Peugeot Is On Top Form At The 66th IAA International Frankfurt Motor Show

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- PEUGEOT leads the big manufacturers with the lowest CO2 range
- World premieres and Concept Cars make the PEUGEOT stand in Hall 8 the one to visit
- Sees the debut of the 308 GTi by PEUGEOT SPORT and FRACTAL electric urban coupé design

After putting itself firmly back on track at the last motor show in Geneva, PEUGEOT has really put its foot down over the first half of 2015 and will be appearing at Frankfurt on top form: with 886,000 units sold by the end of June 2015, the car maker has seen a 3.9% increase in worldwide sales, with strong growth in Europe (up 6.7%), Asia (up 9.6%), Africa and the Middle East (10.9%) and India/Pacific (50.2%), while continuing to move its range up-market.

Launching its assault on all fronts, PEUGEOT benefits from:

- the appeal of a **very young product range**, with an average age of 2.6 years;
- the global success of the **308 - the Brand's best-seller**, No.1 in France and the European top 3 in the C segment;
- the global car - the **2008 is now produced on 3 continents** and is No.2 in Europe in the B-SUV segment;
- the technological deployment of the new Euro 6 engines, with **25 best-in-class CO2 versions** and the latest EAT6 (Electronic Automatic Transmission) gearboxes.

Environmental footprint: PEUGEOT is the benchmark

PSA PEUGEOT CITROËN has set itself the target of an average CO2 of 95g/km within the EU-28, to be reached by 2020. In the first five months of 2015, it was the **first car maker with CO2 to go below 110g/km with 106.9g/km achieved**, while the manufacturers' (all marques) average stands at 121.4g CO2/km.

Now, with average emissions of 106.3g CO2/km, PEUGEOT is in the lead, ahead of the big brands in the CAFE (Corporate Average Fuel Emissions) ratings. This remarkable achievement was attained while increasing the sales of SUVs and the petrol energy mix. Since 2012, PEUGEOT has reduced its CO2emissions by 12.6% and by a further 3% over the first half of 2015. This performance is mainly explained by the efficiency of the new diesel BlueHDi and petrol PureTech engine ranges and the latest EAT6 six-speed automatic gearbox.

With 25 Best-in-Class vehicles in six different ranges, PEUGEOT has confirmed its position as the benchmark for its environmental footprint and running efficiency. This applies to the full range, from compact to the larger vehicles. A few examples:

- in the B segment, the 208 1.6-litre BlueHDi 100 emits CO2 of just 79g/km and recently beat the world fuel consumption record with just 2L/100km
- in the C segment, the 308 boasts 10 Best-in-Class versions, including the 1.2-litre PureTech 110 which emits CO2 of just 95g/km; it also holds an **International Engine of the Year** title, awarded in June for the PureTech 3-cylinder turbo in the 1.0-1.4-litre category;
- in the D segment the 508 1.6-litre BlueHDi 120 is fitted with the EAT6 six-speed automatic gearbox and emits just 99g/km of CO2.

CO2: list of PEUGEOT Best-in-Class models

PEUGEOT 3-cylinder turbo PureTech: International Engine of the Year 2015 (1.0 to 1.4-litre)

308 GTi by PEUGEOT SPORT

Two years after its launch, the PEUGEOT 308 has become the Brand's worldwide best-seller. In the highly competitive European C segment, 308 is now in the top three (3rd best-selling vehicle in Europe, in the hatchback and estate category). The vehicle, named Car of the Year in 2014, continues to enjoy great success. Already the No.1 hatchback in France, the arrival of the SW version has made it leader in its segment in France, Italy, Belux, Poland and the Netherlands. After the launch of the GT and GT Line versions at the start of the year, 308 is continuing its performance pace with the arrival of the

accomplished 308 GTi by PEUGEOT SPORT.

This version takes the 308 range into a whole new dimension, taking it to new heights which follows the achievements made with the RCZ R and 208 GTi (first as the 30th and now) by PEUGEOT SPORT. The 308 GTi by PEUGEOT SPORT is the result of the considerable expertise from the successful competition departments' technicians, engineers and drivers located at Vélizy, France.

Performance is guaranteed: with its 1.6-litre THP 270hp turbocharged petrol engine, 308 GTi by PEUGEOT SPORT gets from 0 to 62mph in just 6 seconds and covers 1,000 metres from a standing start in 25.3 seconds, with a top speed electronically limited to 155mph. Due to its extraordinarily flexible engine with 169hp/litre and its weight limited to 1205kg, the 308 GTi by PEUGEOT SPORT emits CO2 of just 139g/km, making it the benchmark in its category. Symbolising all the firm's expertise, it is lowered by 11mm and offers extraordinary road handling with its Torsen® differential, Michelin Super Sport tyres on 19" alloy wheels and is equipped to stop even quicker with 300mm front disc brakes. It is available in six colour choices plus a Coupe Franche (the distinctive clean-cut two colour way) version contrasting the Pearl Nera Black with the new Ultimate Red paint colour.

PEUGEOT 308 R HYbrid: supercar performance from an award-winning car

With its tracks widened by 80mm and its muscular stance, PEUGEOT 308 R HYbrid certainly stands out from the crowd. And the figures are very impressive: with plug-in hybrid technology that develops 500hp, including 270hp from the 1.6-litre THP petrol engine and two electric motors with 115hp each, mounted one on each axle, it boasts a power-to-weight ratio of 3.1kg/hp and has maximum torque of 730Nm. This formidable vehicle can achieve 0 to 62mph in just 4 seconds and just 22 seconds to cover 1,000 metres from a standing start.

Utilising the virtues of the EMP2 (Efficient Modular Platform) that the PEUGEOT 308 was built on, now with four-wheel drive, inside it has four individual sport seats and emits just 70g/km of CO2. The driver can choose between four driving modes, with different power levels to suit the road: Hot Lap (500hp), Track (400hp), Road (300hp) and ZEV (0 emissions).

Spectacular, sensational, extraordinary... any number of superlatives can be used to describe this formidable performance car.

PEUGEOT FRACTAL concept: the PEUGEOT i-Cockpit® with sound

With over 1.8 million customers won over since 2012 and the launch of 208, the PEUGEOT i-Cockpit® has become the distinctive sign of the Brand's recent creations. In 2015, PEUGEOT is unveiling a new prospective study with an innovative concept known as PEUGEOT FRACTAL. The futuristic lines of this electric urban coupé reveals a new interpretation of the PEUGEOT i-Cockpit®, where the focus is on sound to offer an even more instinctive drive experience.

Vision, touch and now hearing are called on to immerse the driver and passengers in a unique sensory experience due to a '9.1.2' acoustic system combining a 9.1 hi-fi set-up with infra-bass speakers built into the back of each seat enabling the driver to feel the sound.

Brazilian sound designer Amon Tobin worked with PEUGEOT's specialists to create an interior sound identity for the concept car as well as its exterior signature, which varies depending on whether the vehicle is accelerating, decelerating or driving at constant speed. It is designed to alert pedestrians and cyclists, ensuring the car is perfectly at home in an urban environment.

PEUGEOT FRACTAL also rolls out innovative technology in the cockpit. The heads-up system comes with a digital tablet with HD holographic display, while the compact steering wheel has built-in touch pads and a double touch-sensitive interface to control the functions and acoustic ambiance. In fact, 80% of the interior parts are 3D-printed, including the anechoic surfaces that guide the sound, just like in a concert hall. Finally, the doors can be opened remotely using a connected Samsung Gear S watch.

Driven by a fully electric powertrain, this urban electric coupé develops 204hp and has a driving range of 280 miles due to its aerodynamic design, its low weight (1,000kg) and Tall&Narrow tyres. It is certainly swift, reaching 62mph in 6.8 seconds and covering 1,000 metres in 28.8 seconds, yet it is perfectly at home in the city with its compact stance (at just 3.81metres long) with a variable ground clearance of between 7cm to 11cm.

PEUGEOT at Frankfurt: the Brand's stand you can't miss

Covering some 2,900m2, an emotive experience awaits visitors in Hall 8, with the **world exclusive**

unveiling of four concepts and demonstrations with 308 GTi by PEUGEOT SPORT (world première), the PEUGEOT FRACTAL (world première) and PEUGEOT QUARTZ concept cars in the new Coupe Franche livery, and the spectacular 308 R HYbrid demonstration vehicle.

PEUGEOT is showing its sporting and technological expertise in two themed areas. The Sport zone will be hosting the 308 GTi by PEUGEOT SPORT, 208 GTi by PEUGEOT SPORT and RCZ R, new 308 Racing Cup and PEUGEOT Vision Gran Turismo simulator. The Technologies zone is displaying PureTech and BlueHDi efficient engine ranges, the EAT6 gearbox and the 308 R HYbrid.

The stand is dressed in a distinctive copper-coloured Coupe Franche livery, and PEUGEOT will be offering a unique immersive experience in the FRACTAL zone - mixing sound created by Amon Tobin, with light and video. Visitors to the stand will also be able to relax and feel free to charge up their mobile phones in a lounge area. Here, there will be coffee, chilled water and the chance to discover the work of a PEUGEOT Designer in an out-of-studio ambiance created in partnership with Scentys.

PEUGEOT Music: ever-lasting musical emotion

Since 2014, the peugeotmusic.com platform has been showing off new talents from the fields of soul, rock, pop, electro and alternative. With its webradio, users can enjoy a free selection of music, free from ads, and download the PEUGEOT Music application from the Apple Store, Google Store and Blackberry Store.

In September 2015, Brazilian artist and **DJ Amon Tobin** will be joining PEUGEOT Music, after his work with the car designer teams on the PEUGEOT FRACTAL electric concept, for which he created a special interior and exterior sound signature. He will also be bringing "Slipstreaming", a piece of music created to express the unique driving experience on offer in the concept car, and will be one of the leading artists featured on the music platform.

ABOUT PEUGEOT

The PEUGEOT brand can trace its roots back to 1810. It was in 1890 that it began producing combustion-engine automobiles. Since then, over 65 million vehicles have been produced. Demonstrated through its Brand signature 'Motion & Emotion', PEUGEOT is present in 160 countries, has 10,000 franchised Dealers and is recognised for the quality and design excellence of its products.

PEUGEOT UK

The UK is the 3rd largest market for PEUGEOT with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008, 5008 and RCZ, supplemented by people-carriers and four-van range.

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