



**NEW PEUGEOT 508**



**PEUGEOT**





# NEW 508, 508 SW & 508 RXH

The New Peugeot 508, 508 SW and 508 RXH reveal an assertive and contemporary style. The outline is clearly structured with a new radiator grille and Peugeot's lion in its centre.

This strong design can also be seen in the car's interior. The decor creates a premium feel and new in-car systems provide new levels of comfort.

For an accentuated driving experience, the New 508 range has the latest generation of engines providing the perfect combination of on the road performance and efficiency.







# DISTINCTIVE DESIGN

The new 508 reveals a dynamic line, both tense and fluid at the same time, 508 re-invents the rules of the saloon car.

New 508 has a more contemporary design, including a vertical grille with Peugeot's lion in the centre, a horizontal bonnet and full LED technology.\*

By choosing new 508 you can expect high levels of specification. The car's interior is both luxurious and comfortable, whilst the stylish exterior demonstrates exceptional architecture.

\*Standard or optional according to the model.





## ASSERTIVE STYLING

New 508 also has a renewed style at the rear. Robust and elegant, its re-designed structure reinforces its function of protection.

The lights on the rear are designed along a horizontal line providing full clear rear vision. The vibrant red of the claws draw attention to the strong appeal of the new 508.











## DEVELOPED FOR THE ROAD

With its pure and elegant lines, the simplicity of New 508 SW is the secret of its elegance. Its horizontal bonnet and vertical grill with the Peugeot lion in its centre confirm the appeal of Peugeot's new SW.

By driving the New 508 SW you will experience exemplary comfort whilst enjoying high performance and benefit from dynamic acceleration.

# UNRESTRICTED VIEW

## CIELO PANORAMIC GLASS ROOF

New 508 SW can be equipped with a cielo panoramic glass roof that extends to the rear seats, giving the interior a sensation of space in a dynamic, modern style.

Its surface of 1.60m<sup>2</sup> is a source of well-being. To provide the best acoustics and thermic conditions, it is equipped with an electronic roof blind. With five pre-set positions, its one touch rotary control allows you to position it to suit your preferences.













## ATTENTION TO DETAIL

The New 508 reveals its contemporary design in every detail of the car's interior. Inside you will find premium features created for comfort and the pleasure of your senses.

The technological driving position with its colour head-up display\*, the simple design of the dashboard and its 7" touchscreen bring you immediate serenity.

All the interior features and trim\* are composed of high quality materials: chrome, gloss black, satin black and leather all associate elegance.

New 508 confirms its refined identification without being ostentatious.

\*Standard or optional according to the model.

# EXPERIENCE COMFORT

A high-quality photograph of a car's interior, focusing on the front and rear seats. The seats are upholstered in dark leather with visible stitching. The dashboard and center console are also visible, showing a sleek, modern design. The lighting is soft, highlighting the textures of the leather and the overall spaciousness of the cabin.

The interior of New 508 has been designed to be more comfortable for passengers. Enjoy the elegance and space and utilise the technology.

## STORAGE

New 508, 508 SW & 508 RXH have a number of storage compartments: there is a storage compartment in the centre console, an air conditioned glove box, 2 cup holders in the front and 2 in the back, space for putting bottles in each door and a storage compartment in the armrest.

## HEATING AND VENTILATION

In addition to manual and dual-zone air conditioning, the New 508 and 508 SW can be equipped with quad-zone air conditioning\* allowing the driver and passengers to have control of their own air conditioning and choose the temperature that suits them best.

## SEATS

The interior design gives both driver and passengers plenty of space in the front and rear cabins. The seats have been developed around three customer expectations: style, posture and individual comfort.

The front seats can be electric\* or heated\* and the seating position can be adjusted thanks to the adjustable seat cushion.

## AUTOMATIC & PROGRAMMABLE HEATING

New 508 and 508 SW can be fitted with the automatic & programmable heating device\* that enables the car interior to be pre-heated or pre-ventilated prior to getting in the vehicle. This ensures that the car interior is at the right temperature before setting off on your journey.

\*Standard or optional according to the model.











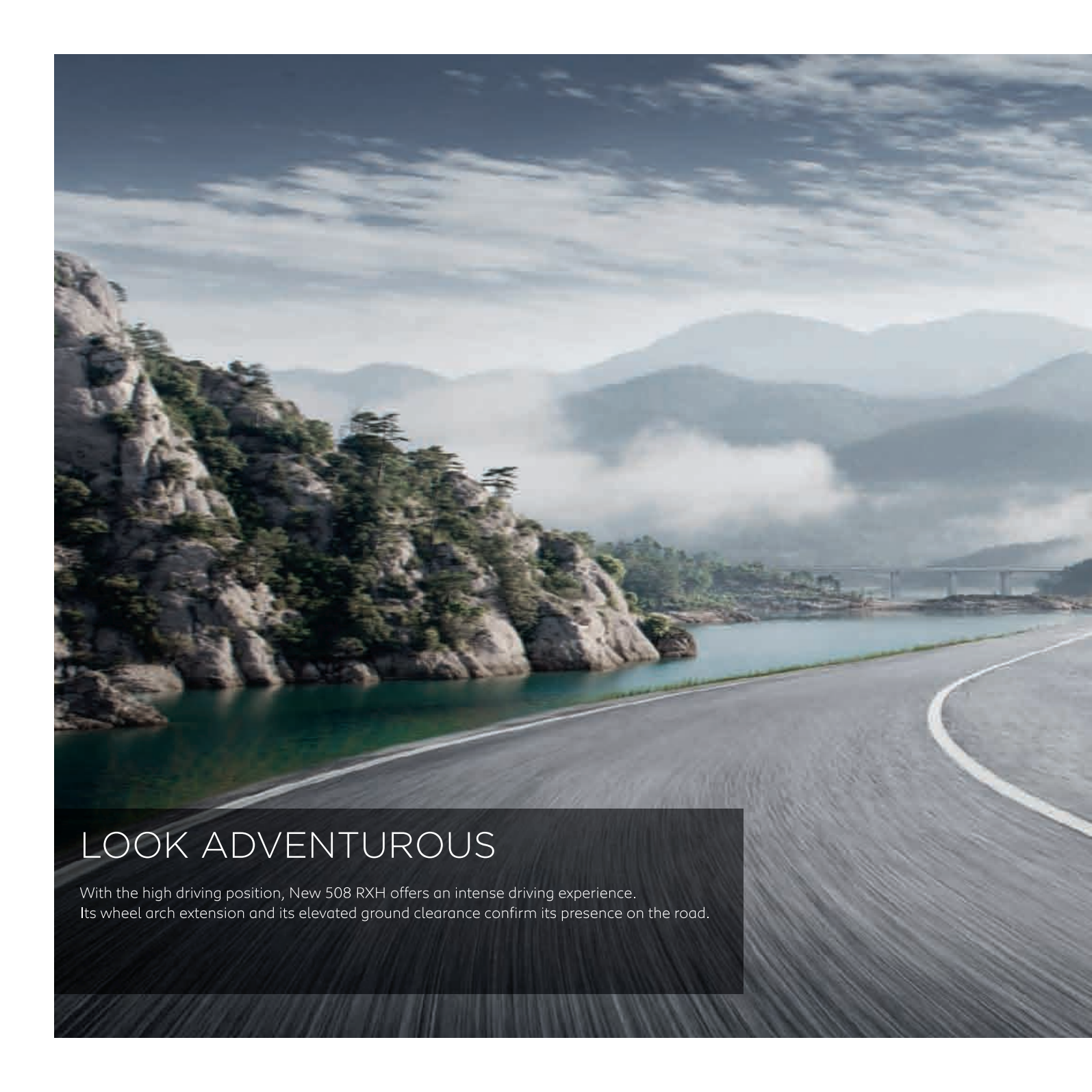
## NEW 508 RXH\* DISTINCTIVE POSTURE

New 508 RXH\* differentiates itself by its distinctive shape. Its front face and its structure highlight a strong temperament and robustness.

New 508 RXH\* is characterised by the signature all road styling and full LED\*\* lighting technology. On the front the LED Daytime Running Lights represent 3 claws creating a true feline look.

\*Special order model only.

\*\*Standard or optional according to the model.



# LOOK ADVENTUROUS

With the high driving position, New 508 RXH offers an intense driving experience.  
Its wheel arch extension and its elevated ground clearance confirm its presence on the road.











# DRIVING EXPERIENCE

Sit behind the wheel of New 508 RXH\* and discover a premier interior. Uniting technology and an intuitive driving position, New 508 RXH\* makes your journey easier.

## PEUGEOT OPEN & GO SYSTEM\*\*

The electronic recognition system allows you to unlock and start your New 508 RXH\* much more easily. Instead of a conventional key there is an electronic key, which can be kept in your bag or pocket. To unlock the car, simply brush the car door handle with your hand and once inside to start the engine, simply press the 'start' button.

## TOUCHSCREEN

New 508 RXH\* is equipped with a high resolution multifunction colour touchscreen which offers multimedia services, navigation and phone connections.

## REVERSING CAMERA\*\*

The reversing camera is activated automatically when the car is placed in reverse gear. Your manoeuvres will be visible on the touchscreen making reversing easier and safer.

## BLINDSPOT MONITORING\*\*

There are 4 sensors located on the front and rear bumpers which monitor during your journey the presence of a vehicle in your blind spot. An orange diode light switches on in the door mirrors to alert you of the car.

\*Special order model only.

\*\*Standard or optional according to the model.

# SPACIOUS

## PANAROMIC CIELO ROOF

New 508 RXH\* is flooded with natural light due to the panoramic roof which extends to the rear seats. It has a surface of 1.60 m<sup>2</sup> and gives a real sense of freedom and space. From outside the panoramic cielo roof gives New 508 RXH\* a dynamic and modern look. For convenience the roof has a one touch rotary control with 5 pre-set positions allowing you to set up the roof to suit your preferences.

## SPACIOUS BOOT

New 508 RXH\* has a generous boot of 560 dm<sup>3</sup> VDA, and up to 1 598 dm<sup>3</sup> VDA with the rear seats folded flat (including an underboot floor storage of 42 dm<sup>3</sup> VDA).

\*Special order model only.







# EASY LIFE ON BOARD

Intelligent and innovative; New 508 is equipped with various technologies designed to make driving easier.

## COLOUR HEAD UP DISPLAY\*

The display provides essential information for you without having to take your eyes off the road. Your speed and cruise control limit settings are projected directly into your line of vision on a glare proof transparent screen.

## REVERSING CAMERA\*

Activates automatically when you select reverse gear. It allows you to visualise your manoeuvre on the touchscreen making reversing safer and easier.





#### **PARKING SPACE MEASUREMENT SYSTEM\***

Parking Space Measurement System which is both audible and graphical, informs the driver of the distance between the front or rear of the car and the obstacle.

#### **BLINDSPOT MONITORING\***

There are 4 sensors located on the front and rear bumpers which monitor during your journey the presence of a vehicle in your blindspot. An orange diode light switches on in the door mirrors to alert the driver of a car in your blind spot.

\*Standard or optional according to the model.



# SAFETY

Because your safety is paramount New 508, 508 SW and 508 RXH are equipped with the following:

## **ELECTRONIC STABILITY PROGRAMME (ESP)**

Peugeot's Electronic Stability Programme (ESP) groups together a number of braking technologies which ensures dynamic handling and delivers a high level of safety.

The system combines the functions of anti-lock brakes (ABS), traction control (ASR), Electronic Brake Force Distribution (EBV, & CBC), Emergency Brake Assist (AFU), anti-stall engine (MSR) and intelligent traction so 508's grip is optimised.

## **ELECTRIC PARKING BRAKE\***

The electric parking brake is automatically applied when the engine is stopped or if the engine is stalled. The parking brake is then automatically released on acceleration. The Hill Assist function coupled with the electric parking brake maintains the brake temporarily (for up to 2 seconds) when the vehicle is on a gradient.

## **CRUISE CONTROL & SPEED LIMITER**

Cruise control allows you to select and maintain a constant speed and the speed limiter allows you to program in a speed that cannot be exceeded. These functions are controlled from the multifunction steering wheel and there are 5 programmable settings available.

## **AIRBAGS**

In the event of a collision, there are 6 airbags to increase the protection of the occupants; 2 front airbags, 2 front side air bags and 2 curtain airbags to cover the front and rear.

## **HEAD RESTS**

The front head rests on 508, 508 SW and 508 RXH are designed to offer precise positioning at the required height. Their size and fold-over shape allows perfect adjustment giving occupants a high level of protection.

## **ADDITIONAL DIRECTIONAL LIGHTS\***

When your speed is under 25 mph the light of the front fog light helps to illuminate the inside of a bend (whether using full beam or dipped headlights). This is particularly useful in urban areas, on intersections, on winding roads and when parking.

\*Standard or optional according to the model





# PERFORMANCE & EFFICIENCY

## DIESEL ENGINES: HDi TECHNOLOGY

Peugeot has fitted the new 508 with a range of high performance, low emissions HDi diesel engines. The HDi technology is associated with a very efficient emission control system, the Particle Emission Filter (FAP). A self-cleaning system, it treats the gas produced by the combustion of the diesel in the engine. The filter contributes to reducing diesel particles, bringing them down to the measurable limit (0.004 g/km). This technology makes diesel engines more environmentally-friendly.



# ALLOY WHEELS\*



19" Capella Alloy Wheels (Style 12)



18" Naos Alloy Wheels (Style 7)



18" Grand Angle Alloy Wheels



18" Archipel Alloy Wheels



# COLOURS\*

## METALLIC PAINTS



Aluminium



Flint



Cumulus Grey



Shark Grey



Egyptian Blue



Bistre

\*Paints available according to version.



Nera Black



PEARLESCENT PAINT - Pearl White



SOLID PAINT - Bianca White



# TRIMS

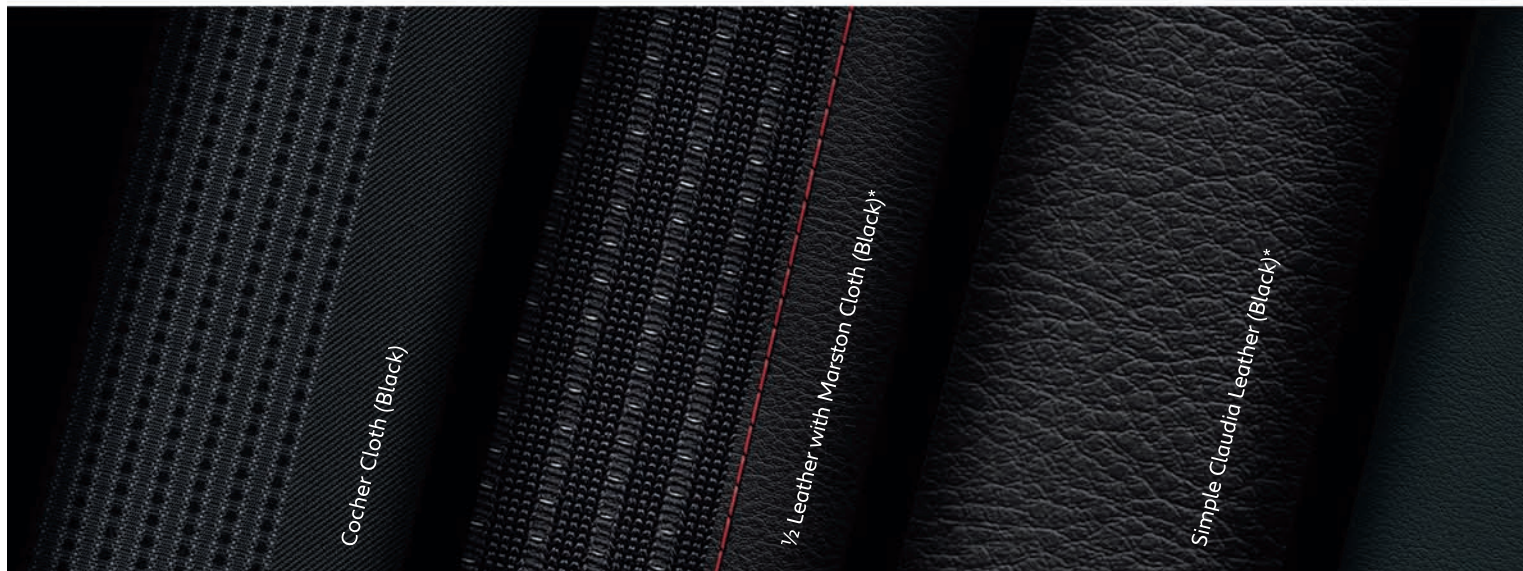
TRIMS - 508 and 508 SW

Cocher Cloth (Black)  
1/2 Leather with Marston Cloth (Black)\*  
Simple Claudia Leather (Black)\*  
Simple Nappa Full Grain Leather (Black)\*

TRIMS 508 RXH

1/2 Leather with Tramontane Cloth (Black)  
Full Leather Trim (Black)\*  
Leather with Alcantara (Lama)\*

\*Standard or optional according to model.







*Simple Nappa Full Grain Leather (Black)*

*1/2 Leather with Tramontane Cloth (Black)*

*Full Leather Trim (Black)\**

*Leather with Alcantara (Lamaj)\**

# ACCESSOIRES

- 1 – Towing Hook
- 2 – Multimedia Screen Support
- 3 – SW Roofbars
- 4 – Rear Sun Blind
- 5 – Boot Storage Compartment
- 6 – Rear Spoiler
- 7 – Dog Guard



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# PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance that your vehicle has been designed and manufactured to give you years of worry-free motoring. As a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer; you can be sure 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 PEACE OF MIND

### PEUGEOT WARRANTIES

All Peugeot passenger vehicles registered in Ireland come with a 5 year 100,000km warranty, which consists of 3 year manufacturer's warranty plus a 2 year warranty extension. Our cars also come with a 12 year Anti-Perforation and a 3 year Paint Warranty (6 and 2 years respectively on commercial vehicles). For full terms and conditions please contact your Peugeot Dealer.

### PEUGEOT ASSISTANCE

All new Peugeot 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 24/7, 365 days a year. Peugeot Assistance includes European Cover, home & roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).

### SERVICING YOUR PEUGEOT

Peugeot Ireland have a network of Peugeot Service Centres. Our Aftersales teams are trained to provide the best care for your vehicle. Nobody knows your Peugeot like we do. Log onto [www.peugeot.ie](http://www.peugeot.ie) to find your nearest Service Centre.

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## FOR YOUR PLEASURE

### PEUGEOT BOUTIQUE

Peugeot Accessories are designed specifically for each model which means there are no compromises on fit or function. They are rigorously tested to our own high standards giving you complete confidence and peace of mind.

### PEUGEOT INTERNET

Discover Peugeot Internet, type our address: <http://www.peugeot.ie>

### PEUGEOT SERVICE CLUB

Join the Peugeot Service Club and get every fourth service absolutely free! Join up with your participating Peugeot dealer. For more details, terms and conditions see [aftersales.peugeot.ie/service-club](http://aftersales.peugeot.ie/service-club)

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## ABOUT THIS BROCHURE

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PEUGEOT RECOMMENDS **TOTAL**

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