

## **Peugeot Unveils Three World Premieres at the Geneva Motor Show**

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(PRWEB UK) 14 April 2016 -- Following 2015, a year marked by a 4.6% increase in sales, Peugeot is entering 2016 with renewed vigour and celebrating its return to racing. Peugeot sold 1,710,000 vehicles worldwide last year, with strong growth in Europe (up 9.7%), China (up 5.6%), Africa and the Middle East (2.3%) and the Pacific region (9.1%). Sales were boosted by the worldwide success of the Peugeot 8 range:

- The continued success of the Peugeot 308, the Brand's best-seller, in the top 3 on the European C-segment podium, driving Peugeot's desire to move its range up-market, with up to 23% of the mix produced by the GT Line, GT and GTi by Peugeot Sport trim levels
- The success of the new Peugeot 208, launched last year in Geneva with European sales up 10%
- The success of the new Peugeot Partner, the Brand's most popular light utility vehicle
- Technological and environmental success with 25 Peugeot vehicles best-in-class winners in Europe (eight with PureTech engines, four with THP engines and thirteen with BlueHDi engines) in terms of reduced CO2 emissions and the title of 'Engine of the Year' for the PureTech engine.

With three Peugeot World Premieres and the launch of its first SUV of the year at the Geneva Motor Show, the Lion Brand continues on its path in 2016.

New Peugeot 2008, the World Premiere of the Brand's compact SUV

January saw the Peugeot 2008 DKR win the Dakar Rally in magnificent style<sup>1</sup>. It won 9 out of 13 stages, including 2 one-two-threes, 5 one-tuos and the final victory in its second participation in the South-American Dakar. After racing 6,903 miles in atrocious conditions, Peugeot Sport added to a long list of victories, which already includes four Dakar wins in Africa between 1987 and 1990, as well as success in various other events such as the Le Mans 24 Hours, the World Rally Championship, the World Rallycross Championship and Pikes Peak.

1 Subject to appeal

Six weeks after the Peterhansel/Cottret duo won in their Peugeot 2008 DKR, Peugeot presented the world premiere of the new Peugeot 2008, the Brand's compact SUV, in Geneva.

The Peugeot 2008 entered the ring in 2013 with compelling virtues. Customers love its elegant design and dynamic features. There has been continual growth in volume, with production ramped up to 515,000 vehicles<sup>2</sup> worldwide – in Europe as well as Brazil and China - making the 2008 Peugeot's most successful international product. In Europe, this success is illustrated by a place in the segment's top 3 which has been firmly established since the launch.

To compound this performance, the Peugeot 2008 has been given a bold SUV design, with power and appeal. Its wheel arch extensions (from Allure level), vertical front grille and lower protection trim confirm its robustness designed for everyday use. The new Ultimate Red colour epitomises the appeal and power of the new 2008.

Access, Active and Allure levels are complemented by the superior GT Line. This new trim, already available on key Peugeot models (208, 308 and 508), adds a sports theme to the red/black treatment.

The new Peugeot 2008 gives the driver a unique feeling of control and the Peugeot i-Cockpit® embodies these driving characteristics: being intuitive, agile and safe.

The Grip Control, an enhanced traction control system, extends the usability of the 2008 to all types of road conditions. It is combined with Mud & Snow certified winter tyres.

The Mirror Screen uses MirrorLink™ and Apple Carplay® technology and, along with the reversing camera, equips the Peugeot 2008 with Active City Brake and Park Assist, rare in this segment.

All versions have that distinctive benchmark dynamic behaviour. The Euro 6 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 with 6-speed manual gearbox.

2 As of the end of December 2015

Peugeot Traveller: an invitation to luxury travel and comfort

Presented as a world exclusive at the 2016 Geneva Motor Show, the Peugeot Traveller made a remarkable entry into the Combispace and VIP Shuttle sector.

Peugeot Design provides this segment with the new distinctive features of the brand's SUV and saloon cars. The Peugeot Traveller's assertive design exudes strength and elegance.

Peugeot has equipped the Traveller with many other attractive features making it a benchmark in the segment. Its new base, adapted from the EMP2 modular platform, provides top quality, efficiency and record fuel consumption levels in the segment.

Its Euro6 BlueHDi engines are equipped with the most efficient pollution control technology on the market with an SCR (Selective Catalytic Reduction) system upstream of the DFP (Diesel Particulate Filter). Already tried and tested since July 2013, they combine driving enjoyment and performance, offering up to 180hp and 400Nm. Thanks to this technology, the Peugeot Traveller range boasts an average CO2 emission level of only 140g/km (52.3 MPG), crowning it best-in-class in the segment.

On board, the Peugeot Traveller promises calm journeys due to road qualities that are worthy of Peugeot's expertise, as well as luxury comfort and ambience. Multiple configurations up to 9 seats and a wide range of equipment, sometimes exclusive in the segment, make the Peugeot Traveller a vehicle that makes life easy and adapts to everyday life.

As regards safety, the Peugeot Traveller was given the 5-star rating in the Euro NCAP tests, the results of which were released in December 2015.

Peugeot Traveller i-Lab, the VIP shuttle 3.0

The launch of the new Peugeot Traveller Multi Purpose Vehicle confirmed the Brand's goal of applying its dynamic strategy to all segments. With the Peugeot Traveller i-Lab, it presents its vision of the future for

business customer travel. Connectivity is revolutionising the services offered for a unique and streamlined experience.

In this segment, the Peugeot design provides new distinctive features from the brand's SUVs and saloons. Utilising the accomplished Efficient Modular Platform 2 (EMP2), this VIP shuttle 3.0 has an optimum balance between exterior volume and interior roominess.

For on-board guests, travelling becomes an inspiring journey that is conducive for business. The four individual seats are arranged opposite one another around a giant 32" touch tablet, with the capacitive touchscreen and supported by an arch. With the WiFi hotspot, Bluetooth®, induction charging docks or virtual reality headset, all uses are possible.

For the driver, the Peugeot Traveller i-Lab's technological equipment guarantees the satisfaction of its passengers. Journeys are made in complete safety with road sign reading and driver inattention monitoring devices.

The new generation of Peugeot connected 3D navigation informs the driver in real time and in a contextualised way. Therefore, it optimises journeys according to the traffic and the passenger's agenda.

Peugeot 2008 DKR: The champion Lioness of the 2016 Dakar Rally3 presented at Geneva  
It's here: the Peugeot 2008 DKR number 302, driven by the Stéphane Peterhansel and Jean-Paul Cottret team - winner of the 2016 Dakar Rally, made its first public appearance since its return from South America at the Geneva Motor show. The feline beauty of the Dakar Lioness of Stéphane Peterhansel, "Mister Dakar", now etched a little deeper into Dakar Rally legend with this twelfth victory, was put on display in Geneva. Lower and wider, it has a superbly enhanced muscular design. Sand dunes, rocky tracks, rivers... it devoured all the traps which make the Dakar one of the last great adventures on the Planet.

Under its carbon skin, the Peugeot 2008 DKR hides double triangle coil spring suspension with 460 mm travel, as well as magnesium one-piece wheels matched to 37 inch Michelin tyres which are still as robust, but lighter and more efficient for tackling such diverse and difficult terrain. Under the engine cover beats the big cat's heart - in spite of the flange imposed on it, the 3.0 litre twin-turbo diesel V6 had gained even more power, delivering 350 hp and 600 Nm torque. Its extended range was particularly valuable during the winding stages.

3 Subject to appeal

Peugeot Fractal concept: the Peugeot i-Cockpit® of the future  
With over 2.2 million customers since 2012 and the launch of the 208, the Peugeot i-Cockpit® has become the distinguishing marker of the latest designs from the Lion Brand. In 2015, Peugeot unveiled a new prospective study through an innovative concept called Peugeot Fractal. Behind the futuristic design of this electric urban coupé is hidden a development version of the Peugeot i-Cockpit® where the attention to sound provides a more instinctive driving experience.

Following on from sight and touch, hearing has become the third sense explored, giving driver and passengers a unique immersive experience due to a 9.1.2 sound system combining a high-quality 9.1 set-up that features tactile bass systems built into the back of each seat, developed by high-end sound specialist Focal, allowing the 'spatialisation' and 'dynamisation' of sound.

In the cabin, Peugeot Fractal focuses on innovative technology. The heads-up system comes with a digital tablet with HD holographic display, while the compact steering wheel has built-in touch pads and a double touch-sensitive interface to control the functions and acoustic ambiance. 80% of the interior trim surface is 3D printed, like the anechoic surfaces which guides the sound like in an auditorium.

Driven by an entirely electric powertrain, this urban coupé develops 204hp and has a 450km range thanks to a streamlined design, a weight of just 1,000kg and Tall & Narrow tyres with a narrow tread. It is certainly swift, reaching 62mph in 6.8seconds and covering 1,000m in 28.8seconds. It is perfectly at home in the city with its compact stance (just 3.81m) and variable ground clearance of 7 to 11cm.

Peugeot at Geneva: A stylish and welcoming environment for three world premieres  
Peugeot took over some 2650m<sup>2</sup> in hall 6 at the Geneva Palexpo, with its three world premieres – the new Peugeot 2008, Peugeot Traveller and Peugeot Traveller i-Lab – the Peugeot Fractal concept, the Peugeot 308 R Hybrid demonstration vehicle, the Peugeot 2008 DKR, winner of the 2016 Dakar rally, and the entire Peugeot model range.

Peugeot also showed off its sporting expertise and technology in three themed areas. The GTi by Peugeot Sport area displayed the 308 GTi by Peugeot Sport and the 208 GTi by Peugeot Sport flanked by the Peugeot 308 R HYbrid and the Peugeot 2008 DKR, winner of the 2016 Dakar Rally. A 308 GTi by Peugeot Sport simulator allowed the public to discover the driving experience offered by Peugeot Sport's latest model. The Technologies area presented the range of PureTech and BlueHDi efficient engines, the EAT6 gearbox and the Peugeot 308 R HYbrid powertrain. Finally, the Roland Garros range – Peugeot 108 Roland Garros and Peugeot 208 Roland Garros – were on display in a dedicated area, watched over by Belinda Bencic, the Swiss women's tennis prodigy and Peugeot's ambassador in Switzerland.

Peugeot, the only brand in the world which covers all of today's mobility needs, also exhibited the new electrically-assisted bicycles by Peugeot Cycles, the Peugeot AE21 and eC01.100 HYbrid-Bikes. The eC01.100 is fitted with the new Bosch Active Line 400Wh (500Wh optional) system and the NuVinci Harmony Optimized H!Sync continually variable automatic transmission, which makes the ride even smoother and increases the autonomy.

**Connectivity: For calm and connected journeys**

Peugeot invited visitors to the Geneva Motor Show to discover its new generation of connected services. The new Peugeot capacitive touchscreen includes all the services used for simplifying journeys and driving. Simply touch the screen lightly with your finger or use voice control. Voice recognition provides additional security, especially for using the Navigation, Telephone and Media features without taking your eyes off the road.

The new generation of Peugeot connected 3D navigation, controlled by voice recognition and/or using the touch-screen, includes free lifetime updates of the mapping four times a year and the Peugeot Connect connected services for three years, available at launch in 11 countries (Germany, Austria, Belgium, France, Spain, UK, Italy, the Netherlands, Poland, Portugal and Switzerland).

Peugeot Connect includes TomTom Traffic real-time traffic information, the location and prices of service stations and car parks, weather information and local search of points of interest (POI).

Alert Zones completes the offer as an option.

Thanks to real-time traffic information, this new Peugeot navigation system saves time and brings peace of

mind by avoiding traffic jams.

Connection to Peugeot Connect services is automatic and at no extra cost with Peugeot Connect SOS & Assistance (SIM card and data included), if the vehicle is equipped with it. If this is not the case, connection can be made by tethering (modem method) via a smartphone connected by USB, Bluetooth or Wi-Fi.

Peugeot Connect Nav also integrates the Mirror Screen function so that you can use smartphone applications on the Peugeot 7" touchscreen. The Mirror Screen is offered with both Apple CarPlay™ and Mirrorlink® technology to guarantee a wider range of compatible smartphones.

## 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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**Contact Information**

**Sarah McCay**

ClickThrough Marketing

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

+44 1543412471

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