

PEUGEOT 508 LAUNCH

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PEUGEOT



PEUGEOT LAUNCHES FRESH 508 FOR 2015

- Re-styled 508 range gets smart new design language
- Enhanced safety with new standard-fitment reverse camera
- New on-board tech including touch screen and 8GB jukebox
- New, more powerful Euro 6-compliant 1.6L turbo petrol drivetrain

Peugeot has launched its updated 508 sedan and touring range in Australia, with major changes in exterior and interior styling, a new drivetrain option and increased standard specification.

Joining the 508 sedan range is Peugeot's latest Euro 6 emissions-compliant 1.6-litre turbo four-cylinder petrol drivetrain. With stop-start technology it is one of the most frugal vehicles in its class*.

The drivetrain increases power, yet reduces emissions and fuel use, while offering improved acceleration.

The most notable styling addition is a bold new front grille, with center-mounted Peugeot lion, new LED lighting package and revised rear lights and bumpers.

On board technology is increased with a new touch-screen infotainment system, satellite navigation and reversing camera that is now offered as standard.

All new 508 models gain paddle shifters, electric boot release (for sedans), rear center armrest with two cup holders and rear map lights.

Active grades also receive part cloth/leather interior as standard.

Touring variants gain an additional 12 volt outlet in the rear cargo area and a retractable cargo net that drops from the roof, joining to the rear seat.

*Class as defined by VFACTS

NEW-LOOK AND NEW LINE-UP FOR 508

Peugeot has added significant specification to the new-look 508 range, while simplifying the model line-up.

The Active petrol model launches the refreshed range, featuring an all-new, more powerful and efficient 1.6L turbo petrol drivetrain, with stop-start technology.

The newly re-powered 508 Active gains \$4000 worth of additional standard specification equipment and carries a recommended retail price of \$37,990 – just \$1000 more than the model it supersedes.

As standard, all Active models gain:

- New, more efficient, more powerful 1.6L turbo petrol engine with stop-start
- 7-inch touchscreen for vehicle controls
- Reverse camera
- 8GB jukebox
- Paddle-shift
- LED daytime running lamps
- LED fog lamps
- Rear sunblind
- Electric boot release
- Rear center armrest with cup holders
- Rear map reading lights

Allure models, now equipped exclusively with the 120kW 2.0-litre turbo diesel drivetrain, gain more than \$2500 worth of specification including:

- Blind-spot monitoring
- 7-inch touchscreen for vehicle controls
- Reverse camera
- 8GB jukebox
- Paddle shift
- LED daytime running lamps

- LED fog lamps
- Rear map reading lights
- Rear center armrest with cup holders
- Electric boot release (sedan only)

Allure Touring (and GT Touring) variants add a further \$700 in standard specification over the sedan:

- Blind spot monitoring
- 12V outlet in the cargo area
- Retractable cargo net (seat to roof)

508 GT sedan and touring models mirror the additional specification gains across the range, adding:

- All-LED headlamps
- Leather sports seats with contrasting red stitching
- Massage function for the driver's seat

Carrying an RRP of \$58,490 for the sedan and \$61,490 for the touring both 508 GTs are powered exclusively by a 150kW, 450Nm 2.2litre turbo-diesel drivetrain.

508 PRICE LIST

MODEL	RRP
508 Active petrol 6-speed auto	\$37,990
508 Allure diesel 6-speed auto	\$45,990
508 Allure Touring diesel 6-speed auto	\$48,990
508 GT diesel 6-speed auto	\$58,490
508 GT Touring 6-speed auto	\$61,490

NEW-LOOK EXTERIOR – 508

All 508 models receive a fresh face, with new frontal styling including new front guards, bonnet, headlamps, grille and bumper treatment.

An increase in overall vehicle length front and rear has resulted in a better visual balance of the vehicle. The sedan is now 38mm longer, 16mm of which is in the front overhang (the same for Touring), and 22mm longer in the rear overhang.

The new grille is an essential element of the Peugeot 508's styling. Standing further upright and with the inclusion of Peugeot's famous lion rampant at its center, it pays tribute to illustrious models from the French marque's 124 year history building automobiles.

It also allows the new Peugeot 508 to introduce a corporate style to its leading edge that is more self-assured and which will be deployed on the marque's future models.

The bonnet has been redesigned to make it more horizontal, giving the 508 a more contemporary look.

Front bumpers now feature integrated daytime running lamps lower, which also double as the indications and over score the standard LED fog lamps.

At the rear, the sedan features a newly designed bumper and lighting package.

Chrome highlights draw vision downward, adding to the visual muscle of the vehicle.

Boot volumes remain unchanged at 497 litres for the sedan and 612 litres for the Touring.

A NEW LIGHTING SIGNATURE

Top-of-the-range 508 Allure and GT variants are characterised by new lighting.

Headlamps, daytime running lamps, direction indicators and fog lamps are all created completely from hi-tech LEDs.

In total, there are no less than 44 LEDs making up the look of the new Peugeot 508.

The headlamps are made up of three modules of four LEDs each, to which three additional LEDs are added for the cornering lighting function.

This technology allows the lighting to be fine-tuned and also accentuates the vehicle's feline look.

The small size and very structured lenses enhance the distinctive and technological aspects.

Each car's visual signature is created by the daytime running lamps built into the bumper as standard.

The indicators comprise four LEDs following the form of the daytime running lamps.

The standard front LED foglamps are installed in the ends of the front bumper in a chrome insert.

For Active models the new Peugeot 508 introduces halogen headlamps with excellent photometric performance.

The other lamps, including daytime running lamps, direction indicators and side lamps, are identical to the top-of-the-range versions.

Rear lamps on sedans have also been redesigned to make them more horizontal than before, whether viewed from the side or from directly behind.

Each contains 36 LEDs arranged in three claws and their opalescent red layout provides a lighting signature that is strongly identifiable and technological.

ENDS

508 INTERIOR STYLING – EVERYTHING AT HANDS REACH

The interior of the Peugeot 508 has been significantly enhanced for this model update.

The dashboard now includes a seven-inch touchscreen as standard fitment, grouping together most of the vehicle's functions in an intuitive way.

Shortcut buttons for the main menus (navigation, air conditioning, radio, connectivity, and more) are accessible at all times in the dashboard central panel.

The addition of the touchscreen has allowed Peugeot to standardise satellite navigation and reverse camera for all models.

This new technology opens up the central area to be redesigned to include fewer buttons while adding a new storage box.

Positioned in front of the driver the instrument panel is backed up by a colour Head-Up Display featuring driving and navigation information. This is standard on GT and optional on Allure models and is viewed on a retractable smoked screen.

Additional standard features include Peugeot Open&Go Keyless Entry and Start, automatic electric parking brake, automatic headlamp dipping, electro-chrome interior mirror, tyre pressure warning, front and rear parking sensors, quad-zone automatic air conditioning and JBL-badged audio system.

ENDS

508 DRIVETRAINS – NEW PETROL AND PROVEN DIESELS

The new-look 508 range will be powered by the choice of three drivetrains including an all-new turbo petrol and two turbo-diesel power plants.

The all-new turbocharged 1.6-litre four-cylinder petrol drivetrain is a member of PSA's highly decorated e-THP family and features stop-start technology.

This family of engines took out the prestigious 2014 International Engine of the Year Award in the 1.4-1.8-litre capacity class for the eighth consecutive year.

The new petrol power plant is the result of the Prince Engine developed in partnership with BMW and cuts CO₂ emissions to as low as 103g/km.

This is achieved via the adoption of direct-injection, variable valve timing, a volume flow-controlled oil pump and an on-demand water pump. The e-THP engine family improves fuel efficiency and reduces emissions by around 10 percent compared to the previous generation.

In 508 the drivetrain will develop 121kW at 6000rpm and 240Nm from 1400rpm to 4000rpm. This offers accessible power and performance around town and on open highways.

Drivability is complimented by low fuel consumption of just 5.8-litres per-100km on a combined cycle, with tailpipe emissions of only 134g of CO₂ per-kilometre.

Developed to meet the new EURO 6 emissions standards, the e-THP 165 specifications also include improved fuel efficiency and performance.

A new turbocharger design increases performance by improving low-RPM response.

Fuel pressure has been increase from 120bar to 200bar as a way of improving combustion, significantly reducing tailpipe emissions. The increase in pressure, along

with a revised angle for the injector pintle, dual-injection and a high-pressure start also significantly reduces particulate emissions.

Efficiency gains can be largely attributed to:

- The introduction of Stop & Start technology
- Improved management of electrical and hydraulic energy via an on-demand water pump and variable capacity oil pump
- Reduced friction inside the engine via the adoption of Diamond Like Carbon (DLC) coating on internal components and finer machining of camshaft bearings

Putting power to the front wheels is a six-speed automatic transmission with paddle shift levers.

The new Aisin gearbox is 2kg lighter and engine speeds are reduced by 200rpm on average, while the ratios of the top gears are lengthened by almost 20 percent.

Drivers can choose from a full-automatic or manualised operations, with temporary sequential shifting available via the paddle shifters.

Capacity	1598cm ³
Stroke	85.8mm
Bore	77mm
Number of cylinders	4
Valves	16
Compression ratio	16.5:1
Power	121kW @ 6000 rpm
Torque	240Nm @ 1400 rpm
0 – 100 kph (seconds)	8.9
Emissions level	Euro 6 (134g/km)
Consumption (combined)	5.8L/100 km

DIESEL DRIVETRAINS

2.0 LITRE HDi FAP WITH 6-SPEED AUTOMATIC GEARBOX

With a capacity of 1997cm³, this engine is already equipped in the 308, 3008 and RCZ ranges, developing 120kW and 340Nm.

Capacity	1997cm ³
Stroke	88mm
Bore	85mm
Number of cylinders	4
Valves	16
Compression ratio	16:1
Power	120kW @ 3750rpm
Torque	340 Nm @ 2000rpm
0 – 100 kph (seconds)	9.2
Emissions level	Euro 5 (149g/km)
Consumption (combined)	5.7L/100km

2.2 LITRE HDi FAP WITH 6-SPEED AUTOMATIC GEARBOX

Paired to GT models the 2.2-litre HDi FAP 150kW engine develops 450Nm at 2000rpm.

It has a single turbocharger which features a turbine wheel made of aluminium titanate, allowing particularly agile pick-up due to its low mass.

The lightweight turbocharger is complimented by reduced of internal friction, piezo-electric injectors with eight apertures and optimised combustion chambers.

Capacity	2179cm ³
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Stroke	96mm
Bore	85mm
Number of cylinders	4
Valves	16
Compression ratio	16:1
Power	150kW @ 3500
Torque	450Nm @ 2000
0 – 100 kph (seconds)	8.2
Emission control	Euro 5 (150g/km)
Consumption (combined)	5.7L/100km

AM6 AUTOMATIC GEARBOX

Developed with collaboration with AISIN the AM6 six-speed automatic transmission has been engineered to significantly reduce CO₂ emissions, while delivering improved drivability due to the enhanced rapidity of gear changes.

For the sequential mode the transmission features paddles under the steering wheel for enhanced driving enjoyment.

ENDS

508 SUSPENSION OFFERS LEGENDARY PEUGEOT REFINEMENT

Peugeot's large cars have always set the standard in terms of road holding and, as a direct consequence, driving pleasure. With the 508 Peugeot has taken great strides in accommodating these characteristics in a range able to accept two types of suspension architecture.

A McPherson type front axle has been developed for use on the majority of the 508 range, offering a high-level of road holding and ride comfort. Customer expectations of superior ride comfort in this segment have risen considerably in recent years.

This engineering choice is another example of the upward spiral set in motion by efforts to reduce weight: the new front axle allows a weight saving of 12kg compared to the 407.

The 508 GT features a drop-link dual wishbone front axle. The dual wishbone and decoupling of oscillating and steering functions allows for a very high level of body rigidity and driving accuracy.

This choice is consistent with the performance of the new 2.2-litre HDi FAP 150kW engine and with the expectations of the dynamic capabilities from the car by customers.

At the rear the entire range is equipped with a multi-arm rear suspension. This is designed to ensure excellent efficiency, maximum accuracy and vibration damping by decoupling longitudinal and transverse forces.

The spring-damper combination is fixed in an inclined position on this suspension and permitting maximisation of the width of the boot by eliminating any intrusion of technical components.

ENDS

ADAPTIVE STEERING AND BRAKING

The rack and pinion electro-hydraulic steering continuously adjusts the effort required, and facilitates manoeuvres at low speed. Precise and informative, it fully reflects the marque's expertise and corresponds to two driving styles; "all encompassing" or "GT", according to the expectations of their respective customers.

Braking is designed to match the dynamic qualities of each 508, with front brake calipers in three different sizes: 304 x 28mm for the 1.6-litre petrol and 2.0-litre HDi and 340 x 30mm for the 2.2-litre HDi. At the rear the entire range has 290 x 12mm discs.

The electric parking brake combines the functions of automatic application when the engine is switched off and automatic release on acceleration with manual use, which is always available by pulling the control lever.

The Hill Assist function coupled with the electric parking brake allows the brake to be maintained temporarily (2sec.) when the vehicle is on a gradient greater than 3% and facing in the opposite direction to the gear engaged.

The 508 comes with latest-generation Electronic Stability Program (ESP, Bosch 8.1 system) which includes anti-lock braking, Stability Control (SC), Emergency Brake Assist (EBA) and Electronic Brake Force Distribution (EBFD). The ESP, along with the Hill Assist, includes intelligent traction control to improve the vehicle's ability to be driven on slippery road surfaces by authorising more or less wheel slip on each of the front wheels.

Furthermore, the ESP system also comes standard with Cornering Brake Control (CBC), which distributes the braking power between the right hand and left hand wheels.

ENDS

508 WHEELS & TYRES

A selection of tyres has been made which will include Michelin Primacy as well as Continental Sport Contact tyres.

New 508 features four wheel and tyre sizes:

- 17" alloy wheels as fitted to the Active grade, these feature 215/55 R17 Michelin Primacy HP tyres;
- 18" alloy wheels are standard for Allure grade models, these feature 235/45 R18 Michelin Primacy HP tyres;
- 19" alloy wheels are standard for GT grade and feature 235/40 R19 Continental ContiSportContact 3 tyres.

In the event of a puncture, several emergency solutions are offered on the 508:

- A uniform spare wheel on alloy rim for a 17" alloy wheel.
- An 18" space-saving spare wheel for 18" alloy on Allure models.
- A tyre inflation/repair kit for 19" alloys on the GT version.

ENDS

PEUGEOT 508 SPECIFICATIONS

508 SPECIFICATIONS			
Model	1.6L Active	2.0L Allure	2.2L GT
Engine	1.6 e-THP 165	2.0 HDi	2.2 HDi
Capacity	1598cc	1997cc	2179cc
Engine type			
Type	Turbo-charged, all-alloy, inline 4 cylinder, with direct injection.		Turbo-charged high-pressure common rail direct injection
Fuel	95 RON (PULP) or higher (recommended)		Diesel
Bore x stroke (mm)	77 x 85.8	85 x 88	85 x 96
Compression ratio	10.5:1	16:1	16:1
Max power			
Petrol engine	110kW @ 5000rpm	120 @	150 @ 3500
Max. torque	240Nm @ 1400-4400rpm	340 @ 2000	450 @ 2000
Transmission			
Type	Six-speed automatic (with paddel shift)		
Gear Ratios			
1st	4.044	4.15	4.15
2nd	2.371	2.37	2.37
3rd	1.556	1.56	1.56
4th	1.159	1.16	1.16
5th	0.852	0.86	0.86
6th	0.672	0.69	0.69
Final drive ratio	3.192	3.39	3.39
Suspension			
Type	Front	Independent with Macpherson type struts and anti-roll bars	
	Rear	Double wishbonemulti-link with inclined helical springs and multi-valve dampers	
Driveline			
Driven wheels	FWD		
Brakes			
Front	304mm x 28mm ventilated disc		340mm x 30mm ventilated
Rear	290mm x 14mm solid disc		
Additional features	ABS		
	Electronic Brake-force Distribution		
	Brake Assist		
	Active Traction Control		
	Electronically Controlled Brake system		
Brake hold			

Model	1.6L Active	2.0L Allure	2.2L GT
Steering			
Type	Variable electric power-assisted steering		
Minimum turning	11.9		12.2
Wheels and tyres			
Rims	17" x 7"	18" x 8"	19" x 8"
Tyres	215/55 R17	235/40 R18	235/40 R19
Body/exterior dimensions hatch (Touring)			
Overall length (mm)	4830 (4829)		
Overall width (mm)	1828		
Overall height (mm)	1456		
Wheelbase (mm)	2817		
Front track (mm)	1001		
Rear track (mm)	1580		
Weights/loads hatch (Touring)			
Kerb weight (kg)	1414	1520 (1631)	1540 (1676)
Capacities hatch (Touring)			
Fuel tank (L)	72		
Seating	Five		
Boot Space (L)	Seats in place 497 (612) Seats folded 1533L (1817)		
Towing kg (braked)	1775	1475	1875
Performance			
Max. speed (km/h)	220	225	234
0-100 km/h (sec)	8.9	9.2	8.2
Fuel consumption (L/100 km)*			
Combined	5.8	5.7	5.7
Urban	7.5	7.6	8
Extra urban	4.8	4.6	4.4
CO ₂ emissions (g/km)*			
Combined	134	149	150
*Fuel consumption will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle. Figures quoted for 17" tyre package.			