

# PEUGEOT UNVEILS LIMITED RUN ALL-NEW 508 FIRST EDITION AT GENEVA MOTOR SHOW 2018

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- Peugeot reveals all-new 508 First Edition at Geneva Motor Show with a limited run of just 200 vehicles produced for the UK market
- First Edition is available for immediate customer reservation, both online and in PEUGEOT Dealerships across the UK
- This top of the range limited edition exclusively features chequered front grille trim in gloss black and 19" Augusta wheels, multipoint massage driver's seat with Alcantara® and part Nappa Mistral full grain leather seat trim
- Equipped with advanced technologies including fully automated parking assistance, a 360° colour camera system and night vision
- Customers who make an early reservation will be rewarded with 4 years free servicing and a free set of FOCAL Wireless headphones

Peugeot has unveiled a range-topping all-new 508 First Edition with a limited run of just 200 vehicles for the UK.

Revealed at Geneva Motor Show, this high-spec version of the all-new 508 is now available for customer reservations, both online and in Peugeot Dealerships across the country.

The all-new 508 First Edition packs an impressive array of innovative tech on-board, taking the technology offering to a whole new level. It includes fully automated parking assistance, a 360° colour camera system, night vision for reduced visibility driving, Inviolability Pack and a wireless smartphone charging plate to keep your mobile's battery topped up during long drives.

This top of the range spec level offers an enhanced, luxurious interior, featuring Multipoint massage driver's seat covered in premium Alcantara® and part Nappa Mistral full grain leather trim with double stitch detail for the ultimate level of comfort.

Available in Twilight Blue and Ultimate Red colour options, the exterior of the stylish all-new 508 is made even more striking with the addition of 19" Augusta wheels and chequered front grille with gloss black surround, both exclusive to the First Edition,

Mark Pickles, Peugeot UK Marketing Director, said: "Following the unveiling of our all-new Peugeot 508, we are delighted to reveal the limited run all-new 508 First Edition. This premium spec level brings innovative Peugeot technology and cutting-edge style to complement the model's radical new 'fastback' design.

"This vehicle is now ready to reserve in advance, offering our customers a unique opportunity to own the most advanced Peugeot ever built and to be at the vanguard of our attack on the D-segment with a car that will really turn heads."

Customers who make an early reservation will also be rewarded with 4 years of free servicing via a

Service Contract and as a personal “thank you”, will also receive an exclusive free gift – a set of FOCAL Wireless Headphones.

The all-new 508 First Edition offers a choice of two of Peugeot’s most efficient, high-performance engines - a PureTech 225 bhp EAT8 petrol or a BlueHDi 180 bhp EAT8 diesel engine.

On reservation of an all-new Peugeot 508 First Edition, customers will be required to pay a nominal £250 reservation deposit by credit/debit card. Deliveries will begin in October 2018.

To configure and reserve a Peugeot 508 First Edition, visit [www.peugeot.co.uk/showroom/new-508/first-edition/](http://www.peugeot.co.uk/showroom/new-508/first-edition/)

To find a Peugeot Dealership, head to <http://www.peugeot.co.uk/find-a-dealer/>

ENDS

## 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. 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, New 308, 508, 2008 SUV, 3008 SUV and All-New 5008 SUV supplemented by people-carriers and a van range that includes the Partner, Expert and Boxer. The standard car and van line-up is supported by Electric Vehicles. The range includes the iOn and the Electric version of their most popular small van, the Partner Electric.

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:  
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