

# PEUGEOT 3008 SUV WINS GOLD IN CAR OF THE YEAR CATEGORY IN THE AUTO EXPRESS DRIVER POWER SURVEY

Submitted by: Peugeot

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- Peugeot 3008 SUV wins gold in overall 'Car of the Year' category at the Auto Express 16th Driver Power 2018 awards with an overall satisfaction score of 93.88%
- The Peugeot 3008 SUV was also awarded gold in the 'Mid-Size SUV' category
- Peugeot 3008 SUV rated the highest across all vehicle classes in the 'Exterior' category and 'Safety Feature' category
- These accolades mark the 45th award the Peugeot 3008 SUV has won globally since it was launched in late 2016

The Peugeot 3008 SUV has added to its collection of accolades and scooped gold in the 'Car of the Year' and 'Mid-Size SUV' categories in the Auto Express 16th Driver Power survey.

Driver Power is the UK's largest and most in-depth automotive customer satisfaction survey, with participation from more than 80,000 UK car owners. The owners ranked the Peugeot 3008 SUV as the best performing Mid-Size SUV in five of the nine Driver Power judging categories: Exterior; Practicality & Boot Space; Ride & Handling; Safety Features and Reliability & Build Quality.

The victory did not stop there as the 3008 SUV was rated as the best vehicle in the 'Exterior' category and the 'Safety Feature' category, across all of the vehicle classes.

Since it launched in late 2016, the 3008 SUV has been a huge success for the Peugeot brand, with 350,000 sold worldwide and 23,000 in the UK. It demonstrates the latest technology with the state of the art Peugeot i-Cockpit®, which offers a more intuitive and engaging driving experience with a compact multi-function steering wheel, 12.3" head-up digital instrument display and 8.0" capacitive touchscreen with Mirror Screen® functionality, comprising: Android Auto, Apple CarPlay™ and Mirror Link®.

In addition, the Peugeot 3008 SUV has a five star NCAP safety rating and offers a host of safety features as standard on all trim levels, including: AEBS – Automatic Emergency Braking System, CDS - Dynamic Stability Control and ASR - Electronic Anti-skid System and a Driver Attention Alert System.

Steve Fowler, Editor-in-Chief of Auto Express and Carbuyer said: "This is a fantastic result for Peugeot and the 3008 SUV. It's a car that has already won multiple awards from both Auto Express and Carbuyer, and now owners have confirmed what we've been saying all along - it's a great car that's really satisfying to own."

Wesley Lang, Senior Research Manager at Driver Power, commented: "The Peugeot 3008 SUV is the best performing Mid-Size SUV in five of the nine Driver Power judging categories: Exterior; Practicality & Boot Space; Ride & Handling; Safety Features; and Reliability & Build Quality. The 3008's performance proves that SUVs can excel in many judging categories long thought to be the domain of smaller vehicles. What is especially notable is that overall the 3008 SUV ranks third in Ride & Handling and fifth in Reliability & Build Quality across all ranked vehicles."

David Peel, Managing Director at Peugeot UK, said: "It is an outstanding achievement for the Peugeot 3008 SUV to have won gold in the Car of the Year and Mid-Size SUV categories in the UK's largest car satisfaction survey. With the addition of these two accolades, the Peugeot 3008 SUV has now won an incredible 45 awards globally since launch.

"In a segment with fierce competition, these accolades are especially meaningful as they are decided by our valued customers and are a real testament to the hard work and innovation of our talented teams of designers and engineers. I'd like to thank Auto Express and the entire Driver Power team for their support and hard work in bringing such a valuable survey to the industry."

To find out more about the Peugeot 3008 SUV, please visit: <http://www.peugeot.co.uk/showroom/3008/suv/>

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Notes to Editors

About Driver Power:

The Driver Power New Car scoring is based on average scores across 9 judging categories:

1. Reliability & Build Quality
2. MPG & Running Costs
3. Safety Features
4. Engine & Gearbox
5. Ride & Handling
6. Interior & Comfort
7. Exterior
8. Practicality & Boot Space
9. Infotainment, Connectivity & Electrics

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.

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