

Peugeot reveals its line-up for 84th Geneva Motor Show



Amongst its 28 vehicle line-up, Peugeot will unveil two new models and a new range of petrol and diesel engines on its 2,650m² stand at the 84th Geneva Motor Show.

The new Peugeot 108 and the new Peugeot 308 SW will premiere at the motor show, while the new PureTech 1.2 litre 3-cylinder petrol engine and the new BlueHDi diesel engine range, which already meets the stringent Euro 6 emission levels, take to the Peugeot stand.

During the summer of 2014, following a magnificent sales career of more than 800,000 units sold, the Peugeot 107 will give way to the new Peugeot 108.

The new entry into the micro-segment, which now accounts for almost 10 per cent of the European market, is compact and agile and is available in both hatchback and convertible guise.

It offers buyers the chance to create their own unique vehicle: customers can completely personalise their 108 thanks to a choice of eight body colours, three fabric roof colours on the 108 TOP! convertible version, two-tone paint and seven themes.

Equipped, depending on the trim, with a large 7" touch screen, customers enjoy complete connectivity to their smartphone, thanks to the Mirror Screen technology. A choice of four petrol units is available with CO₂ emissions from 88g/km.

The newly launched Peugeot 308, entered the C segment, which accounts for more than a third of the European market, in September 2013. With more than 46,000 orders to the end of January 2014, more than 40 per cent of which are for the upper trim levels, the new 308 hatchback has already met the ambitious objectives set for it.

From April, the new 308 range will be extended with a second body style.

Taking nothing but its name from its predecessor, the new Peugeot 308 SW meets the fundamental requirements for the category in terms of volume, spaciousness, modularity and practicality.

The designers and engineers have given the 308 SW many strengths. A140kg weight reduction to ensure greater efficiency,

an attractive exterior design, innovative instruments and controls and the latest Peugeot petrol and diesel engines are combined and presented in a product that radiates quality of the highest level.

A lower centre of gravity and electric power steering ensure agility, comfort and excellent road holding.

At 4.58 m long, the load volume ranges from 610 to 1660dm³ (VDA) and is amongst the best in the market. Brightened by the huge 1.69 m² glass roof, the refined interior is distinguished by the Peugeot i-Cockpit. Comprising a compact steering wheel for heightened control, a head-up instrument panel, a tall centre console and a 9.7" touch screen, the PEUGEOT i-Cockpit resolutely stands out against the competition. Still unequalled in the segment, full LED headlamps are standard on the upper trim levels.

Thanks to excellent aerodynamics (Cx: 0.28, Scx: 0.64) and significantly reduced weight, the exceptional 1.2 litre e-THP turbocharged PureTech 3-cylinder petrol engine with 130bhp keeps its CO₂ emissions down to 109 g/km, while the new BlueHDi 1.6 litre 120 bhp version with six-speed manual gearbox consumes only 3.2 l/100km on the combined cycle and emits just 85g/km CO₂ to claim the segment record.

Peugeot will take the opportunity to unveil its new PureTech low-capacity petrol engines at the Geneva Motor Show.

The 1.2-litre 110 and 130bhp PureTech e-THP three-cylinder turbocharged petrol engines are modular and compact, clean and powerful. High pressure direct injection and a next-generation high-efficiency turbo provide exceptional driveability from the lowest engine speeds.

These engines deliver the best low speed torque/maximum power in the market, with 95 per cent available between 1,500 and 3,500rpm. The result is optimised operation in all circumstances. Against engines of equivalent power and driveability, fuel consumption and CO₂ emissions are reduced by 21 per cent.

Alongside the PureTech range, Peugeot will also unveil its new BlueHDi diesel emissions technology, to appear on several versions of the new Peugeot 308 and 308 SW and 508. Uniquely associating Selective Catalytic Reduction (SCR) and a particulate filter with additive, it allows NO_x emissions from e-HDi engines to be reduced by up to 90 per cent, CO₂ emissions and fuel consumption are optimised while still eliminating 99.9 per cent of particulates. The BlueHDi technology already comfortably meets the Euro 6 emissions standard and will be progressively introduced on all Peugeot's diesel models.

The new Peugeot 108 and 308 SW models and the display of the PureTech petrol and BlueHDi engine range will be joined by the full Peugeot passenger car range at the Geneva Motor Show; the award-winning 208 hatchback, the 2008 compact crossover, the new 3008, the new 5008, the 508 saloon and SW range and the RCZ sports coupe.

Celebrating more than 36,000 HYbrid4 diesel customers across Europe, Peugeot will display the 3008 Hybrid4, 508 HYbrid4 and the 508 RXH models.

With a combined power of 200bhp from the 2.0 litre Hdi engine driving the front wheels and an electric motor at the rear, HYbrid4 models have a choice of driving four modes and CO₂ emissions ranging from 0- 85g/km. Peugeot's HYbrid Air technology, using compressed air and the latest generation three-cylinder PureTech petrol engine will be displayed in 2008 crossover guise.