpit (combining the compact steering wheel with high-level instrumentation and TouchScreen technology) and PureTech 3-cylinder petrol engines. The latest versions feature BlueHDi diesel engines capable of just 79g/km – the most efficient non-hybrid car.

If you would like to keep up to date with the Peugeot UK Press Department activity and be the first to see what exciting new projects we are launching, please follow us on Twitter and Instagram:

www.twitter.com/PeugeotUKPR / www.instagram.com/PeugeotUKPR



Contact Information

Sarah McCay

ClickThrough Marketing

<http://www.clickthrough-marketing.com/>

+44 1543412471

Online Web 2.0 Version

You can read the online version of this press release [here](#).