

The New 208 from Peugeot

By Ian Lynas

FANS of the Peugeot brand will be delighted with the arrival of the new 208; one which I recently tried and one which brought the memories flooding back as in many ways it reminded me of the 205, a hugely successful car for the French manufacturer.

The 208 is the latest in the 2 series line, one which started way back in 1929 and to date more than 17 million 2 series models have been sold worldwide.

The newcomer is key to Peugeot and they are confident of sales success, the prediction is that they will sell more than 50,000 in a full year.

With two bodystyles three and five door and a choice of five trim levels and a starting price of just shy of £10,000, already there is a very healthy order bank, many having put their deposit down without even seeing the new 208.

With smaller exterior dimensions than the 207, but the designers have cleverly provided the new car with a roomier

interior and for good measure there is an extra 15 litres of boot space.

Back in 1983 the 205 arrived on the scene and it transformed the supermini segment. From D Turbos to GTi's there was a compact hatchback for the mass market. 205 went on to sell over 5million units and were still in production in some parts of the world until 1998.

The 206 was introduced in 1998 and it went on to become the best selling Peugeot model ever with over 7.5million units, then in 2006 the Peugeot 207 was launched and sold over 3million units to the end of 2011.

These cars have paved the way for the new 208 which bristles with technology, some of which you would only expect to find in an upmarket luxury model.

The 208 embodies the principles of agility and efficiency and the initial technical choices make it a vehicle which is light, 114kg lighter on average compared to the 207, and as much as 173kg with a range which starts at 975kg.



Weight reduction favours fuel consumption, passive safety and the dynamic performance of the vehicle.

The styling of the 208 is pleasing to the eye, free-flowing, without interruption or



embellishment, from the end of the bonnet to the boot. From the outset, no unnecessary elements or add-ons were permitted, flush-fitting surfaces and precise clearances demonstrating optimal build quality. In its styling I see echoes of the 205.

The muscular sculpted body sides offer an identity, a posture which is very different in the three door and five door body types, this offers maximum choice to the buyer and in a way provides this Peugeot with two personalities.

I liked the interior, it is modern and exclusive with new driving ergonomics,

clear and natural, benefiting ease of driving, manoeuvrability, precision, a more intimate relationship with the vehicle.

There is easy access to the various functions: radio, Bluetooth hands-free kit or playing of music files via a USB connection or audio streaming.

The graphic touch interface is pre-equipped for the navigation option with European mapping. Available at £400, it places it in a very competitive position when you consider other on-board navigation systems.

The 208 benefits from a high level of primary safety and it has been designed to offer a level of secondary safety that will be the best in the segment.

Right at the heart of the 208 is a wide range of engines, all of which have been designed to offer maximum efficiency. The 1.4 HDi with 68bhp has a CO2 rating of just 98g/km and it can deliver 74.3mpg.

Highlighting one of the petrol engines, the one litre VTi petrol unit has a CO2 rating of 99g/km and is in diesel territory with 65.7mpg. The latter is a three cylinder, a new generation of engine designed by the PSA Group.

With excellent levels of equipment right across the range, the 208 arrives in our market in a time that is just right for such a car, with economy and low emissions being for us a priority.

While it may major on lowering the cost of motoring, it also delivers a satisfying drive, a smoother version of the legendary 205, a hatchback with class and good build quality.