

The Frankfurt International Motor Show : World premiere of the new PEUGEOT 308 and a further environmental advance

August 26, 2013 -- On its stand at the 65th Frankfurt Motor Show, PEUGEOT is unveiling new assets highlighting its ambitions and its move upmarket. The brand marks the event with the new PEUGEOT 308 and exhibits renewed 3008 and 5008 products; the BlueHDi models (exclusive Euro6 diesel emission control technology), HYbrid4 diesel-electric hybrid products, the 208 HYbrid FE demonstrator and the 2008 HYbrid Air Concept which all confirm Peugeot's technological and environmental lead, for today and for tomorrow. Finally, with the RCZ R, the Onyx Concept car and two 208 models already victorious in competition, PEUGEOT affirms that the emotion of the car will always be at the heart of its promise.

Among the 30 vehicles and concept cars displayed on the 2,900m² PEUGEOT stand in Frankfurt, visitors will be able to discover, in the space dedicated to the new PEUGEOT 308, no fewer than nine examples representative of its launch range.

New PEUGEOT 308: a refined design and the PEUGEOT i-Cockpit for unprecedented sensations

The new PEUGEOT 308 takes its place in the heart of the market, in the strategic C segment (more than one third of the European market) of which the Hatchback represents 43%.

To fulfill the high ambitions of the marque, Designers and Engineers have designed, with a very high quality requirement, an audacious hatchback, intuitive and modern, of a pure and sleek design.

The new EMP2 (Efficient Modular Platform 2) allows the new PEUGEOT 308 to be the lightest model in its category with a body lighter than its predecessor due to a reduction in weight of 140kg and the most compact model in the segment (length of 4.25m), while its reduced overhangs guarantee a resolutely dynamic posture and a very generous interior space.

The refined and technological interior of the new PEUGEOT 308, with high quality textiles and materials, stands out with the PEUGEOT i-Cockpit, inspired by the SR1 Concept car. Consisting of a compact steering wheel for enhanced agility, an elevated positioned instrument panel for ideal reading of the information, a high centre console and a 9.7" touch screen for intuitive driving, the PEUGEOT i-Cockpit resolutely sets itself apart from the competition.

Its five petrol and HDi diesel engines offering low fuel consumption available at the launch and its optimised aerodynamic properties (Cd: 0.28, CdA: 0.63), permit CO₂ emissions from 93g/km (1.6-litre HDi 92). In spring 2014, new technologies, among which will be the innovative 3-cylinder turbo petrol engine (1.2-litre e-THP), BlueHDi versions - including a record offering in the segment with CO₂ at 82g/km - and new generation 6-speed automatic gearboxes, will give the new PEUGEOT 308 a wide range of high-performance and economical engines.

A new driving experience awaits : all of PEUGEOT's expertise is expressed in the new PEUGEOT 308 with new suspension of reduced weight and ESP of the latest generation exploiting braking capability. Combined with the advantages for the platform (reduced

weight, reduced overhangs, lowered centre of gravity, electric power steering), they give the new 308, benchmark handling - combining agility, comfort and road holding of the highest level.

Numerous technological driving aids increase the driver's peace of mind still further: Blind Spot Monitoring, Dynamic Cruise Control, Emergency Collision Alert System and Emergency Collision Braking System.

Still unheard-of in the segment, the Full LED headlamps are standard on the higher trim level models.

The new PEUGEOT 308 will be produced as close as possible to its customers: industrialised first in Sochaux for a launch on the European markets from 12th September, it will then be produced in China at a later date.

In the space dedicated to the new 308 will be found the 308 R Concept, an ultra-sporty concept car, that radicalises the stylistic purity and identity of the production car. With its lowered posture, its wide track and its prominent haunches, resting firmly on its flared 19" wheels, the 308 R Concept makes no mystery of its sporty vocation and its aggressive temperament. Under its carbonfibre two-tone skin conceals the engine of the RCZ R, a 1.6-litre 4-cylinder petrol engine from which the engineers of PEUGEOT SPORT have been able to draw 270bhp, that is a specific power of nearly 167bhp/litre, a record in the category. To exploit its full potential, the 308 R Concept has front-wheel drive through a Torsen differential and a larger braking system for increased capability.

3008 and 5008: continuing success

In 2009, PEUGEOT launched two products intended to considerably increase the marque's presence in the C segment; two distinct vehicles, with strong and complementary personalities, intended for different customers, but which share an extensive technological content, excellent comfort and pleasure on board, a high level of perceived quality and flawless handling.

Four years later, the 3008 Crossover and the 5008 Compact MPV are fulfilling their expectations, with respectively 506,000 and 237,000 total sales worldwide (to the end of June 2013).

The 3008 in particular, is experiencing success far in excess of the original targets, due in some part to the enthusiasm aroused in China since its launch at the beginning of the year, and the reception of the 3008 HYbrid4, the first application of the diesel-electric hybrid drive train, introduced in 2012 as a world first.

To continue the success, the 3008 and 5008 are exhibited in Frankfurt with their redesigned front face and technological headlamps. More contemporary and of the most exacting perceived quality, they adopt the new stylistic codes of the marque (floating grille, light signature, ...). Inside, they incorporate a centre console with laser engraving and new equipment: a reversing camera and full-colour head-up display.

PEUGEOT: the technological and environmental lead

In 2013 the marque is reducing still further its average CO₂ emissions of its European ranges: at the end of May the figure reduced to 116.3g/km, from 121.5g/km in 2012.

The environmental policy is demonstrated by the constant optimisation of the internal combustion engines (improvement of efficiency, downsizing, Stop & Start technology, ...) and by the introduction of new generation engines like the family of 1.0-litre and 1.2-litre 3-cylinder petrol engines.

In Frankfurt, PEUGEOT is exhibiting its new BlueHDi Diesel emission control technology on the new 308 and 508 SW. Combining exclusively SCR (Selective Catalytic Reduction) and the FAP (Diesel Particulate Filtration System) with additive, it reduces NO_x by up to 90% and optimises emissions of CO₂ and fuel consumption while eliminating 99.9% of particles. The BlueHDi technology already complies with the Euro 6 Diesel standard and will be extended, from the end of 2013, to all of the Marque's diesel models, so reinforcing its technological leadership in the diesel sector.

Another major illustration of PEUGEOT's environmental lead position and the move upmarket is the HYbrid4 diesel-electric hybrid technology, introduced as a world first on the 3008 HYbrid4 then extended to the 508 RXH and 508 Saloon HYbrid4. PEUGEOT offers an innovative product range in terms of environmental performance and driving sensations. The three HYbrid4 models have already won over 28,000 customers.

With a combined power output of 200bhp from the 2.0-litre HDi 163 FAP engine driving the front axle and a 37bhp electric motor driving the rear axle, the HYbrid4 models combine a new driving experience through the choice of their four modes (Automatic, 'ZEV', Sport, 4WD) with CO₂ emissions from 88g/km.

However, to achieve, in time, the objective of an affordable production vehicle consuming just 2l/km, PEUGEOT is turning towards breakthrough solutions.

So, with the HYbrid Air technology, a key step towards this objective, PEUGEOT establishes itself once more as a pioneer. The 2008 Crossover, a model intended for the international market, is the natural base for this new drive train which combines a petrol engine and compressed air in a technology of reduced cost, applicable from 2016 to the cars and light utility vehicles in the B and C segments and accessible to as many people as possible over the five continents.

The 2008 HYbrid Air combines two energy sources to achieve the best efficiency in different situations: the compressed air, resulting mainly from the recovery of energy on braking and deceleration, will assist or take the place of the latest generation 3-cylinder petrol engine to fully optimise efficiency.

With a high pressure reservoir located in the central tunnel, a secondary low pressure reservoir is housed within the rear suspension with a motor/pump assembly installed on the transmission, the HYbrid Air drive train preserves the occupant space and modularity of the vehicle and is available to the driver through three operating modes: Air (ZEV), Petrol and Combined.

This new HYbrid Air drive train will be accompanied by innovations in other areas to achieve the target of 2l/100km.

These complementary technologies are also explored in the 208 HYbrid FE demonstrator.

To design it, PEUGEOT and TOTAL, partners since 1995, pooled the best of their expertise and took on an ambitious challenge which combines breakthrough emissions and driving pleasure: The 208 HYbrid FE emits just 49g/km of CO₂ - that is half as much as the very efficient 208 1.0-litre VTi – but yet it can accelerate from 0 to 100 km/h / 0 to 62 mph in just 8.0 seconds – almost that of a compact performance hatchback.

It is a non plug-in full hybrid demonstrator the elementary technological building blocks of which PEUGEOT intends to use in its future vehicles.

Several paths were followed: optimised aerodynamic properties, weight reduced by 200kg due to the extensive use of composite materials and polycarbonates, petrol hybrid drive train combining a 3-cylinder engine and its automated gearbox are supplemented with an electric motor and a battery which are the result of experience in Endurance, and special engine lubricants developed by Total Lubricants. The 208 HYbrid FE has, as a preview, composite suspension and wheels, while special tyres and wheel rims reduce further the rolling resistance.

The move upmarket and exclusive driving experiences

On the PEUGEOT stand in Frankfurt visitors will be able to discover another illustration of the Marque's expertise in terms of design and driving sensations. The exclusive RCZ R, a boosted performance version of the iconic RCZ Sports Coupé which has already won more than 50,000 enthusiasts, will, from the beginning of 2014, be the most powerful production model in the history of the marque.

Its new 1.6-litre 270bhp engine – a record specific power output in the category - complies with the latest Euro 6 standards and limits CO2 emissions to 145g/km, placing the RCZ R at an unprecedented level of performance and efficiency. An exclusive signature and promise of intense sensations, its lowered ride height and its 19" wheels give the RCZ R an even more expressive posture; from the driving position to the subtly elitist ambiance, the driver will be able to take full advantage of the performance of the engine due to the special suspension components and wheels combined with a Torsen differential.

Onyx, the Inspiration: in the great tradition of the marque's supercars, the Onyx supercar Concept will captivate the imagination of visitors to the Frankfurt Motor Show.

Under its radical and sculpted silhouette of 4.65m, resting on 20" wheels, the Onyx supercar Concept conceals the heart of an athlete: fixed on the carbonfibre body shell, the 600bhp V8 hybrid HDi 3.7-litre lies in the mid-mounted position, the 6-speed sequential gearbox and the suspension are the result of the exacting expertise of competition at the highest level.

The bodywork stands out with the contrast of its materials and the nobility of a patina finish acquired over time and distance: pure copper for the wings and doors, matt black carbonfibre for the other panels of the skin.

Surrounded by aluminium roof arches, the 'double bubble' glazed roof reveals the functional carbon structure and the innovative passenger compartment, a one-piece cell covered with felt: the

occupants are at one with a uniformed environment. With the Onyx, PEUGEOT is continuing its consideration of materials: this is the case with the 'Newspaper Wood', produced from compressed used newspapers, used to form the dashboard.

2013 is the year in which the 208 saw an increase in performance, but it is also the year of superlatives for PEUGEOT SPORT with the competition versions of the heir of the PEUGEOT 2-series saga!

There is no doubt that the public will crowd around the 208 T16 Pikes Peak: 25 years after the first victory of Ari Vatanen and his 405 T16 in the mythical American trial, it is at the wheel of the now legendary 208 T 16 Pikes Peak, the latest version of the 208 (powered by a 3.2-litre V6 twin turbo, with 875 horsepower, 875 kilos, 0 to 100 km/h / 0 to 62 mph in just 1.8 seconds...) that Sébastien Loeb smashed the record for the 20km / 12.8mile ascent in 8' 13" 878. A human and mechanical endeavour which demonstrates the taste for excellence of an inspired brand.

At the commercial launch of the 208 GTi, which revives the myth, three special 208 GTi PEUGEOT SPORT cars competed in the very demanding '2013 Nürburgring 24 hour endurance race'; equipped with a 1.6-litre turbo petrol engine with 300bhp the 208s won the triple in their category. One of them is exhibited on the PEUGEOT stand in Frankfurt.