Timely Launch For The Peugeot For-All-Seasons

Submitted by: Peugeot
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The new Peugeot 2008 Compact SUV entered UK showrooms last month, and its arrival appears to have been very timely – with rainfall for June 2016 breaking all previous June month weather records, having the right vehicle for the UK summer can mean needing one capable of operating in almost any weather condition.

The latest Peugeot 2008 has been updated, re-styled and features enhanced specification. It has an even more assertive and appealing SUV design, including visual features to give it an enhanced presence; new wheel arch extensions (from Allure level), new vertical front grille and scuff plates (from Allure level) confirm its robustness and are designed for everyday use. The new Ultimate Red colour further epitomises the power and desirability of the new 2008. The Access, Active and Allure levels are complemented by the new sporty ‘GT Line’ model. This desirable trim level is already a very popular choice on other key Peugeot models (108, 208, 308 and 508), and adds a sporty theme throughout.

The Peugeot i-Cockpit® is unique to the brand and embodies the driving characteristics of the Peugeot 2008, being agile, intuitive and safe. The compact sports steering wheel offers precise steering and improved manoeuvrability while the 7” multifunction colour touch screen puts all the functionality at your fingertips. In addition, the head-up instrument panel allows driver information to be accessed without taking the eyes off the road.

Grip Control - an adapted traction system - gives the 2008 its versatility on all types of terrain. It is combined with Mud & Snow (All-Season) tyres. Peugeot 2008 is also equipped with MirrorScreen, based on MirrorLinkTM and Apple Carplay®, along with the reversing camera, Active City Brake and Park Assist - a rarity in this segment. An unparalleled dynamic performance is apparent in all versions. The Euro6 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 6-speed manual.

Mark Pickles, UK Marketing Director at Peugeot, said: “With over 40,000 of the existing versions of 2008 on UK roads being joined by the updated new Peugeot 2008 Compact SUV, most of which are equipped with Grip Control and All-Season tyres, they look set to benefit customers with the perfect car for our ever-changing British climate!”

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.

2008
The 2008 took the world by storm in 2013 when launched, and again when restyled in 2016. This Compact SUV is very popular in a fast-growing sector, offering versatile capability enhanced by models that feature as standard the accomplished Grip Control system that set it apart from the competition.

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