

NEW PEUGEOT 508



PEUGEOT

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PEUGEOT has boasted a flair for quality, style and innovation since the brand's inception, over 200 years ago. Today more than ever, PEUGEOT channels all its energy into the design of desirable

vehicles that provide an experience beyond driving... a feast for all the senses. Ergonomics, comfort, connectivity... we have worked every detail, to offer you a driving experience second to none.

04 A Radical Transformation  
08 PEUGEOT i-Cockpit®  
10 Style  
14 Light Signature  
16 Elegance  
20 Sunroof and Frameless Doors

22 Interior  
24 Connectivity, Comfort and Storage  
30 Road Holding  
34 Safety and Technology  
38 Engines and Transmissions  
42 Personalisation

"THE NEW PEUGEOT 508 CAPITALISES ON ALL  
THE STYLISTIC CUES TAKEN FROM OUR LATEST  
CONCEPT CARS, SUCH AS PEUGEOT EXALT  
AND PEUGEOT INSTINCT."

GILLES VIDAL  
PEUGEOT STYLE DIRECTOR





## A RADICAL TRANSFORMATION.

A radical transformation from its predecessor, the new PEUGEOT 508 delivers exemplary road-handling, new engines and transmissions, countless technology features and a quantum leap in quality, to set a new standard in its class.



## A RADICAL FASTBACK.

The radically modern fastback that doesn't compromise on design, its style credentials are clear from a glance. Heralding a new era of sportiness and elegance, sleek, taut lines and a muscular style hint at a racy, innovative spirit. The svelte silhouette is further sharpened, thanks to frameless doors.



## LATEST GENERATION PEUGEOT I-COCKPIT®.

Take the driver's seat in the new PEUGEOT 508 and enjoy a sensory delight, thanks to the latest generation PEUGEOT i-Cockpit®. The compact steering wheel, configurable head-up digital instrument panel\* and 10" HD capacitive touch screen\* ensure maximum driver control, whilst toggle switches allow easy access to vehicle settings.

## TIMELESS MODERNITY.

Stylish details abound aboard the new PEUGEOT 508. Every detail of the ultra-modern new 508 has been designed with quality and perfection in mind. No detail has been overlooked. Attention to detail and sumptuous materials\* throughout allow you to luxuriate in comfort and pleasure.



“THE UNIQUE AND SPECTACULAR  
PROPORTIONS OF THE NEW PEUGEOT 508  
ARE A FEAST FOR THE EYES.  
UNCOMPROMISING ELEGANCE.”

PIERRE-PAUL MATTEI  
NEW PEUGEOT 508 HEAD OF DESIGN



## BEYOND WORDS.

From the minute you step inside, the new PEUGEOT 508 creates a feeling of well-being and luxury. A sensual delight, features such as the frameless rear-view mirror\* hint at an ultra-modern, refined environment.



## BOLD ELEGANCE.

Immediately recognisable thanks to its distinctive chrome-chequered grille, framed by full LED head lights\*, the new PEUGEOT 508 embodies the radically modern fastback that doesn't compromise on design. With the famous lion centred on its radiator grill and the 508 logo upon the nose of the bonnet, the new PEUGEOT 508 pays tribute to its acclaimed predecessors, the PEUGEOT 504 and 504 coupé.



## SEE THE LIGHT.

To complement the sharp, sleek design, the new PEUGEOT 508 sports a distinctive lighting signature. Full LED head lights\* (includes static cornering function\*), with automatic high beam assist\* and LED indicators\*, lend themselves to safer driving, day or night.



## UNFORGETTABLE.

Spanning the rear end is a glossy black horizontal strip and three-dimensional full LED rear lights\*. These lights are illuminated throughout the night and day, with adaptive intensity. Differing in appearance depending on side or full rear view, they are instantly identifiable and a clear signature of the brand.





"THE NEW PEUGEOT 508 EMBODIES  
ALL OF THE KEY ATTRIBUTES  
OF THE BRAND: SPORTINESS, ELEGANCE  
AND INNOVATION."

**BERNARD HESSE**  
NEW 508 PROJECT BRAND MANAGER



## RESOLUTELY MODERN.

Directly inspired by the PEUGEOT Instinct concept car, the back of the car reveals an original feature of the new PEUGEOT 508: a deftly hidden tailgate blends elegance with practicality, giving optimal access to the 487-litre boot. Large wheels\* highlight the steely, muscular design.



## THE PERFECT FINISH.

The new PEUGEOT 508 fastback is inspired by the world of the coupé, while preserving the benefits of a fastback. From the first sketches of its conception, our designers pursued perfection.



## ENJOY THE WORLD OUTSIDE.

Make every journey an exploration. The new PEUGEOT 508 is available with a wide-opening panoramic sunroof\* that allows all passengers to enjoy the sheer beauty of the world around us.



## A REQUIREMENT OF EXCELLENCE.

The elegance of the frameless doors beautifully accompanies the purity of the aesthetic lines of the new PEUGEOT 508. Our design expertise brings you balance of proportions, precision and perfection.

"TO DISCOVER THE COCKPIT OF THE NEW PEUGEOT 508, IS TO ENTER ANOTHER WORLD: SURPRISING AND ORIGINAL, IT DELIVERS A DYNAMIC, INTUITIVE DRIVING EXPERIENCE EVERY TIME."

ANNA COSTAMAGNA  
NEW PEUGEOT 508  
INTERIOR DESIGN MANAGER



## STAY CONNECTED TO THE WORLD.

With MirrorScreen® functionality\*, connectivity has never been so easy or instantaneous thanks to voice recognition, a wireless charging plate\*\*, up to 4 USB connections\*\*, a jack plug in the armrest and two 12V sockets, including one in the boot. Using a compatible smartphone, key features are mirrored onto the capacitive touchscreen, including music and maps.

PEUGEOT i-Cockpit® Amplify\*\* adapts to your driving style and mood preference, thanks to an Active Suspension Control, driving mode selector (Eco / Sport / Comfort / Normal) and choice of on-board ambiance (Relax or Boost).

\* Mirror Screen® works via either Android Auto (for Android smartphones) or Apple CarPlay™ (for iOS smartphones)

\*\* Not available, optional or standard according to the trim chosen. Please refer to the model specification sheet for full details



## COMFORT MADE TO MEASURE.

To ensure maximum comfort in all situations, the new PEUGEOT 508 offers AGR\* certified wrap-around driver and passenger seats, a label that rewards both ergonomics and the range of adjustments for optimum comfort.



## THE PURITY OF SOUND.

The new PEUGEOT 508 pushes the limits of the embedded Hi-Fi experience. The FOCAL® Premium Hi-Fi System\* offers pure and detailed sound reproduction for music lovers. At the very forefront of innovation, the system is equipped with 10 speakers and the very latest acoustic technologies.



## IT'S THE LITTLE THINGS...

Many thoughtful storage spaces are distributed throughout the cabin to hold items of various sizes, allowing ease of access at all times, including a clever compartment built into the centre arm rest and a hidden compartment, built into the central console.



## AND THE BIG THINGS.

A large 487 litre capacity boot with extra wide tailgate opening, swallows luggage and offers exemplary practicality. The new PEUGEOT 508 can also be equipped with a hands-free tailgate\*, which, combined with Keyless Access and Start\*, allows you to open or close the boot with a simple foot gesture under the rear bumper.

\* Not available, optional or standard according to the trim chosen. Please refer to the model specification sheet for full details

“THE NEW PEUGEOT 508  
DELIVERS UNRIVALLED DRIVING  
SENSATIONS FOR A SIMPLY  
BREATH-TAKING RESULT!”

LAURENT BLANCHET  
PEUGEOT PRODUCT DIRECTOR







## FEEL THE DRIVE.

The new PEUGEOT 508 benefits from the most advanced road-holding technologies the brand has ever developed. Precise steering and exemplary handling are enhanced by the Active Suspension Control\*, to intensify the driving pleasure.

\* Not available, optional or standard according to the trim chosen. Please refer to the model specification sheet for full details



## PEACE OF MIND.

Equipped with a host of advanced driver assist solutions\*, the new PEUGEOT 508 features the latest-generation technology to ensure your safety, the safety of your passengers and the safety of pedestrians around you.



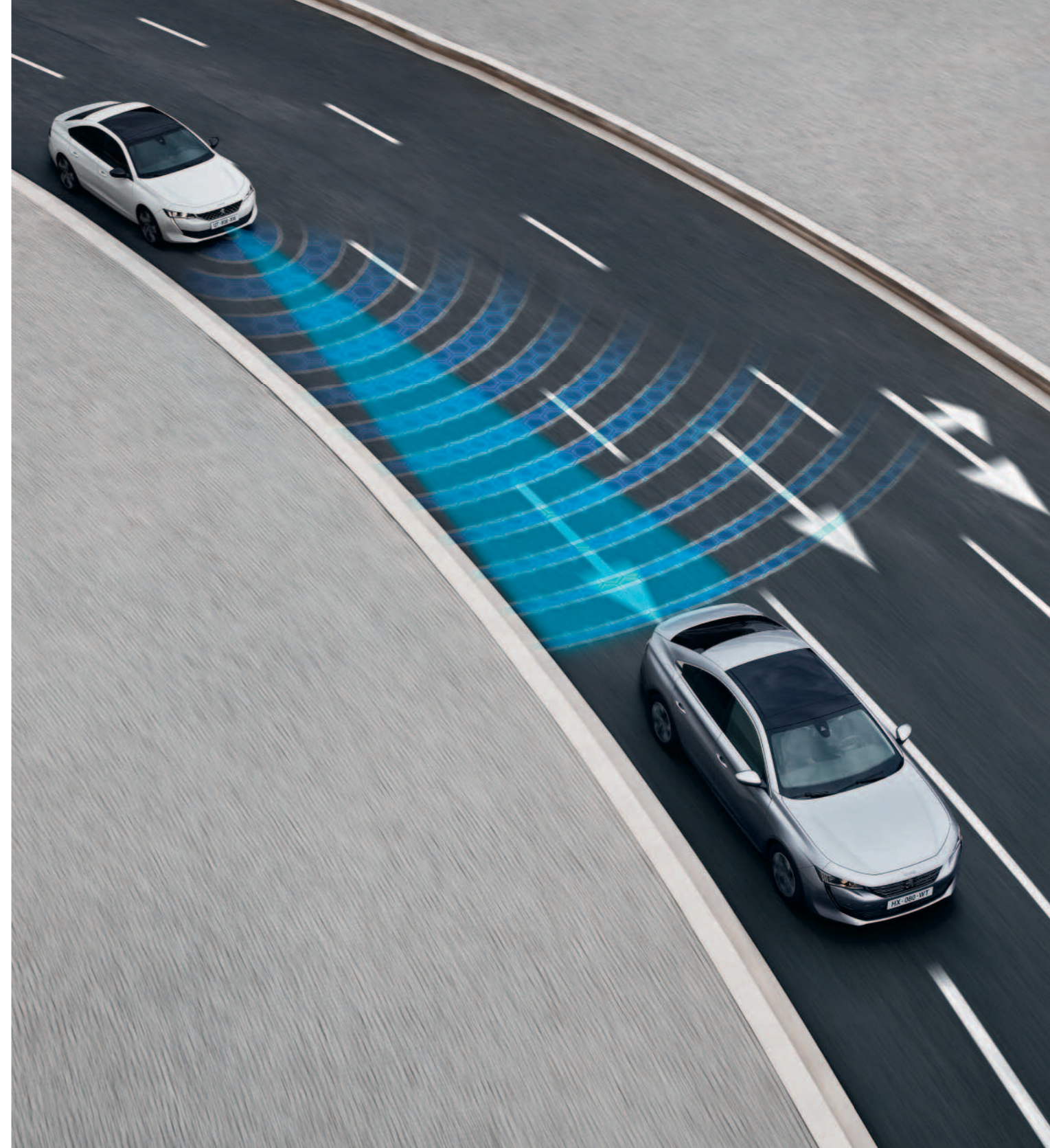
## DETECT EVEN IN THE DARK.

At night or in reduced visibility, for optimised driving safety, a Night Vision infrared camera\* detects the presence of pedestrians or animals in front of the vehicle. The image is then displayed in your field of vision, on the digital head-up instrument panel, and an audible warning signal is given.



## ANTICIPATE THE UNKNOWN.

With the Safety Pack\*, the driving aids support you for a complete peace of mind trip. It includes Automatic Emergency Braking (Active Safety Brake) with Collision Alert, Distance Alert, Lane Keeping Assist and Speed Limit Recognition and Recommendation. The Safety Plus Pack\* offers advanced safety by integrating an Active Blind Spot Monitoring System, Driver Attention Alert, Automatic High-Beam Switching and Extended Headlight Recognition.



## THE ROAD TO AUTONOMY.

With the Driver Assist Plus Pack\*, drive your new PEUGEOT 508 semi-autonomously. Thanks to the radar located in the centre of the front bumper and the camera located at the top of the windshield, the Adaptive Cruise Control with Stop & Go function automatically adjusts the speed of the vehicle to that of the vehicle in front, to maintain a safe and constant distance. It is coupled with a Lane Position Maintenance System, which maintains the driver's chosen position of the car.



## DEMAND EFFICIENCY.

With decades of proven expertise in engine production, the new 508 is powered by PEUGEOT's latest generation PureTech and BlueHDi engines\*, offering the perfect balance between power and performance, without compromising on efficiency.



## EXPERIENCE FLUIDITY.

A 6-speed manual gearbox\* is fitted exclusively to the 1.5 BlueHDi 130bhp version. PEUGEOT's new 8-speed automatic gearbox\* is available across all versions, offering fast, smooth and responsive gear shifting.



## INVEST IN THE LONG TERM.

Beyond its radical and bold design, the new PEUGEOT 508 was designed to meet the needs of professionals, driving down the total cost of ownership.

The design excellence, quality and durability of the new PEUGEOT 508 are designed to support its resale value. Its equipment, materials and engines

have been selected with the utmost rigour, to minimise the costs of servicing and consumption. Finally, the latest generation of technology

assistants of the brand can help the driver to control

his driving to minimise repair issues.

“THE INTERIOR OF THE NEW PEUGEOT 508 IS AN INVITATION TO TRAVEL. THE QUALITY OF MATERIALS CHOSEN AND THE GREAT ATTENTION TO DETAIL, PLACE OCCUPANTS IN THE ULTIMATE, MODERN AND REFINED ENVIRONMENT.”

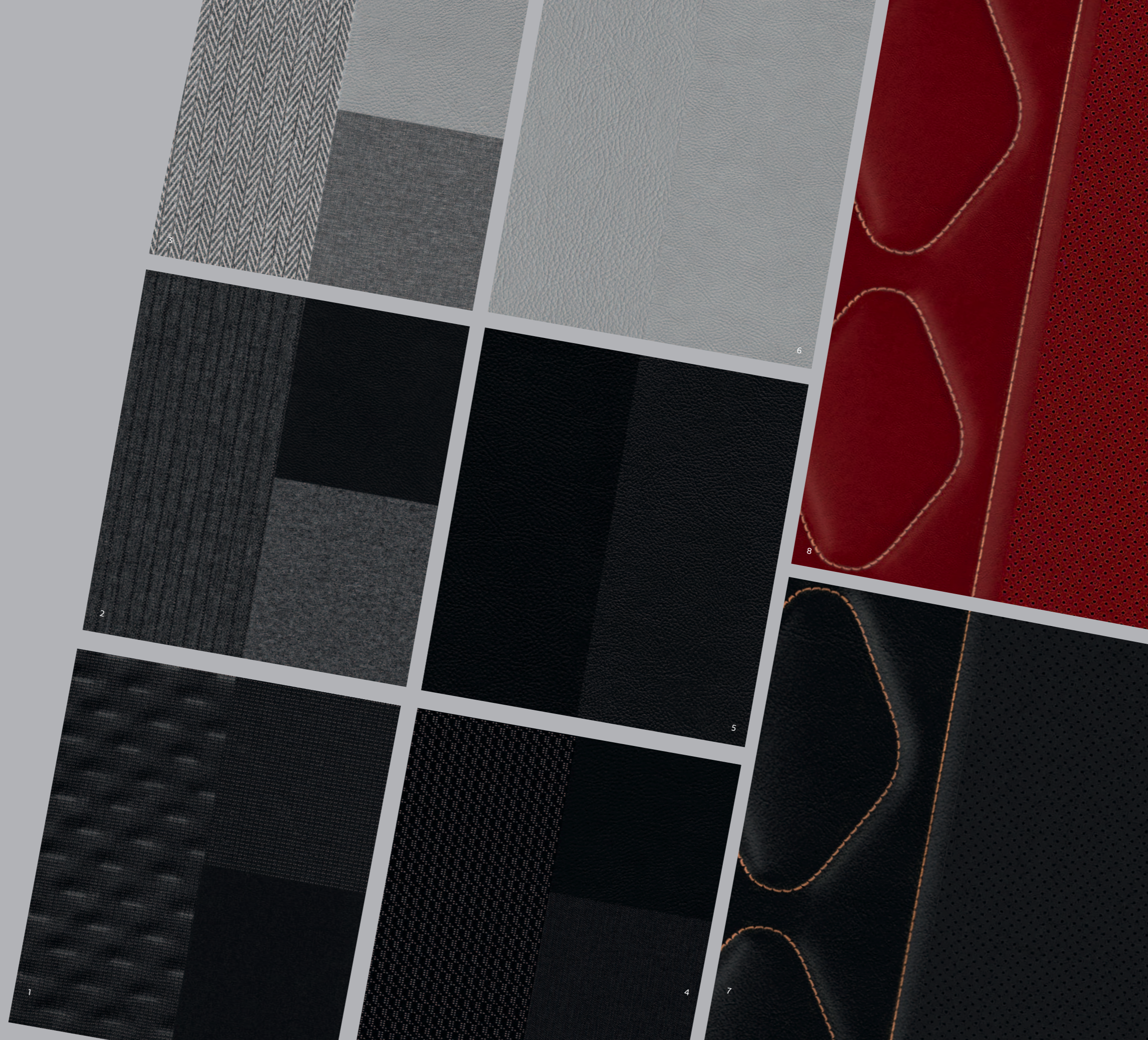
BENOÎT MORIN  
HEAD OF COLOURS & MATERIALS

## CHOOSE YOUR INTERIOR.

Choose your trim\* and your upholstery\* and make the new PEUGEOT 508 your own. Take a seat, close the door and relax.

1. Mistral tri-material 'Losange' cloth
2. Mistral tri-material 'Imila' leather effect and 'Brumeo' cloth
3. Light grey tri-material 'Evron' leather effect and 'Guerande' cloth
4. Mistral tri-material 'Belomka' leather effect and 'Ornis' cloth
5. Claudia Mistral leather
6. Claudia Guerande leather
7. Nappa Mistral full grain leather
8. Nappa Red full grain leather

\*Please refer to the product specification guide for details on trims and upholstery available



## CHOOSE YOUR COLOUR.

Choose your colour from 6 metallic colours, including the new Celebes Blue glitter effect, 2 opaque colours or from 2 special colours offered on the new PEUGEOT 508 - Pearl White and Ultimate Red.

\* Please refer to the product specification guide for details on colours available

### COLOURS SPECIAL



Pearlescent White



Ultimate Red

### COLOURS SOLID



Hurricane Grey



Bianca White

### COLOURS METALLIC



Cumulus Grey



Nimbus Grey



Amazonite Grey



Nera Black



Twilight Blue



Celebes Blue

## SIMPLY SHINE.

Aluminium rims, matt or glossy, give the ultimate exterior touch to the new PEUGEOT 508. To truly personalise your new PEUGEOT 508, choose from a range of 7 alloy rims.

\* Please refer to the product specification guide for details on alloy rims available



16" BANDON



16" CYPRESS



17" MERION



17" MERION  
diamond cut two tone



18" HIRONE  
diamond cut two tone



18" SPERONE  
diamond cut two tone



19" AUGUSTA  
diamond two cut tone





1



2



3



4

## ACCESSORISE YOUR JOURNEY.

The new PEUGEOT 508 can be equipped with transport, protection, comfort and multimedia solution accessories, to preserve your vehicle and make your travels even more pleasant. Talk to your local PEUGEOT Dealer about your Accessory options today.

- 1 - Clothes hanger
- 2 - Velvet carpet set
- 3 - Boot protector
- 4 - Set of two front mud flaps



1



2

## 508 LIFESTYLE RANGE.

Discover the exclusive new 508 lifestyle collection. Made of authentic leather and Alcantara® and designed by the PEUGEOT Design Lab our luggage range has a contemporary and elegant style, inspired by the world of the new PEUGEOT 508. Talk to your local PEUGEOT Dealer today about our Lifestyle Range.

- 1 - FOCAL® wireless headphones, stamped by the PEUGEOT Design Lab
- 2 - PEUGEOT Luggage Line

## NETWORK AND SERVICES.

When you choose Peugeot, you can rest easy, safe in the knowledge that your vehicle has been designed and built to give you years of worry free motoring. Our primary aim is to bring you peace of mind motoring.

As a Peugeot owner, you can furthermore rely on the customer care services of your dealer. This will ensure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently - someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot diagnostic equipment and Peugeot original parts.

### FOR YOUR PEACE OF MIND WARRANTY

All new Peugeot passenger vehicles registered in Ireland benefit from a 5 year 100,000km warranty, which consists of a 3 year manufacturer warranty plus a 2 year warranty extension. Our cars also come with a 12 year anti-perforation and 3 year paint warranty (6 and 2 years on vans). For full terms and conditions, please contact your Peugeot Dealer.

### PEUGEOT ASSISTANCE

All new Peugeot passenger vehicles registered in Ireland come with 3 years Peugeot Assistance and breakdown recovery. Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24 hours a day, 365 days a year. Peugeot Assistance includes European cover, home and roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).

### SERVICING YOUR PEUGEOT

Peugeot in Ireland has a network of Peugeot Service Centres. Our Aftersales teams are trained to provide you with the best care for your vehicle. Nobody knows your Peugeot like we do. Logon to Peugeot.ie to find your nearest Peugeot Service Centre and please refer to your maintenance book for details of the relevant service intervals.

### PEUGEOT SERVICE CLUB

Join the Peugeot Service Club and get every fourth service absolutely free! Join up at your participating local Peugeot Dealer. For more details and full terms and conditions, see Peugeot.ie.

### FINANCE - LET THE SPECIALISTS HELP

Your local Peugeot Dealer offers a range of flexible finance to make owning a new Peugeot easy. As specialists, they will provide choice, convenience and flexibility.

### PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model, meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete peace of mind.

### PEUGEOT AND THE ENVIROMENT

Our website has details of Peugeot's environmental and recycling policies.

### ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features shown in this brochure may not be available in Ireland - please refer to model specification sheets for standard or optional equipment according to trim - and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot reserves the right to modify specification, options and colours at any time. For full details ask your Peugeot Dealer, or click on Peugeot.ie. Print and photographic processes used in this brochure may alter the depth and tone of the colour shown. This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expression of authorisation of Peugeot.

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