



## A SAFE BET

Peugeot's family star is an even safer bet. Hatch and SW estate versions of the 308 are now equipped with ESP stability control. In addition, most models benefit from a USB connection and Bluetooth hands-free. A more efficient 140bhp HDi diesel, which meets Euro V emissions rules, is also offered for the first time in the range. Models with the new powerplant start from £19,445

Source: *Auto Express*, 20 January 2010



## 308 GETS SIX APPEAL

The flagship of the 308CC petrol range, the new 308CC 156 auto sees the introduction of a new AT6 gearbox, strengthening the vehicle's image as a distinctive and dynamic vehicle. Lighter and more compact than the AM6, the AT6 has been designed to reduce fuel consumption and CO<sub>2</sub> emissions. Particular attention has been paid to the quality and speed of gear changes in terms of smoothness and responsiveness. Source:

*Glossop Chronicle*

## PEUGEOT'S A CONVERT

Peugeot's hard-top convertible 308CC is now available with a new 1.6-litre 112bhp diesel engine that's quieter, cleaner, more powerful and more economical than the previous 1.6 diesel. The CC is the first Peugeot model to get the new engine and costs from £21,095 for the Sport trim model.

Source: *Daily Mirror*, 22 January 2010



**Peugeot** commanded acres of positive media coverage recently, with the key messages from our new corporate branding initiative covered comprehensively from national titles through to the regional weeklies.

The *What Car?* Car of the Year success was also widely reported, reinforcing the positive stories about the SR1 concept and the RCZ. And the good reports about the 3008 continue – its great versatility has even been put to use to help bring a new baby into the world.

Andrew Didlick – Director, Communications

## Peugeot 5008 – party on

OK, so there's arriving fashionably late to a party, and then there's rocking up at 4am to discover that all the booze has gone and Janine from HR has started a séance. Yes, a mere decade or so after the Renault Scénic, Citroën Picasso and the rest, Peugeot has launched a small MPV, writes *Sam Philip*.

But, to stretch an already rosy metaphor to breaking point, the 5008 has arrived brandishing a massive bottle of vermouth and a bag of ice. In other words, it's a good 'un. Based on the underpinnings of the 308, the 5008 is further evidence that Peugeot is building decent cars.

The 5008 looks tidy, if a little anonymous: not unusual in the sector.

The big punches come in the practicality. All five of the rear seats fold flat, creating a loadspace large enough for a couple of small cows. Cubbyholes and storage bins abound and there's even the option of a couple of video screens in the back. The giant glass roof – standard on top-spec versions – is fantastic, but it cuts into rear sat headroom.

You've the choice of five engines – two Mini-derived 1.6-litre turbo petrols and three diesels.



We're in the top-spec 150bhp 2.0-litre diesel, and it's perfectly fit to family task, torquey, smooth and quick enough even when loaded to the brim.

How does it drive? Let's go with anonymously. In a good way. It's generally thoroughly composed and understeery.

Ooh, I almost forgot: it has a head-up display! Like on a jet fighter, only not quite as cool. The 5008 does all the boring stuff with a decent dollop of niceness on top. Party successfully gategashed.

Source: *Top Gear*, February 2010



## A week in cars – Steve Cropley

**Monday: Peugeot, full of the joys of a new management, brought its hybrids expert, Vincent Basso, to dinner in a London hotel and allowed us to chat to him all night.**

Carbon politics aside, I've always seen the logic of saving fuel – provided we attach the same validity to driving economically as we do in choosing cars with impressive 'claimed' figures.

Peugeot's forthcoming diesel hybrids sound terrific. On its choice of diesel, it has always seemed daft to me that current hybrid makers should deliberately choose engines that are inherently less economical than the ones they could use. What kind of clean car is that?

PSA's 'electric back axle' concept, also embraced by Land Rover and a few others, seems so elegant. You get easy independent electric propulsion in cities, bonus four-wheel drive, the chance to use your hardware in many different models, fewer packaging headaches, and a chance to use a (cheap) single-clutch robotised manual gearbox with the rear drive providing continuing thrust through your gearchanges, like a DSG.

Source: *Autocar*, 27 January 2010

## MOTORING

*Peugeot's 3008 hatchback has been named car of the year by What Car? magazine. Spring next year will see a world first – the launch of a diesel-electric hybrid version, at about £18,000. Not only will it have 35 per cent lower CO<sub>2</sub> emissions of 99g/km and do 70mpg, it will be four-wheel drive. Marketing director Xavier Peugeot, whose family founded the firm 200 years ago, told me: "We are starting a new adventure."*

**Source: Daily Mail, 23 January 2010** 

## HELP! YOU ASK ME

### QUENTIN WILLSON

*Q: I am thinking of buying a Nissan Qashqai 1.5dCi Visia. What do you think of them: Is there anything better?*

*A: The Qashqai is capable and highly regarded, but if it was me, I'd go for the Peugeot 3008 instead. The Pug's a fine crossover with MPV space and a really top drive. Even the basic Active HDi is a blinder, getting 45mpg. I've got one and I think it's the dog's. Source: Sunday Mirror, 31 January 2010*



## BB1 IS GO

*Peugeot has given its odd-looking BB1 the go-ahead. The all-electric city car is two metres long, can seat four and promises to have full smart-phone connectivity. Expect it to give the Smart a hard time come 2012. Source: Zoo,*

**29 January 2010**



## PEUGEOT 207 VAN

*Proving that great things often come in small packages, the 207 van is on of the best-looking car-based vans on the market. Much improved over the old 206 with a great driving position and more safety kit, it is available with two engines: an entry-level 1.4-litre HDi with 70bhp on tap, and a more powerful 1.6-litre HDi with 90bhp. The 207 features a maximum load area of 1.1 cu metres and a payload of 450kg.*

**Source: New Car (Auto Trader) 28 January 2010**



# The concept to make Pugs desirable again

**Peugeot doesn't do big swanky roadsters. If it did, they wouldn't look like this. Until now.**

The official line is Peugeot won't make a car based on this concept, but after five minutes of badgering, design boss Jean-Pierre Ploué, said it wasn't impossible. Maybe he said it to get us off his back, but he said it: "We're looking at it seriously. Sooner or later we'll have to replace the 407 Coupe." This car, the SR1 concept, is a couple of notches up from the little RCZ – Peugeot's TT rival, unveiled at Frankfurt last year.

The SR1's number one job is to show Peugeot is shifting its design direction, and some of these lines and shapes will make their way across the range.

Peugeot is rolling out a new corporate identity and badge this year, to mark 200 years in business. Peugeot people sum it up: from now on there will be more emphasis on French flair with German rigor.

Peugeot's design head, Gilles Vidal, is new to his job. But he was already head of concepts and did the SR1. This new language is about reflecting the precision in how a Pug drives. Strong horizontal lines give it cohesion. The best of them is a stainless steel rail that starts next to the bonnet behind the front wheel, runs 'through' the windscreen post (a nice optical illusion) and out via the mirror, door top, door handle and uninterrupted around the back of the open cockpit.

Several panels have concave inserts, which, says Vidal, give the car a look of lightness, and headlights and grille are smaller than on current cars.

The carbon fibre of the bonnet shows as a ghostly silver weave through a patch of faded-to-nothing paint. Much of the cockpit is bleached wood. Glass vials on dash contain coloured fluid that washes up or down depending on how much power you're using. Or how little. Because this is an eco-sports car. The engine is the 1.6 turbo we know well, but hopped up to 218bhp driving the front wheels. The rear wheels get their own electric drive – the same Hybrid4 announced for the 3008 in 2011. When both engine and motor are at full effort, it's got 313bhp and four-wheel drive. And it's calculated at a remarkable 119g/km and 58mpg.

The architecture is essentially front-drive. So how come it has the front wheels so far forward, like those on a RWD car? Because Peugeot's re-engineered the gearbox and radiator to get this sleek bonnet line. It's technically feasible for a real car, Vidal says, but it'd be expensive. But it does let this Peugeot have the look of an Aston. That's not so hard on a big GT roadster. The real challenge will be making the 207 replacement look as sharp.

**Source: Top Gear, Feb 2010**



## Family favourite

**Peugeot's new 3008 crossover is pitched squarely at VW's Golf Plus, but while they're priced at similar levels, one is more accomplished than the other.**

Peugeot is on a roll right now, as it explores even more market segments. Alongside the RCZ sports coupe and the 5008 seven-seater MPV, is the 3008 – its new compact people carrier. Stylish, practical and excellent value, it competes with VW's facelifted Golf Plus. So while both are similarly priced, one is a rehashed design but the other is all-new. Can they really compete on equal terms?

When you put the two next to each other, it's clear the Peugeot packs a lot more design flair; it's bristling with neat design touches all over, from the brushed aluminium lip for the front spoiler, to the polished alloy door mirror housings with the panoramic glass roof and puddle lights along the way. The Golf is more sober; not bland or ugly, just more discreet.

It's the same on the inside; the 3008 has all sorts of alloy highlights, a sweeping centre console and a plethora of switches, the Golf has a very simple fascia. On our test car the only thing to lift the dash was a multi-media touch screen display – a £1,625 option. Without that the Golf's dash would look old-fashioned and spartan, especially compared with the Peugeot.

The 3008's dash is especially modern, as it features an integrated screen for the stereo and sat-nav, but more impressive is the neat head-up display. It's no gimmick, as it projects the cruise control settings and speed onto a small screen at the base of the windscreen. More impressively, it also displays the distance in seconds between you and the car in front,

helping maintain that all-important two-second gap, which could prove a genuine safety benefit.

There's a very useful split boot floor, which allows the luggage to be carried on two levels at the same time.

While the Peugeot gets a six-speed manual transmission, the Golf has to make do with a ratio less. The five gears it does have are relatively widely spaced, so you have to chance up slightly late if you're not to have the revs die away.

Even though the 3008 has less torque – but marginally more power – it's much more rewarding to drive, partly thanks to that extra gear ratio. The Pug's engine feels far more willing than the VW's, and it's just as quiet too, plus equally flexible.

The Peugeot has a predictably Gallic suspension set-up, ensuring it's extremely comfortable on the UK's broken roads. Retailers are clearly expecting the Peugeot to be easier to sell than the VW, which is why a bigger discount is available on the latter.

Car ownership is about more than figures, though, which is why the 3008 is likely to sell well; it's genuinely fun to use. The Golf doesn't have that feel-good factor though, which is why it's a rare sight. The funkier and fresher 3008 is going to make life very difficult for VW. Verdict: Taking into account the standard kit, driving experience, flexibility and design, the Peugeot is streets ahead of the VW. Even taking pricing into account, the Golf is still left trailing in the wake of the 3008. As tested our Peugeot was £245 more costly than our VW, but it's a small premium to pay for a car which is so much more enjoyable to use.

**Source: What Diesel?, Feb 2010**





# Road test: Peugeot 207 Economique

## PEUGEOT UNVEILS NEW VISION

*Peugeot is attempting a brand reinvention in advance of launching 12 new vehicles to UK in the next three years, including at least five in new segments. It hopes a new logo and vision – Motion and Emotion – will give it a platform to create a premium perception in the minds of fleets and private buyers. “We want to be a premium generalist in the mass market,” said Peugeot fleet director Phil Robson. “It’s where we were eight to 10 years ago – a volume manufacturer offering something different in terms of dynamism, appealing, attractive vehicles with quality and reliability.” Peugeot wants to be the world’s seventh largest manufacturer by 2015. Currently it is 10th.*

*Peugeot has introduced a new logo – a chunkier lion on silver background with the word Peugeot in a darker blue – as well as the new brand statement.*

*“This gives us another opportunity to talk to people in the fleet market and say we have changed and we continue to change,” said Robson.*

*“The new badge and strapline reinforces that change.” In October, Peugeot will launch the Ion; a diesel hybrid (Hybrid4), which promises a 35% cut in fuel consumption and 99g/km, and a micro-hybrid stop-start (e-HDi) next year; and a plug-in diesel hybrid in 2012. It will also launch 14 new models globally, of which 12 are planned for the UK. At least five are in new segments, including the RCZ and Ion. Source: Fleet News, 21 January*

**Fleet News**

**Let’s be totally honest about this eco-motoring lark – we’re a lazy lot, and not many of us will bother changing driving habits to preserve the planet, writes Phil Vaughan.**

That’s the wrong attitude, but most motorists are expecting car makers to do it all for us, so all we have to do is climb into greener wheels and start up. It would be cheaper to drive a few miles less each week, and adopt better gear-change and braking habits.

Instead we’re going – in a big way – for more climate-friendly cars like the Peugeot 207 Economique, because their frugality and ultra-low CO<sub>2</sub> emissions help soothe the conscience over the damage we’re doing. So this year will see more drivers rush to buy greener vehicle ranges, which will leave Peugeot, and its 74.3mpg Economique sitting pretty.

There’s no road tax to pay on this 1.6-litre diesel, with emissions down to 99g/km, and it was a sound move to put this highly economical engine into the evergreen 207. The 207 has led Peugeot’s sales revival, with the supermini up 43 per cent last November, compared with the same month for 2008.

If you buy a 207 Economique – this three-door plus version costs £14,089 – then Peugeot will knock 2.5 per cent off the price if ordered before 29 March. A five-door option is offered and there’s just the two trim levels, Economique and +. But what gives the



firm’s well-proven, five-speed manual, 90bhp oil-burner such excellent economy?

The superior engine management software cuts consumption and emissions, and styling tweaks, such as lowered ride height and better air intakes have lowered the body’s air drag. Even low resistance tyres plays their part and fitted to the 207 is a set of special Michelin 15-inch covers that help boost mpg.

The country driving figure is 85.5mpg and even the urban thirst is just above 60mpg. And longer journeys are possible thanks to a fuel tank that, at 50 litres is well above the average size in this segment.

Technicalia apart, it’s hard not to like Peugeot’s supermini. It has the presence of family cars sitting in the next category up and the room to match. Don’t be daunted by the cheaper three-door versions, because rear access is good. **Source** *Edinburgh Evening News, 22 January 2010 (also Lincolnshire Echo, Scunthorpe Telegraph, 21 January 2010)*



## Where were you when Peugeot fought back?

**Is this the start of a new era for Peugeot design? The men from Paris say ‘yes’, insisting the SR1 concept car draws a line in the sand. We hope they’re right.**

The company kicked off its bicentennial year by announcing a wholesale rebranding. And what better way to signal a fresh start to the outside world than with a spanking new concept car, especially one that looks as striking as the SR1? This 2+1 roadster is wrapped up in haute couture that wouldn’t shame a baby Aston. It’s a striking display of metalwork with hints of Vantage in the flared arches, a soupçon of Infiniti in the nose and a trace of BMW 6-series from some angles. It’s startlingly different for a Peugeot, with few familiar motifs and plenty of head-turning new ones. The SR1 certainly gives us a pretty good idea of the current thinking in Paris.

### Body language

The SR1 looks nothing like any previous Pug, with a fresh style. At the front, the lights are slender, the grille recessed and the pugilistic lion redrawn for a more contemporary vibe. “Peugeots should be about elegant precision,” vows new design chief Gilles Vidal. “We want sharpness and a more compact appearance – we will be cutting into the metal as if we are slicing with a knife.” Due on production cars soon.

### What’ll she do, mister?

Under the bonnet lies a 218bhp 1.6 petrol turbo engine driving the front wheels. But this car is all about signifying Peugeot’s technical prowess, so it uses the Hybrid4 system, which comes to the 3008 in 2011. A

95bhp electric motor drives the rear wheels, in full ZE mode around town. Net result? CO<sub>2</sub> emissions of 119g/km, 58mpg and nothing more than a silent whirr.

### The creative force behind SR1

Jean-Pierre Ploué is the brains behind the new look, who’s got to perform a U-turn on Peugeot. “The SR1 is much more than a concept car, it’s a manifesto of what Peugeot will be in the future.”

### Cabin fever

Step inside the SR1 concept and you’re greeted by a novel 2+1 seating layout. The whole cabin is encircled by a ring of sycamore, running like a gunwale at shoulder height. Leather, aluminium and “black nickel” provide stroke-me titillation.

### Dial a gadget

One of the highlights of the SR1 nestles in a beautiful hide-bound display. The dials are über-cool, with three-dimensional layers lit by LEDs. As you floor it, the speed and tachometer needles appear to accelerate towards the horizon; brake, and they’re reeled back in. We can’t imagine ever getting bored with this.

### Will they build it?

This concept car may not be an inhabitant of Cloud Cuckoo Land. “Some of these elements will appear on production Peugeots in one to two years,” admits Ploué. “We are looking closely at the SR1, which is a notch above the RCZ coupe. We will have to replace the 407 Coupe one day...” At 4400mm long, it’d fill the 407 Coupé’s shoes nicely, being half a size smaller.

**Source:** *Car, February 2010*





## 2010'S DREAM MACHINES

*Peugeot RCZ On sale from: May 2010; Price: from £20,000*

*In keeping with its looks. The fastest version of the RCZ will be the 200bhp 1.6 turbocharged number, delivering 0-62mph in around 7.6 seconds. This exciting looking car will also have an active rear spoiler and trick traction systems to keep it firmly rooted to the Tarmac. One to look forward to.*

*Source: Evening Standard (London), 22 January 2010*

Evening Standard

## REFRESHINGLY AFFORDABLE

*One of the great joys of convertible ownership is the occasional winter's day when the air is crisp and dry and you can drop the top. This rare treat is all the more enjoyable when you're sitting in one of the best-looking convertibles on the market in the shape of the Peugeot 308CC. This sleek open top makes accessing the great outdoors in those brief snatches of sunshine all the easier thanks to its folding metal roof. The 308CC is good to drive. There's no flex in the body and the convertible is every bit as good as the hatch. I recommend the 150bhp 1.6-litre petrol turbo and 2.0 turbo-diesel. The petrol manages 37.7mpg and the diesel records an impressive 47.8mpg so open top fun need not break the bank. The 308 CC range starts at £20,595 – making it as refreshingly affordable for this type of car as the winter waft of air when driving al fresco.*

*Source: Sunday Post (Dundee) 31 January 2010*

THE SUNDAY POST

## Maturing nicely

**The Peugeot 407 Coupe Sport is for grown-ups, with elegant looks, a comfortable ride and a couple of powerful but greener engines, writes Lee Gibson.**

Subscribing to the view that if it ain't broke, don't fix it, Peugeot has tinkered little with the 407 Coupe since it arrived in 2006. Not the sportiest coupe around, the 407 has won many fans for its refinement, styling and ability to effortlessly eat up motorways. You should also never rest on your laurels – and accordingly, the 407 Coupe has been given a little nip and tuck, mainly in a couple of new diesel power units.

Top of the shop is the new 3.0-litre V6 coupled with a six-speed sequential auto gearbox which can generate 241bhp and go to 60mph in under eight seconds – making it the most powerful production vehicle ever made by Peugeot.

Even the 2.0-litre version is far from disappointing. This unit offers 20 per cent more power than the one it replaces. It is paired with a six-speed manual gearbox and will make 0-62mph in 9.5 seconds, with a top

speed of 131mph. Both engines offer improvements in economy and emissions. The 2.0-litre engine claims 52.3mpg on average, representing an 8.5 per cent drop in fuel consumption, and produces 140g/km of CO<sub>2</sub>, a drop of 16g/km. And while ensuring the 407 retains its reputation as a comfortable long-distance tourer, the engine offers a lively drive, the lowered and stiffened suspension giving enough oomph to feel like a coupe should. The styling is unchanged – the image remains one of elegance rather than aggression. This is a grown-up car for those who prefer to travel in comfort. The 407 is roomy, the cabin is light and airy, and its impressively quiet on the move.

The materials are what you would expect from a flagship. Most of the 407 Coupe's rivals come from the German prestige marques but compares well.

So if you're after a touch of class but can live without the status symbol – and hefty price tag – of the Teutonic badge, you could do a lot worse than this.

*Source: Daily Record, 22 Jan 2010*

Daily Record

## Technician races to aid lady in labour

**Hardie of Stirling saw his own Christmas miracle this year after Master Technician Graham Naris and his trusty Peugeot 3008 sped to the rescue of his sister-in-law Kelly as she went into labour unexpectedly on Christmas Day.**

Graham had travelled to Sussex in his 3008 to spend the holidays with his family. Staying nearby, Graham received a phone call early on Christmas Day urgently requiring his assistance. He said: "My brother-in-law called me in a panic. Kelly had gone into labour unexpectedly and their car had developed an electrical fault. Grabbing the keys to my 3008 I rushed to their aid. Experiencing our own nativity story, we phoned the local hospital to find they had no room on the maternity ward. After further phone calls to a neighbouring hospital with no luck, we had to make the

15 mile journey to Brighton hospital.

"Unfortunately the baby couldn't wait that long, with Kelly, Sean and mother-in-law only making it to the ambulance bay where the A&E doctor and mother-in-law had no option but to deliver the baby in the car.

"The 3008 is Peugeot's new Crossover vehicle, so it has a high roof and plenty of room in the back which allowed the paramedics to work quickly and deliver the baby successfully."

Baby Holly was born at 2:30am, weighing in at 7lb 14oz. Rachel Hardie, Group Marketing Manager for Hardie adds: "I'm glad that one of our cars could be of assistance and they were driving our most suitable vehicle for the events that unfolded."

*Source: Alloa and Hillfoots Wee County News, 20 January 2010*

Wee County News

## Hatching a brighter idea

**Car buyers uncertain whether to plump for the high driving position and chunky looks of a 4x4 or the handling and fuel economy of a family hatchback could have their dilemma solved by the Peugeot 3008.**

This cross-over model might be the automotive equivalent of sitting on the fence but its amalgamation of qualities from two popular market sectors could be just what people are looking for and it's our Family Hatchback of the Year for 2010.

Styling wise, it employs a

conventional hatchback shape but its high nose, the beefy grille and bumper combination and those flared wheelarches provide the hint of SUV. The rear tailgate is split like that of the 4007 SUV so while the top section lifts up like a hatch, a bottom one drops down to form a convenient loading platform.

Total boot space is a large 512 litres and this jumps to 1,604 litres when the rear seats are folded down. Peugeot is putting the best of its engine range to work in the 3008. That means 2.0-litre and 1.6-litre HDi diesels, plus 1.6-litre

VTi and THP petrols.

Peugeot has taken the 308 platform and added a high driving position and some pretty 4x4-style design cues. It's thrown in a solid engine range and some clever technological features as well. There's nothing especially groundbreaking here unless you count the forthcoming Hybrid 4 diesel/electric hybrid system but the way elements from the two types of vehicle have been combined does create something a bit different.

*Source: East Anglian Daily Times, 22 January 2010*

EAST ANGLIAN DAILY TIMES