

MEDIA WATCH

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PEUGEOT



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The 2008 is ready to build on its popularity after a re-style treatment that “adds an extra dose of desirability”, as *Auto Express* puts it. A range-topping GT Line has been introduced with more equipment and features.

Meanwhile, praise continues to pour in for Peugeot Sport, with *PistonHeads* saying that the “tremendous” 208 GTi means “enthusiasts should eagerly anticipate what Peugeot Sport conjures up next”.

2008 update adds more pleasing quality

“Peugeot has enjoyed decent sales of its 2008 since its 2013 launch. For 2016 it has been refreshed to ensure those buyers keep coming,” *WhatCar?* reports.

“The facelift consists of a new bumper, grille and light styling, as well as a more butch appearance, including new wider wheelarches and front and rear scuff plates on its two highest trim levels. Active city braking also now makes an appearance on the options list, as does a self-park function, two new exterior colours and a new sporty range-topping GT Line trim.”

Powered by the 100hp 1.6-litre Blue HDi, the 2008 “still performs well, offering enough pull from low revs to ensure stress-free town and motorway driving”.

Inside, “there’s good space for two tall adults in the front seats and the driver benefits from good seat and wheel adjustment”.

“The rear seats are good for adults who will get good head and leg room. Just behind, a 410-litre boot with flat floor and low loading lip is among the class’s best, and the rear seats split and fold 60/40 to open up more space.

“From its launch, the 2008’s interior was one of the most appealing to look at and interact with, and it’s still that way. A welcome addition is Apple’s CarPlay on Peugeot’s seven-inch touchscreen infotainment system, standard on second-rung Active trim and up.

“Overall, the 2008 has one of the more spacious and practical interiors in the compact SUV class, improved infotainment and pleasing quality.” ([Link: *WhatCar?*, 5 May](#))

2008 remains a solid choice

***Autocar* has tested the new SUV 2008 PureTech 130 GT Line.**

The “front seats provide decent support and both they and the steering wheel adjust generously”, says the magazine. “Two tall adults will have no problem with head or leg room, either. 410 litres of boot space with the rear seats in place is impressive, and it’s an easily accessible, practical space at that. 60/40 split-folding rear seats open the space to 1,400 litres.

“The 2008’s cabin quality was close to class-leading when it was launched, and it still looks and feels right up there; hence there haven’t been many changes. A more welcome addition can be found on the 2008’s seven-inch touchscreen infotainment system found as standard from Active trim. Apple



CarPlay and MirrorLink is now standard from second-rung Active trim, and transforms the user experience for the better.”

Overall, the 2008 “remains a solid choice among the UK’s many small SUV options”.

([Link: *Autocar*, 4 May](#))



FAMILY FLYER

“Can a hot hatch also be a viable, practical everyday family car? That’s the question we are going to be asking in the coming months with our new Peugeot 308 GT SW estate long-term test car,” writes Nat Barnes in the *Daily Express*.

“With 180hp from its 2.0-litre turbo-diesel engine it can cover the 0-60mph dash in 8.6 seconds and boasts a sport button behind the gear lever to increase response from the throttle, engine and gearbox, for the times when you’re in the mood and there’s a clear road ahead. When you’re not, the £27,365 GT makes for a comfortable cruiser and there’s a 1,775-litre boot for those household chores. We’re looking forward to testing the 308’s performance and practicality in equal measure.” ([Source: *Daily Express*, 14 May](#))

Peugeot 2008 gets yet more stylish

The 2008 has “gained an extra dose of desirability” after a mid-life update, says **Auto Express**.

As well as being “more stylish” the new range-topping GT Line is “better equipped” and “just as cheap to run”.

“The biggest changes are on the outside. Up front, Peugeot has fitted a bolder, vertically slatted grille, scuff plates and darkened headlamps, while new wheelarch extensions provide a more aggressive look. At the back, a set of 3D tail-lamps offers a distinctive design after dark.”

Inside, MirrorLink and Apple CarPlay have been incorporated into the infotainment system for the first time.

“Already successful on the 208, 308 and 508 the new GT Line spec features gloss-black detailing, 17-inch alloys and unique badging. Buyers also get stainless-steel tread plates, aluminium pedals and red stitching inside, along with a full-length panoramic roof and satnav.”

On the road, the 2008 remains “capable” with the



small steering wheel contributing to “agile” handling. “The 130hp PureTech petrol engine is remarkably refined on the motorway. There’s a characteristic three-cylinder thrum under hard acceleration, yet it settles into a rhythm at higher speeds.

“Claimed 58.9mpg economy for our PureTech 130 is pretty good, pipping the less powerful auto-only Renault Captur TCe 120 by almost 9mpg. Road tax is cheap on all 2008s thanks to the fact that CO₂ emissions come in at less than 115g/km across the range. As before, practicality is decent.”

[\(Link: Auto Express, 6 May\)](#)

Fingertip functionality

“Peugeot is introducing a new limited-run special edition run of the hugely popular, award-winning 208 hatchback,” the West Sussex Gazette reports.

“The new ‘208 XS’ brings an additional trim level to the already extensive range and is arriving in UK showrooms soon” featuring “enhanced personalisation and increased desirability”.

The special XS edition is limited to “just 2,000 vehicles and brings additional personalisation to the package for as little as £100 more versus a 208 Active taken in Bianca white”.

The Peugeot i-Cockpit “embodies the driving characteristics of the 208 – agile, intuitive and safe”. The compact steering wheel “offers improved manoeuvrability while the seven-inch multi-function colour screen puts all the functionality at the driver’s fingertips”. [\(Source: West Sussex Gazette, 4 May\)](#)

Best high end generalist

Peugeot’s new look 208 will help the carmaker become “the best high-end generalist brand”, according to Auto Express. The new offering will be “more premium than Citroën but less luxury-focused than DS – so the 208’s styling will become more sophisticated”.

“The 208 will replace its existing curves with crisper, straighter lines and Peugeot’s latest family face, with neatly incorporated LED daytime running lights. It will continue to be offered in three and five-door form,” the magazine reports.

Unlike the forthcoming Citroën C3, which will stay on PSA’s existing PF1 supermini platform, “the 208 will get a fresh set of components – Called EMP1, the new platform is being developed jointly by the French company’s engineers and technicians from PSA’s Chinese manufacturing partner, Dongfeng”.

Weight savings will be one of the major benefits, helping the 208 to “shed kilos and improve efficiency – it could be up to 100kg lighter, although some of



that gain is likely to be ploughed back into a plusher interior.

“The engine line-up will bring new generations of PSA’s BlueHDi diesel and PureTech petrol motors. The petrols are expected to be three-cylinder turbos, with power ranging from around 70hp up to nearly 150hp for the 1.2-litre version. There will also be a new 1.6 THP petrol in the 208 GTi, offering around 220hp.”

For the interior, “Peugeot will further refine its controversial i-Cockpit set-up”, while the central infotainment system will be upgraded for quicker responses. “Greater smartphone connectivity and other multimedia features will be offered.”

[\(Source: Auto Express, 11 May\)](#)

308 GTi FIRES UP PEUGEOT REVIVAL



The new 308 GTi is “a welcome comeback for Peugeot’s sportier customers”, writes Andy Russell in the East Anglian Daily Times. Peugeot “has sold more than 800,000 performance models since the legendary 205 GTi – with the latest 308 GTi 250 and 270 joining the 208 GTi and RCZ R Coupé”.

The styling of the new 308 GTi “is quite demure with the Peugeot Sport know-how focused on performance and driving dynamics”. That said, the new offering squats lower, “with a deep front bumper with wide air intake and two spoilers, door sill extenders and, at the back, a ground-hugging gloss black extractor with two exhaust pipes”, resulting in “a sharp look”.

Under the bonnet, “Peugeot’s 1.6-litre turbo petrol just gets better ... and more powerful with 250 and 270hp versions”. The engine was found to be “tractable enough to poodle along at 40mph in sixth gear which helps economy”, the writer seeing “37 to 40mpg overall”.

Once the 308 GTi hit the road, Russell comments on the “go-kart feel to the way it can be flicked flatly through corners, thanks to the small sports steering wheel and quick response, with huge levels of grip inspiring confidence”.

Concluding the assessment, the reviewer believes that: “The 308 is a gutsy GTi that lives up to the brand’s hard-core high-performance heritage but it has a softer side so it can hack it as everyday transport that’s as practical as potent. The 308 opens up an exciting new chapter in the Peugeot GTi story.”

[\(Source: East Anglian Daily Times \(Essex\), 13 May\)](#)

208 GTi by Peugeot Sport excites

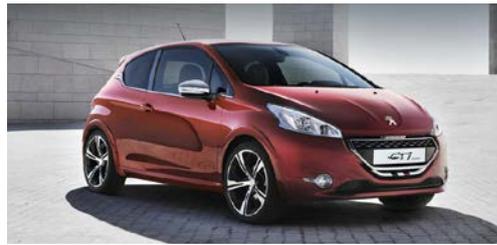
The 208 GTi by Peugeot Sport boasts “arguably the best styling in the sector” with a design that also has “a few clues pointing to what lies in store for the drive”, says *PistonHeads*.

“There’s some really aggressive negative camber on the front, the top of the 18-inch wheels pointing in noticeably more than the bottom. The brakes behind those wheels look suitably large too, even if the rears look a little meek by comparison. The stance is screaming ‘drive me!’ before the door is opened.”

The “very good” interior is also “of a higher quality than the Fiesta ST and Ibiza Cupra” with the small steering wheel “making sense”.

“There’s a refreshing simplicity to operating the GTi. It starts on a key, the traction control is on or it’s off and the car drives one way; there are no steering weights to cycle through or damper settings to adjust. You may not think that’s an especially valid concern to hot hatches, but remember that the Ibiza has adaptive dampers and the MINI its ‘maximum go-kart feel’ setting. Here’s proof they aren’t really needed.

“The Peugeot 208 GTi is tremendous, in a word. It’s eager, rapid, effervescent, tenacious, exciting and, above all else, jolly good fun. All those traits we thought had gone missing from the small hot hatch



are present and correct in this little Peugeot.

“The steering is quick and, combined with that camber, means that turn is super sharp; but because the whole car is so agile and alive, it’s never unsettling. Body control is very good.

“A standard limited-slip diff gives the 208 another dimension to its handling, plus an advantage over the Fiesta. In the rain it’s a real asset, dragging the car from corners and just slightly tugging at the wheel to let you know it’s working hard. As far as we could discover it will allow brake and throttle to be overlapped as well, so the car can be held with your left foot on the brake and then driven out hard with the diff helping.

“Enthusiasts should eagerly anticipate what Peugeot Sport conjures up next.”

[\(Link: *PistonHeads*, 9 May\)](#)

Devastatingly effective hot hatch

The Peugeot 308 GTi 270 by Peugeot Sport “looks to be an interesting offering”, according to *CarsUK*. The 270hp 1.6-litre turbo engine “lifted from the RCZ R” along with the 270’s “low weight do promise to make this GTi more worthy of the name than anything else.”

The 308 GTi is a “properly grown-up looking hot hatch”. The interior is “equally impressive” thanks to the infotainment screen and an “interesting” steering wheel, as well as “cracking, supportive seats”.

All of this “adds up to a well-equipped car with decent space in the back and more than decent boot space, perhaps making the 308 GTi the most practical of the hot hatches”.

“Peugeot has waved a bit of proper Gallic fairy dust on the 308 GTi and made it both a devastatingly effective hot hatch and a forgiving, practical family car, with little compromise.” [\(Link: *Cars UK*, 9 May\)](#)

Party like it’s 2008

The 2008 is one of the more “affordable takes” on the compact crossover trend, “there to enable a small, fashionable family to get a foothold in this growing market niche”, writes Jonathan Crouch in the *Huddersfield Daily Examiner*.

“This car seems to offer plenty for your money. And now it’s been improved with a smarter front end and a range of class-leading frugal engines.”

Despite its “beefy” looks, “the 2008 is still front-wheel drive only, but some off-road ability is delivered on pokier 1.6-litre petrol and diesel variants via a clever ‘Grip Control’ traction system”.

The updated 2008 also gets “a smoother, more stylish look, courtesy of a restyled vertical front grille flanked by sleeker headlamps that give the car a bit more streetside presence”.

The LED rear lamps have also had a restyle, “featuring a 3D ‘claw-style’ illuminated effect”.



The rugged 2008 has “probably got more than enough about it to shrug off most British weather conditions”.

In terms of practicality, “the size of the boot can vary from 410 to 1,400-litres in an instant due to the 1/3 – 2/3 modular seat backs. Pressing the button at the top of the backrest is enough to tilt the seat backwards, allowing the seats to collapse automatically.”

In practice, the advantages over a supermini “add up to a car that feels a far more rounded, more complete family tool!” [\(Source: *Huddersfield Daily Examiner*, 6 May\)](#)

PEUGEOT 308 GTi MAKES PROMISING START



“Exciting traditionalist” hot hatchbacks which offer “a charming blend of speed, handling and practicality in a package lacking the ostentatiousness of your Porsches or Ferraris” are on trend in 2016, says *Autocar*.

“When the standard Peugeot 308 arrived, it was a massive improvement over its predecessor,” winning European Car of the Year 2014, beating the BMW i3 and Tesla Model S, “an impressive feat”.

“So can the 308 GTi by Peugeot Sport 270 chisel its own dent into this well-established groove?”

First impressions count: “It’s a good-looking, understated car that catches your attention without begging for it. The anti-kerbing 19in ‘Carbone’ alloy wheels and red Peugeot Sport brake calipers are of particular note.”

The understated aesthetic continues inside: “I was quietly impressed with the 308’s simplified yet smart interior when it was first launched, and this carries over to the GTi. The only other remark to make here is that my parents’ first time in the car was met with pleasing murmurs.”

Other than the slight tweak in power, “one of the most notable distinctions between the 250 and 270 outputs is that our model receives a limited-slip differential – often the key difference between a good hot hatch and a great one”.

One feature the reviewer describes as “absolutely worth mentioning” is the amount of boot space, “which smashes all of its competitors out of the park. It has 470 litres of volume, versus 380 in the Golf GTi”.

The review will be carried out over six months but “it’s a promising start with the 308 GTi!” [\(Source: *Autocar*, 4 May\)](#)

Getting to grips with the perfect ride

“Grip control is a marvelous bit of kit,” according to Maurice and Annette Hardy’s test drive of the Peugeot 3008. “Costing only £470” Grip Control is the focus of the review and considered to be “aimed at surfers but more likely to find friends among more mainstream users.”

On a Peugeot “that brings a raised ride height and grippier tyres”. It takes “nothing more than a small twist wheel on the centre console to select the options that will keep the car out of trouble depending on the ground circumstances – sand, snow, mud or rock”. This system is so good that “when it appeared first, the Forestry Commission” employed Grip Control “in conditions that would normally have required a much more expensive, and less capacious 4x4 pick up or hard top”.

For the tested Peugeot 3008, “the electronic box of tricks is nigh on perfect”.



“The auto means the car swaps gears without the need to dip the clutch, so avoids breaking traction and all you have to do is point and squirt to get about in a sure-footed way.”

The 3008 Allure BlueHdi 120 hp auto, “had virtually 50mpg fuel consumption”, meaning the 3008 is also “cheaper to run than any 4x4 you could name, largely because it’s not dragging extra transmission components that are unneeded most of the time”.

(Source: Newbury Weekly News, 5 May)

MEMORABLE LOOKS AND EASE OF DRIVING



The “memorable qualities” of Peugeot’s 308 GT Blue Hdi “are centred on the thing’s looks, and its ease of driving”, writes Peter Cracknell for Diesel Car. “Brakes, steering, handling – you name it, it all works very well indeed.”

The reviewer conducted a long term test for the mag, and “over the months” he accrued “a large list that applauds the positives” of the 308 GT Blue Hdi. Cracknell appreciates the “well designed and comfortable seats that look as good as they feel; stop and start technology which delivers virtually no annoying vibrations; and cruise control that’s a step ahead of traditional systems, thanks to its radar operation that checks on vehicles in front to see what they’re up to, taking its metaphorical foot off the gas if you’re noticeably gaining on them.”

The electric windows of the 308 “illustrate the high specification level of the car: soft push/pull for small adjustment, heavy push/pull for complete opening or closure.”

Peugeot earns “full marks” for a steering wheel “which offers a perfect balance of size, gearing and shape to provide excellent feel and ample room for the driver’s legs”. Cracknell describes this aspect of the car as something he is “really going to miss”.

Another winning factor for the 308 GT Blue Hdi is the gearbox: “There’s no denying this self-shifting gearbox is a good one. Changes are smooth, and not too frequent, and the system avoids keeping the revs unnaturally high – a common failing of many automatic transmissions”.

(Source: Diesel Car, 1 June)

2008 rocks up with more style

The 2008 “has been given a new front end styling and lights, bigger wheelarches and new kickplates on the top two trim levels”, the Birmingham Mail reports.

“Under the skin, Grip Control (Peugeot’s advanced off-road traction control system) has been fitted. New boxes on the options list include emergency city braking, self-park and two new paint colours.

“At the top of the range, GT Line is the sporty and aggressive option. We tried it, along with Peugeot’s proven 130hp turbocharged three-cylinder PureTech petrol engine”, which “works well” in town and on the motorway, while “bump absorption is good”.

The “quality” interior remains but now comes with the “desirable” Apple CarPlay and MirrorLink. “All in all the Peugeot 2008 remains a good small SUV choice.” *(Link: Birmingham Mail, 9 May)*

Peugeot’s new hi-tech i-Cockpit glimpses the future

“Staring into that digital binnacle, you see crisp blue navigation arrows drawing you through a 3D animation of the cityscape outside your car’s windows. It’s high-tech stuff, surely from Audi or Mercedes? Nope, this is the human-machine interface that’ll be standard on this autumn’s new Peugeot 3008,” says CAR.

“It’s the third-generation of Peugeot’s i-Cockpit theme, and a game-changer that builds on earlier iterations’ principles of a small steering wheel and purging switches for an omnipotent touchscreen. Here’s how V3 moves the game on:

“The 3008’s 12.3-inch binnacle is divided into three areas, with drivers able to configure how and what info is displayed in the left, central and right portions. The outer sections typically show info on speed, revs and fuel/engine, leaving the centre to relay the 3D nav map, or a crisp, colourful, cruise control graphic relaying how far you are from the car in front.

“Whereas the Audi TT’s virtual cockpit relies on a single digital binnacle, Peugeot’s system has a supplementary eight-inch central screen. So if the 3008’s binnacle is relaying nav, the central screen can display another function, say music or Apple



CarPlay. That two-screen approach is similar to the new E-class’s. The system can be controlled by voice commands (you can dictate texts) or prod the screen with three fingers to surf Peugeot’s homepage, to access all functions in one place.

“While gen2 i-Cockpit nigh-on eliminated physical switches, Peugeot has helpfully restored the essentials, giving drivers a shortcut to key functions, such as radio/climate/nav/phone. Other buttons access apps and settings, to toggle park assist and active cruise settings. And, in a deliciously French way, one button controls cabin ambience, tickling senses via mood lighting, fragrance diffuser and seat massaging.” *(Source: CAR, June)*