

\* 508 range to include new-generation e-HDi (Stop & Start technology)

\* Two body styles – an elegant Saloon and a capacious SW estate

\* Eight efficient engine and gearbox choices – three petrol and five diesel

Due for UK launch in the spring of 2011, the new Peugeot 508 will be available in two complementary body styles: a Saloon with a length of 4.79 m and an SW 4.81 m.

Quality, purity and efficiency are the bywords that guided every aspect of the car's design, offering a multi-faceted appeal to its owners with emotion as its central theme.

### Stylistic purity

Guided by the search for perfectly balanced and streamlined contours, the style of 508 has a solidity that reflects the aspirations of elegance, robustness and high quality. At the front, 508 illustrates the development of the Marque's latest stylistic codes first unveiled on the SR1 concept car, with a single grille rendered in a "floating" style and piercing headlamps with a particularly marked visual expression, like its "LED tubes" visible both by day and by night.

Similarly, at the rear, three red 'claws' mask three rows of LEDs on the Saloon. The SW has a more composite feel, with a red band that lights up when the rear lights are activated.

### In-car enjoyment at a very high level

The simple and elegant style of the fascia, the materials chosen, the meticulous finish, the durability and the technologies deployed (colour "head-up display", four-zone air conditioning, "keyless" entry and start-up) add to the exclusive ambience of the passenger compartment.

### Environmental efficiency

Environmental efficiency was a pivotal concern from the very start of the project with initially, optimisation of the car's aerodynamics.

Under the bonnet, the 508 benefits from engines offering a power output from 112 to 204 bhp. Each one is positioned particularly well in its category, both in respect of fuel consumption and CO2 emissions, but also in terms of performance and responsiveness.

The range, which begins with CO2 emissions of just 109 g/km with the new e-HDi (Stop & Start) system, will eventually include HYbrid4 technology with its potential of 200bhp, four-wheel drive and CO2 emissions from just 99 g/km. The most-powerful engine in the range is the new 2.2 litre HDi FAP 204bhp offering a level of performance worthy of a V6 diesel but with a carbon footprint reduced by more than 30%!

### Efficient engines

Weight, aerodynamics and of course the PSA Group's technological expertise and innovation in terms of both HDi FAP diesel, VTi and THP petrol engines, are factors which place the 508 among the leaders in its segment in every power category.

508 HDi FAP diesel range:

- \* 1.6 litre e-HDi FAP 112bhp, 285(1)Nm, EGC 6-speed(5); CO2: 109(2) g/km,
- \* 1.6 litre HDi FAP 112bhp, 254(1)Nm, 5-speed manual; CO2: 124g/km,
- \* 2.0 litre HDi FAP 140bhp, 340(1)Nm, 6-speed manual; CO2: 125g/km,
- \* 2.0 litre HDi FAP 163bhp, 340Nm, 6-speed automatic; CO2: 149g/km(3),
- \* 2.2 litre HDi FAP 204bhp, 450Nm, 6-speed automatic; CO2: 150g/km.

508 petrol range:

- \* 1.6 litre VTi 120bhp; 160Nm, EGC 6-speed; CO2: 144 g/km(3),
- \* 1.6 litre THP 156bhp, 240Nm, 6-speed manual; CO2: 149 g/km(4),
- \* 1.6 litre THP 156bhp, 240Nm, 6-speed automatic; CO2: 164 g/km(3).

(1) Value with overboost

(2) 114 g/km at launch then 109 g/km in the summer of 2011

(3) Launch in the spring of 2011.

(4) 154 g/km at launch then 149 g/km in the summer of 2011

(5) EGC (Electronic Gearbox Control) transmission

NB: CO2 value is for the Saloon

HDi technology: driveability and performance

The 508 ushers in the era of e-HDi technology for the Marque, with a new-generation 'Stop & Start' system. Rapid, efficient and silent, e-HDi combines reduced fuel consumption and CO2 emissions (up to -15% in town) with maximum driveability. It is mated with the 1.6 litre HDi FAP engine coupled with the electronically-controlled 6-speed manual gearbox so that a maximum number of customers can benefit from the lowest possible fuel consumption.

Available at the time of launch with a combined fuel economy of 53.4 mpg and emissions of only 114 g/km, this 1.6 litre e-HDi FAP 508 will fall to 109 g/km during 2011, with fuel economy of 56.0 mpg, due to the introduction of electronically-controlled air intakes.

New 2.2 litre HDi FAP 6-speed automatic gearbox: Powerful, lively and fuel efficient

A new 2.2 litre HDi FAP 204bhp engine, with a maximum torque of 450Nm from 2000rpm tops the 508 range in a 'GT' version, and features a special suspension set-up. Due to its technological sophistication but also due to the development of the 6-speed automatic gearbox, this power train develops a level of performance superior to the former 2.7 litre HDi V6 of the 407, with improved responsiveness and improved fuel economy and lower CO2 emissions: - down 33% to 150g/km, compared to 223g/km - a reduction of 73g/km!

With the 508 Saloon and SW entering the UK simultaneously in the spring of 2011, the values Peugeot places on its high quality of build, purity of design and efficient product performance will all be appreciated by the driver, their passengers and the individual responsible for the cost of ownership, be they the owner or the business they represent.

The comfort of the surroundings, the features that are available as standard and the dynamic driving

experience are all virtues that will help retain a high level of desire in 508, for the journey ahead in all who drive it.