

Peugeot Presents New 508 Models



Peugeot has unveiled its new 508 range, a clear illustration of the brand's move upmarket. Building on the already elegant styling and the absolute quality of the existing models, the new 508 saloon, SW and RXH diesel hybrid models benefit from new equipment, new exterior and interior styling and the latest economical Euro 6 engines.

Due to appear at this year's Moscow, Chengdu and Paris Motor Shows, sales in Europe will start in September, reaching Ireland in late 2014. The new 508 joins the Peugeot stable at a time when the company is enjoying its youngest ever range in its 125-year history.

Presented at the 2010 Paris Motor Show, the tremendously successful Peugeot 508 started its sales career in 2011.

Available initially as a saloon or estate, a third innovative version arrived to expand the range a year later in the form of the Peugeot 508 RXH with HYbrid4 technology. Built in France and in China for the local market, a total of almost 370,000 units have been sold since launch.

Peugeot's designers have built on the already elegant styling of the previous 508, to produce a vehicle with even more technological prowess, character and style. The new models bear a new grille, emblematic of the marque's future models.

More vertical and more self-assured, the Lion is housed at the centre. The front grille is framed by a distinctive light signature to include 100 per cent LED daytime running lamps, direction indicators and front fog lamps. The rear end is more structured thanks to a more distinctive rear bumper, constructed to enhance its protective function. The opalescent red 3-claw rear light signature delivers a strong identity.

The interior has changed as well. The dashboard now includes a 7 inch touch screen, grouping together in an intuitive way most of the vehicle's functionalities and as a result, the central panel now has fewer buttons. The centre console includes a new closed storage box, whilst a Head-Up instrument panel allows for great driver control and safety.

Fitted with new equipment such as a reversing camera and blind spot sensors, options include Keyless Entry and Starting, automatic electric parking brake, automatic headlamp dipping, quad-zone automatic air conditioning and JBL Hi-Fi.

The quality of materials used, the quality of the equipment and the care taken with finish immediately place the interior of the

new Peugeot 508 in a top of the range world that is modern and refined.

The saloon and SW ranges will benefit from economical and efficient Euro 6 engines, including the 2.0 litre BlueHDi 150bhp 6-speed manual with CO2 emissions of just 105g/km, a best in class for this level of power. A new 2.0 litre BlueHDi 180 EAT6 saloon version has been type approved with CO2 emissions of 111 g/km.

For petrol, the new Peugeot 508 introduces a new Euro 6 engine: the 1.6 litre THP 165bhp, with a six-speed manual gearbox or fitted with the new EAT6 six-speed automatic gearbox. Replacing the Euro 5 1.6 litre THP 156, this new 165bhp engine allows reduced CO2 emissions to 129 g/km (6-speed manual) from 144 g/km.

The new Peugeot 508 will be produced at Rennes for the European market, and at Wuhan for China. Launches will start in Europe from 10 September 2014 and in China from January 2015.

The brand has greatly benefited from the success of its latest launches, especially the 2008 crossover which has exceeded 150,000 sales and the new 308 which has already reached 100,000 sales, with the SW version launched in April already off to a fast start in Europe, ahead of its summer arrival in Ireland.