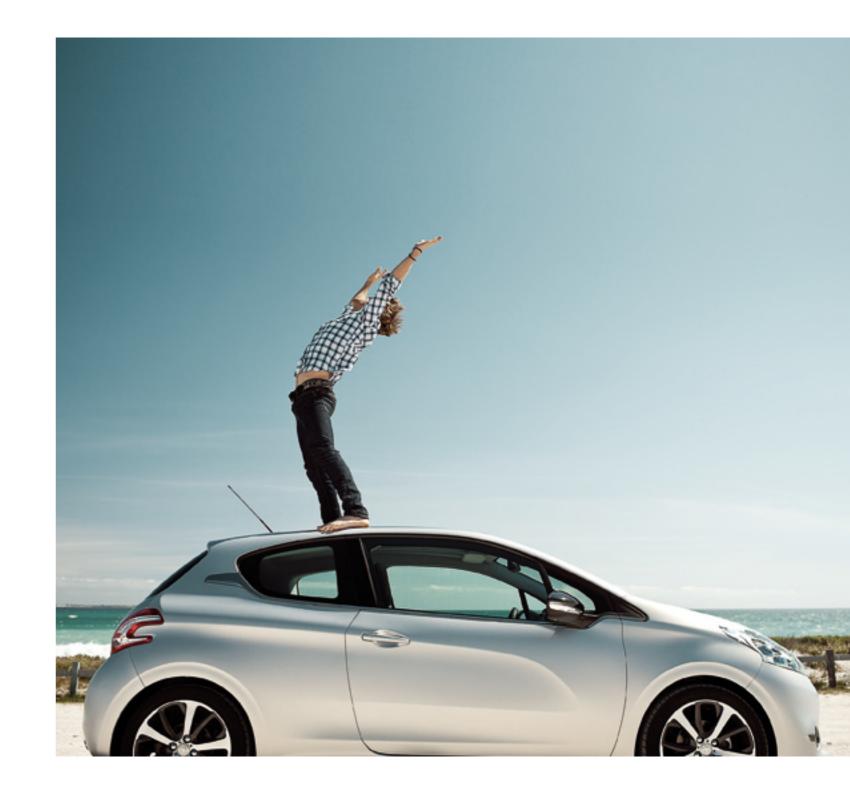


## TALK ABOUT REGENERATION

It's a daring step. We've reinvented the principles that created the '2 series'.

For the new 208 the theme is regeneration – in terms of structure, style, technology and the environment.





#### AGILE AND EFFICIENT

The 208 mirrors the way technology has changed. It's designed for a new generation: compact and high-performance, cutting down on weight and CO, emissions. There's generous space for passengers. And a high level of digital integration including touch-screen and Bluetooth® technology.



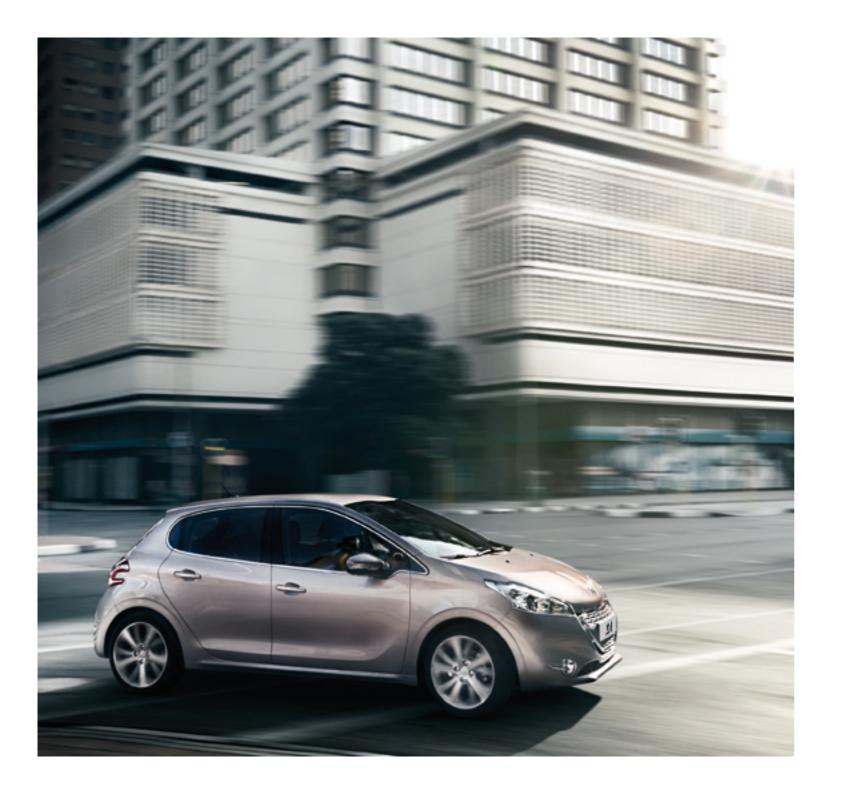


#### DARING TO RETHINK THE PAST

The driving position is a genuine breakthrough. It's been entirely redesigned to feel intuitive and user-friendly, allowing you to feel more connected with the car.

The steering wheel is deliberately smaller, so you don't have to peer over it to see the controls. There's an eye-level instrument panel and a large touch-screen next to it. It's a new level of safety, practicality and driving pleasure.





## A REGENERATION OF STYLE

The 208 sees a fresh take on Peugeot's contemporary style. Floating grille, lighting signature, 'boomerang' rear lights – every tiny detail has been designed to work in harmony.

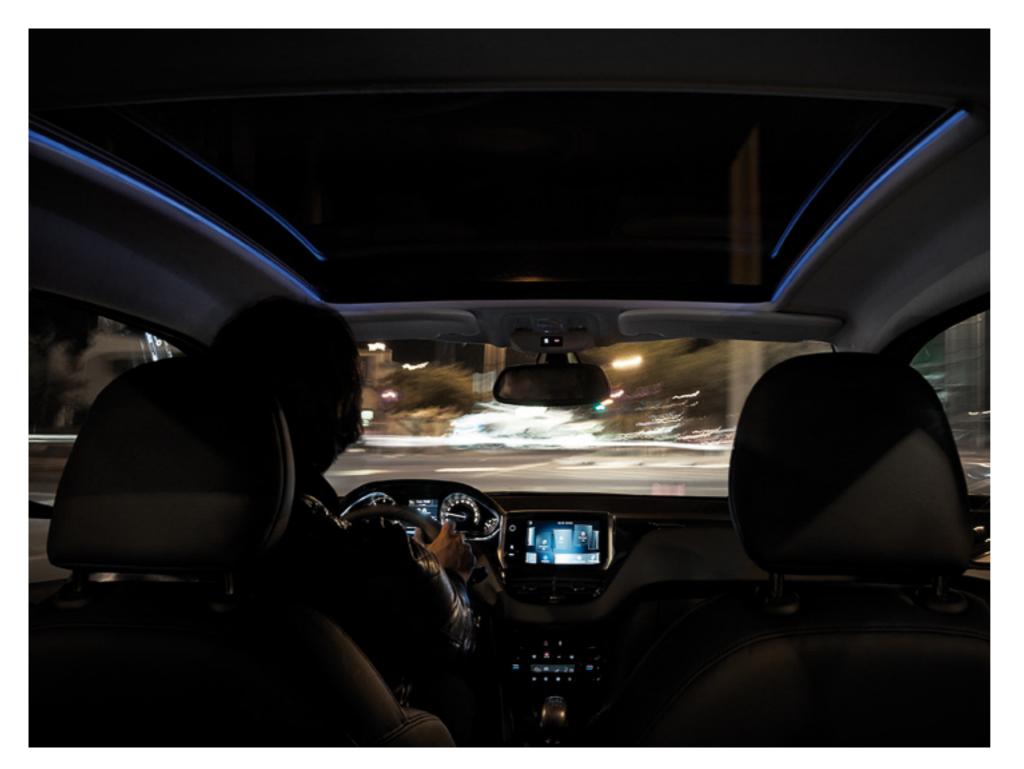




#### SENSUAL AND REFINED

Feast your eyes. It's sculpted and athletic but there's a powerful sophistication in the styling too. Just as a '2' series car should be.







# SOPHISTICATED RIGHT DOWN TO THE LAST DETAIL

The interior lighting has been completely reworked. The displays, backlit controls and blue-tinged lighting pick out the panoramic glass roof and add to the contemporary feel.





## LET YOUR BODY DRIVE

In the 208 you'll experience a luxurious combination of comfort and roadholding ability.

The pleasure of driving has always been at the heart of Peugeot. Now it's been rekindled.



Coventry CV3 1ND