

PEUGEOT *3008*

The crossover by PEUGEOT



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3008

PEUGEOT'S Crossover Vehicle



The Peugeot 3008 is a compact and spacious crossover. It represents a new and innovative offer, not only in the Peugeot range but also in today's car market as a whole.

Manufactured in Eastern France at the Sochaux manufacturing plant, its concept and specification has draw on all of Peugeot's expertise and values.

The 3008 is positioned at the crossroads between several existing vehicles: the SUV, the MPV and hatchback. The car derives its strengths from this blend of motoring concepts while at the same adopting a number of new and original technologies (*Dynamic Roll Control*, *Grip Control*, etc) enabling it to combine specifications often deemed incompatible (driving pleasure inside a "tall" vehicle, improved traction while at the same time being eco-friendly, etc).

Through its non-conformist approach and its resolute styling, the 3008, designed as a pioneering vehicle, offers an original solution and optimal versatility to customers in search of modernity, practicality and driving pleasure.

Protective, versatile and status-enhancing, the Peugeot 3008, a crossover in all respects, opens up new motoring horizons.

THE PEUGEOT 3008, A CROSSOVER DUE TO ITS ARCHITECTURE AND EXTERIOR STYLE, COMBINING DIFFERENT MOTORING CONCEPTS

The architecture of the 3008 successfully combines a single-compartment body shape with a forward-positioned front windscreen with elements borrowed from the world of the SUV, such as its **lower tailgate** (or *hobby*), its plunging side windows and its raised driving position.

The vehicle's style achieves a harmonious fusion of these different genres. Its balanced proportions and dynamic and robust lines provide an indication of the car's innovative content.

At the front, the Peugeot styling genes have evolved to adapt to the car's generous size, while at the rear the wide sculpted flanks help to visually attach the car to the road.

Depending on the trim level, the vehicle can have off-road styling elements, in particular inserts for the sills and lower panels.

THE PEUGEOT 3008 "CROSSES OVER" ON THE INSIDE AS WELL, OFFERING LUXURY, MODULARITY AND TECHNOLOGY TO EVERY OCCUPANT



Inside its spacious interior, the driver occupies an ergonomic and particularly luxurious driving position that calls to mind the world of the luxury coupé and has some similarity to the **cockpit of an aircraft**.

Passengers can enjoy a generous and extremely comfortable passenger compartment (in terms of design, seats, acoustics, etc), where each occupant will feel naturally at ease. For even greater interior brightness and visibility, they can benefit from a large **glass roof measuring 1.60 m²**.

Its **Multiflex interior** can be converted at will thanks to its **3-position load area floor** and folding rear seats. With the latter folded, together with the **front passenger backrest**, the 3008 offers a **perfectly flat floor from** the lower tailgate *hobby* to the fascia panel. Its load volume under the parcel shelf then increases from **512 litres** (or 432 dm³ in the VDA standard) to **1,604** (or 1,241 dm³ VDA) behind the front seats.

To add to the tranquillity and safety of all its occupants, the driver can benefit, as standard or as an option, from technology that is rarely if ever seen in this market segment:

- **Head Up Display**,
- **Distance Alert** (helps the driver to respect a safe distance between the vehicle in front according to speed),
- automatic electric parking brake,
- hill assist,

as well as a range of telematic systems with satellite navigation (*WIP Nav* or *WIP Com 3D*)...

THE PEUGEOT 3008, A CROSSOVER THANKS ITS UNIQUE DRIVING SENSATIONS AND INTELLIGENT OFF-ROAD TRACTION

Thanks to Peugeot's expertise and use of new technology, the 3008 offers road holding qualities worthy of the best saloon cars, **no mean feat** for a "spacious and tall" vehicle.

Every effort has been made to ensure class leading levels of road holding on all versions of the 3008, without in any way sacrificing passenger comfort. Indeed the 3008 will become the **new benchmark** in the world of spacious, compact vehicles in terms of **driving pleasure** and active safety.

It achieves this through its excellent body rigidity, large wheels and suspension comprising of a McPherson type front suspension and a rear suspension consisting of a rear torsion beam.

Combined with two of the most efficient engines (the 1.6 litre THP and the new 2.0 litre HDi FAP), the **Dynamic Roll Control** system, fitted to the rear suspension, sets new standards in terms of body roll control while still retaining optimal damping characteristics.

Another innovation is the **Grip Control** system. Consisting of an advanced traction control system and special *Mud & Snow* tyres, it optimises the traction of both front wheels of the 3008 for real off-road driving. The driver controls the system by means of a knob with **five settings**: Standard, Snow, Off Road (*Mud/Dirt/Wet Grass*), Sand and ESP off.

THE PEUGEOT 3008, AN ENVIRONMENTALLY-FRIENDLY CROSSOVER

At an early stage of the project, the search for optimal environmental efficiency was a major priority, especially as the vehicle was a crossover.

Particular attention was paid to the car's aerodynamics (**Cx of only 0.296**), weight optimisation (lightweight materials, laser welding, etc) and *Michelin* tyres with a low rolling resistance (derived from the 308) are fitted to most versions.

At the heart of the 3008's eco-efficiency, its six power trains feature the most advanced technologies in the market segment, both for petrol (with the 1.6 litre VTi and THP engines developed in co-operation with the *BMW Group*) and diesel versions (1.6 and 2.0 litre HDi fitted

with a diesel particulate emission filter). Fuel consumption on the most eco-friendly version is therefore reduced to only 4.9 litres/100 km or 130 g/km of CO₂.

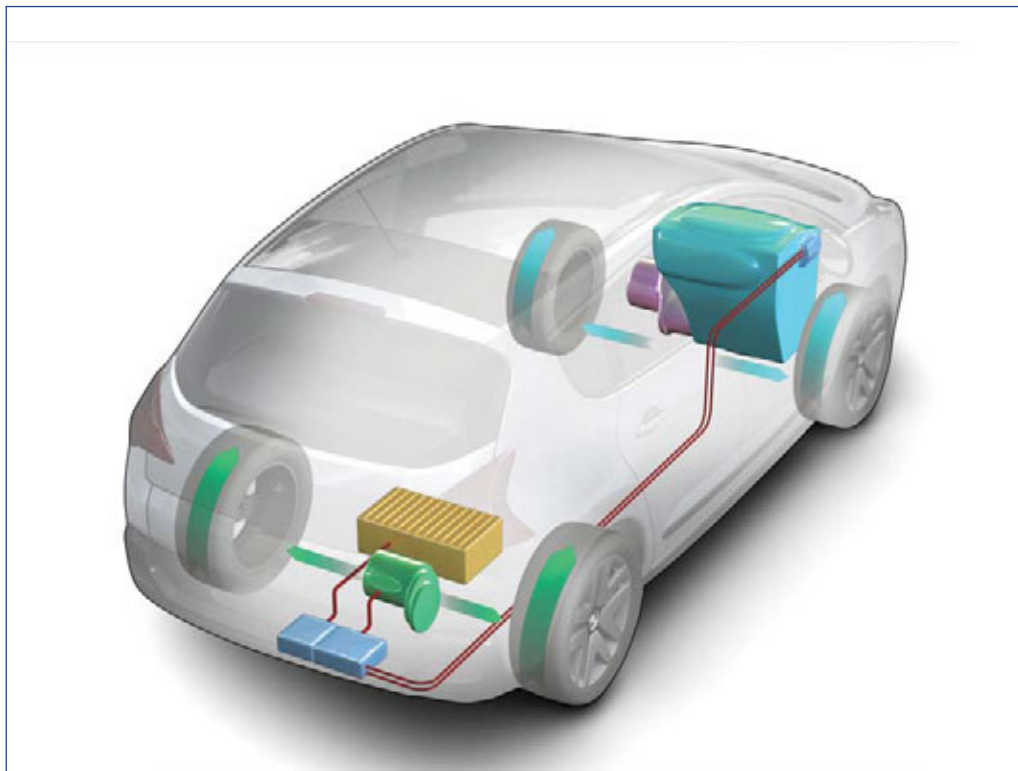
In 2009, the 3008 range will be as follows:

HDi FAP diesel:

- 1.6 litre HDi FAP 80 kW (110 bhp), 240 Nm, 6-speed manual gearbox – CO₂: 137 g/km
- 1.6 litre HDi FAP 80 kW (110 bhp), 240 Nm, 6-speed electronically-controlled manual gearbox – CO₂: 130 g/km ⁽¹⁾
- 2.0 litre HDi FAP 110 kW (150 bhp), 340 Nm, 6-speed manual gearbox – Euro 5, CO₂: 146 g/km ⁽¹⁾
- 2.0 litre HDi FAP 120 kW (163 bhp), 340 Nm, 6-speed automatic gearbox – Euro 5, CO₂: 176 g/km ⁽²⁾

Petrol:

- 1.6 litre VTi 88 kW (120 bhp), 160 Nm, 5-speed manual gearbox – Euro 5, CO₂: 165 g/km
- 1.6 litre THP 110 kW (150 bhp), 240 Nm, 6-speed manual gearbox – CO₂: 176 g/km, and the 1.6 litre THP 115 kW (156 bhp), 240 Nm, 6-speed manual gearbox – Euro 5, CO₂: 170 g/km ⁽²⁾



Finally, from 2011, the 3008 will be the first vehicle in the PSA Peugeot Citroën Group to benefit from **HYbrid4 technology**, as unveiled on the *Prologue HYbrid4* concept car at the last Paris Motor Show. This technology, representing a real breakthrough in terms of fuel consumption and CO₂ emissions (in the order of a 35% reduction), it also allows four wheel drive thanks to front wheel drive provided by the HDi FAP diesel engine and rear wheel drive provided by an electric motor. The latter also allows an “all electric” drive mode, i.e. with zero emissions.

⁽¹⁾ Available from the summer of 2009

⁽²⁾ Available from the autumn of 2009, figures not approved

THE PEUGEOT 3008, A CROSSOVER YOU CAN FEEL SAFE IN

The 3008 is designed to offer maximum safety in every respect:

- primary safety is guaranteed by the high levels of road holding,
- secondary safety is based on a particularly optimised structure (with three impact absorption structures or channels at the front and the fitment of *Bogé* impact absorbers) and efficient means of restraint (including six air bags),
- tertiary safety is assured by the *Peugeot Emergency service* which can pinpoint the vehicle's location and dispatch emergency services in the event of an incident. This service, first launched in 2003, is available free of charge with the new *WIP Com 3D* telematic system available on the 3008.

THE PEUGEOT 3008, A STATUS-ENHANCING CROSSOVER WITH AMBITIOUS QUALITY TARGETS

Based on the same processes first introduced with the launch of the 308, both **perceived quality and driveability** were made a priority during the design, development and manufacture of the 3008.

For example, a major **3,000,000 kilometre** on-road test programme is under way to gather information that will help to optimise the vehicle's quality at the time of its launch. Similarly, the number of quality control checks has been increased at each stage of production.

This constant drive for higher quality at all levels will also have a positive effect on the durability, reliability and running costs of the 3008.

It will also have a direct effect on the **"overall cost of ownership"**, an important factor for many owners and a crucial consideration for fleet buyers.

Running costs and the vehicle's residual value will also depend on the attractiveness of the car, its environmental efficiency and its repair costs, parameters for which the 3008 has solid arguments in its favour.

THE PEUGEOT 3008, A CROSSOVER AVAILABLE IN A SIMPLE AND CLEAR RANGE

According to countries, the 3008 range will be available in four trim levels. To offer the widest possible choice, it will be available in nine body colours and, according to trim level, two different ambiances: *Tramontane* (anthracite) or *Guérande* (bluish light grey). The latter come with cloth, leather or "integral leather" seats and fascia panel.

January 2009

Genesis

The Peugeot “T84” crossover: a response to new aspirations



IN TOUCH WITH NEW TRENDS

Exhibited at the recent Paris Motor Show, the Prologue *HYbrid4* concept car illustrated an approach initiated several years previously.

Indeed four years earlier, as part of a strategic review and as preparation for the replacement of the 307 and its many body shapes, the Marque began looking at new concepts that would stand out in the very large compact vehicle market.

When laying down guidelines for a project (particularly if the latter is envisaged as a new offering within a range intended to win sales in new market segments), one essential step is to **listen to and understand the expectations of potential customers**, and then take risks by making **resolute choices**.

The “aspirational” customer

After conducting polls and extrapolating the results of customer surveys, it quickly became clear that there were real aspirations on the part of some buyers for cars that did not fall into existing categories, such as hatchbacks and MPVs.

The emerging SUV segment, conveying an image of modernity, leisure and escape, was perceived by them to be too remote from their daily routines and unsympathetic to their growing environmental concerns.

Sport-loving couples and modern families, senior citizens and active young people constituted a potential customer base whose profile had not truly been identified. This profile represents the **search for a vehicle that is at once modern, status-enhancing and personal**, delivering real driving pleasure and able to adapt to **different roles**, regardless of situation or lifestyle. These users aspire, in short, to a vehicle that does not yet exist, a car offering a new synthesis of motoring values.

The search for a new synthesis of motoring values

This observation strengthened an idea shared by the company's decision-makers: the future of the motor car inevitably involves the hybridisation of concepts, assisted by technical innovation.

In fact, Peugeot designers have often proved themselves highly creative when it comes to creating new body shapes. Indeed the creativity of stylists and engineers has always given rise to strong, modern and distinctive concepts in the Peugeot range, offering multiple benefits in terms of motoring enjoyment and day-to-day practicality.

Examples include the forward-positioned front windscreen (from the 206), the CC (coupé+cabriolet) body style, the SW (intelligence and interior brightness in the world of the estate), or the 307 and 308 (modern hatchbacks with a semi-tall architecture).

AMBITIOUS SPECIFICATIONS COMBINING THE BENEFITS OF SEVERAL DIFFERENT WORLDS



A very precise and innovative specification was then established for the project, which acquired the in-house code name of “T84”.

The aim with the T84 was firstly to create a spacious vehicle offering an original, dynamic solution that ensures maximum versatility.

It would also offer a unique blend of driveability, safety, potential for adventure and leisure pursuits, while at the same time showing respect for the environment.

Finally, it would be attractive both to customers in search of modernity (the “early-adopters”) and users looking for a car that would simply make their day-to-day lives easier.

To do this, the *T84* had to successfully incorporate a number of features from different spectrums of the motoring world, and derive maximum benefits from each:

- The forward-positioned front windscreen, interior space, raised driving position and intelligent interior modularity are all benefits derived from the **MPV** segment.
- A luxurious interior ambience for the driver; an ideal driving position and road holding of the highest order are important features of the world of the **saloon** that would be taken on board.
- Elements of style which evoke adventure and functional attributes making daily life easier such as a split tailgate, a commanding driving position and innovative technology to maximise the off-road capability, are ingredients of the **SUV** segment essential to the desired concept.
- Advanced modern and original technologies have been developed in order to optimise the comfort and safety of all users.
- Finally, the *T84* project, more than any other within the company, had to reduce its environmental footprint to a minimum, through optimised aerodynamics, weight optimisation, the use of low rolling resistance tyres and the adoption, eventually, of a hybrid technology currently being developed by the PSA Peugeot Citroën Group: the *HYbrid4*.

The *T84* project was therefore designed to become a synthesis of several existing body shapes.

Representing an original new concept in the market of “spacious” vehicles, it is positioned as **a crossover of a new kind.**

THE 3008, A NAME THAT SPEAKS FOR ITSELF...



Due to its positioning, it was perfectly natural that the *T84* project should be called the “3008”.

3: places the car in Peugeot’s compact medium range.

00: the double zero designates a different and original car; an extension of the “classic” Peugeot range.

8: specifies the generation within the current range.

Basic engineering concepts

Solid and innovative choices

AN ENHANCED PLATFORM

The T84 project is based on platform 2 of the PSA Peugeot Citroën Group. This platform, continually updated and optimised, benefits from exceptional rigidity and therefore provides the best possible location for mechanical assemblies and the suspension, but also ensures excellent acoustic and vibration properties.

In this instance the “short wheelbase” platform 2 was used, the same as the 308 hatchback, as it is able to meet the required objectives in terms of the car’s compactness and stylistic proportions.

“STRUCTURAL” INNOVATIONS

The structure of the 3008 was carefully studied to ensure not only maximum secondary safety, but also – and herein lies the difficulty with a large and tall vehicle – a rigidity worthy of a saloon, in order to get the very best from the suspension, enhance primary safety and guarantee the driving pleasure on which the company prides itself.

Other parameters which were also considered at the same time were, reducing the car’s weight, the integration of a glass roof and the ease of facilitating this for the stylists...

Here the 3008 benefits from the Group’s extensive experience and know-how (see section on “Safety”) but also important innovations, both in the design of some of its components and in terms of industrial assembly processes.

Laser welding

The technique of laser welding is used for panel and metalwork during assembly of the car’s body. This process consists of welding in a continuous bead as opposed to tack welding.

It is applied to the door frames and in particular parts of the rear structure.

In addition to guaranteeing excellent body rigidity, this technique opens up new possibilities during the design stage by reducing the area of panel joins required for traditional welding. This results in a weight reduction of 5 kg for the car as a whole, optimisation of window size and therefore driver visibility.

The *Bogé* impact absorber

To obtain the smallest possible front overhang, both to enhance the car’s style and facilitate use of the vehicle on a day-to-day basis, it was necessary to use a more efficient impact absorption beam. The introduction of an innovative *Bogé* impact absorber (the name comes from the patent holder) has allowed this specification to be achieved.



It uses two conical absorbers, located between the impact absorption beam and the chassis leg, which is programmed with a controlled deformation in the event of collision and “collapses” internally without affecting the chassis leg and therefore the engine compartment.

Weight optimisation

With the objective of providing optimum safety – while ensuring minimal impact on the vehicle’s overall weight – led to the use of materials lighter than ordinary steel. High strength steel panels, including a new “three-phase” steel which becomes stronger the higher the impact speed, accounts for 12.5% of the vehicle’s weight.

Mention should also be made of the bonnet which is manufactured from aluminium (as is the front impact absorption beam) and the front wings, manufactured from a composite material.

Along similar lines, the panoramic laminated glass roof, as on the 308 SW, uses a glass thickness of only 5 mm, allowing a gain of nearly 5 kg compared to traditional technology, while at the same time retaining the same level of safety.

AN IDEAL DRIVING POSITION

The goal of providing maximum driving pleasure involves firstly optimising the driving position. The desire to reproduce an ergonomic saloon-type driving position on a taller vehicle, with a comfortable steering wheel angle allowing maximum appreciation of the vehicle’s road holding ability, led to a number of original technical solutions being aired at the very outset of the project.

For example, **the steering column of the 3008 has three universal joints instead of two to ensure a perfect position** of the steering wheel in relation to the driver.

As a result, while the nominal height of the “eye point” (height of the eye in relation to the road) rises to 1,046 mm (or 101 mm more than the 308), the steering wheel angle in relation to the centre line of the driver is 24.8°, i.e. identical to that of the 308.

Everything is therefore in place to give the driver a **raised and ergonomic position for a new driving experience**.

TO BE, OR NOT TO BE... 4 WHEEL DRIVE?

The question of the vehicle’s transmission system was raised at the initial design stage since it required some off-road capabilities.

The use of traditional “4x4” technology posed a number of constraints for the programme as a whole: its layout impacted on interior space, practicality and interior style, points of differentiation that were important for the vehicle.

In addition, the operation of the power train and the associated weight increase went against the objective of the project to reduce running costs, particularly in terms of fuel consumption and CO₂ emissions to a minimum.

To solve this problem, two solutions were implemented: *Grip Control* and *HYbrid4*.

Grip Control

Grip Control is an innovative package consisting of 16" M+S (*Mud & Snow*) tyres and intelligent traction control, able to control the front wheels to optimal effect at the driver's request. This feature gives the vehicle a genuine ability to overcome difficult situations where the wheels have little grip. (see section "Wheels and suspension").



HYbrid4 technology

This name describes the hybridisation of a traditional engine with an electric motor, in an original layout in engineering terms that also allows the possibility of four wheel drive.

While the traditional engine is located as usual under the bonnet and drives the front wheels, the electric motor is located under the load area floor near the axle and powers the rear wheels.

This technology not only represents a real breakthrough in terms of fuel consumption and CO₂ emissions (a reduction of around 35%), but also in terms of four wheel drive.

At the Paris Motor Show, the *Prologue HYbrid4* concept car was presented with a 2.0 litre HDi FAP engine with a power of 120 kW (163 bhp) and an electric motor with a maximum capacity of 27 kW (37 bhp) for a total power of **147 kW (200 bhp)** and a maximum torque of 300 Nm at the front and 200 Nm at the rear. Despite this performance, directly comparable to that obtained with a single 2.2 litre HDi FAP dual-turbo engine, its fuel consumption in the combined cycle is lower at only **4.1 litres/100 km, with CO₂ emissions of just 109 g/km!**

This technology makes it possible to combine dynamic performance of the highest order with respect for the environment, while at the same time maintaining the benefits of a spacious vehicle.

Another important benefit is that there are no mechanical connections between the front and the rear everything is controlled electronically ("**by wire**"). This avoids any architectural constraints affecting the interior space and style of the passenger compartment.

This promising technology, which is still under development, was incorporated into the *T84* programme from the very outset, since it is fully consistent with the approach adopted for the vehicle.



In accordance with the announcement made at the Paris Motor Show, **the 3008 will be the Group's first vehicle to be equipped with *HYbrid4* technology.** The commercial launch of this four wheel drive hybrid crossover is planned between now and 2011, making the 3008 an **eco-efficient crossover**, in tune with the times and able to meet the aspirations of numerous customer types.

Style and exterior volume

Modernity and generosity

STYLE: PROTECTIVE POWER

The Peugeot style is always imbued with a strong and dynamic personality that's easily recognisable regardless of a particular range. It is nonetheless **constantly changing**. Developments come to the fore, some more marked than others, according to the generation of the vehicle and, above all, its category.

In keeping with the car's architecture, its style expresses itself through original proportions and **new vectors of balance**. The exterior style, however, succeeds in suggesting the vehicle's particularly innovative content.



At the front, the Peugeot genes have evolved to the car's generous volumes while still setting it apart from what has gone before. The streamlined headlamps are expressive in a new and original way, both dynamic and reassuring. The single front grille helps create the effect of a high-status off-roader, with a look reminiscent of the world of the SUV. The lower front panel reinforces the look of an off-roader thanks in particular to its solid black protectors positioned in line with the headlamps, within which are mounted the fog lamps (*) each highlighted with chrome inserts.

In profile, the line of the windows, plunging at the front, is enhanced by a chrome trim in its upper section (*) which in the two highest trim levels matches the door mirror housings and

(*) As standard from the 2nd level of finish.

the wide chrome inserts emphasising the door sills. This helps accentuate the height of the vehicle's waist line and contributes, with its powerful faceted wings, to the strong sense of robustness emanating from the vehicle as a whole.

At the rear, the wings with their structured curves blend smoothly with the ruby coloured rear lights with their hi-tech finish, indicating the presence of light emitting diodes. The originality of this design adds to the perception of a vehicle that has its rear end firmly planted on the road. Here the presence of a lower tailgate and the large black protectors in the lower rear panel, illustrate the "Outdoor" spirit of the 3008. This is even more pronounced on middle and top of the range models, where the lower front and rear panels receive a rich solid stainless-steel trim.

In the final analysis, the style of the car creates multiple impressions: inner strength, latent power, controlled dynamism...

This protective style, rewarding and reassuring, appeals not only because of the richness of these connotations, but also because of the new light in which it casts the entire Peugeot range.

GENEROUS EXTERNAL DIMENSIONS



Through its external dimensions, determined by its architecture and its style, the 3008 offers a new synthesis of capacity and compactness in the Peugeot range.

- Its **length of 4.365 m** is the result of:
 - its wheelbase, favouring interior space, of 2.613 m,
 - its front overhang with a length reduced to 916 mm,
 - its rear overhang of 836 mm.

- Its generous width, between door handles, of 1.837 m, ensures excellent lateral passive safety and a first rate capacity (elbow width, for example).
- Its height of 1.639 m allows a raised position for the driver and a passenger compartment with very generous dimensions for all occupants.

OPTIMISED AERODYNAMICS

The architecture, style and dimensions have resulted in a **C_x of 0.296** for the 3008, placing it **among the best** in its segment. The resulting coefficient of penetration through air and the resulting SC_x (0.760), despite a main frame (S) of 2.56 m² due to the height and width of the car, are the result of extensive testing of the body in a wind tunnel, all aimed at reducing fuel consumption and therefore CO₂ emissions.

Inside the car

Driving and sharing



The 3008 plays the crossover card to the full by combining previously incompatible characteristics: high status for the driver, attention to every passenger and an astonishing level of modularity.

DRIVING POSITION: RESOLUTE CHOICES ENHANCING DRIVING PLEASURE

On opening the door of the 3008, the passenger compartment becomes a source of surprise and delight for its driver.

Indeed the driving position, resembling in ways that of an aircraft's cockpit, is truly designed with its principle user in mind. Driving pleasure is therefore a central preoccupation of the 3008. It finds expression in its interior style, its driving position (see section entitled "Basic engineering concepts/An ideal driving position") and its equipment.

In harmony with the vehicle's large, forward-positioned front windscreen, the style of the uncluttered and elegant fascia panel allows a particularly unobstructed view of the outside.

The superior quality materials used for every component and every detail have been chosen to offer indisputable perceived quality, both visually and to the touch: textured fascia panel trim, touches of polished or satin-finished chrome, bright black lacquered centre console...

The driver's eyes will find a meticulously finished instrument panel with white numerals on a black background and white or red needles, backlit in white. According to the particular version, a large multi-function screen (trip computer, navigation system, etc) takes pride of place at its centre.

The centre console is displayed visually as an extension to the instrument panel, covering in its sweep the gear lever and the generous console separating the two front seats, which also serves as a wide armrest.

The driver therefore takes entire possession of a domain that is his entirely, both in spirit and in reality, since every control is within hand's reach.

According to the particular version, above the centre console incorporating the air conditioning and audio or telematics controls, the driver will have at his disposal a series of *Toggle Switches* or selectors which can be used to set the parameters of the *Head Up Display* and *Distance Alert* systems. They contribute strongly to the aeronautical feel of the driving position, as does the retractable polycarbonate head up display panel located in the driver's field of vision, onto which main driving information is projected.



A GENEROUS PASSENGER COMPARTMENT FOR EVERY OCCUPANT

All passengers have their own private space

The roomy passenger compartment ensures spacious comfort for every occupant.

The front passenger, like the driver, benefits from a dominating and comfortable position that

will make light of all long journeys. They can also benefit from the reassurance of the “handle” built into and ideally placed as an extension to the centre console.

Front and rear occupants benefit from wide seats and an elbow width of 1,476 and 1,480 mm respectively.

In addition, rear passengers have ample leg room, helped by the interior length (distance between the front pedals and the rear seat) of 1,690 mm and the design of the front seat frames. What's more, the seats also leave sufficient space at their base to easily accommodate an adult's feet.

Similarly, the rear head room of 876 mm allows tall people to be accommodated without any problem.

A bright and luxurious interior, by day and by night

By day, occupants of the 3008 can benefit from the light coming from the large glazed surface area, including 1.70 m² attributable to the large panoramic front windscreen.

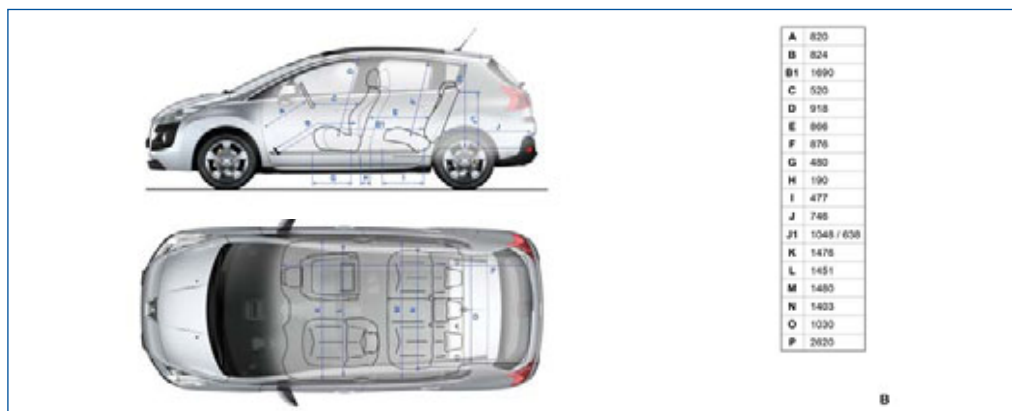
Available as an option or as standard according to trim level, the gigantic panoramic roof, whose surface area (1.60 m²) is virtually equivalent to that of the 308 SW, increases the total glazed area to **5.34 m²**, for enhanced enjoyment on the part of all “spectators” seated in the 3008.

This dark-tinted laminated glass roof, which limits light and energy transmissions in the passenger compartment, extends widthways to a maximum of 1,202 mm, to the very edge of the side panels, and lengthways over a distance of 1,382 mm, meaning its rear boundary is virtually imperceptible to the rear passengers.

A retractable blind, controls the interior light levels, whose control system is perfectly integrated into the rear of the roof. The blind is controlled electrically by means of a switch on the front centre console that incorporates one-touch and safety auto-reverse functions.

By night, or inside a car park, the passenger compartment of the 3008 offers a warm and cosy ambient lighting with light sources in the front foot wells and ambient LED lighting in the roof console. On opening the doors the sills light up and when locking/unlocking the vehicle using the remote control, the dipped beam headlamps can be programmed to come on for several seconds (follow-me-home function). According to versions there is also a courtesy light offering an additional luminous glow diffused by LEDs located in the door mirrors.

All of these functions can of course be activated or de-activated via the settings control located in the lower part of the fascia panel, to the left of the steering wheel.



Optimised acoustics

In essence, the rigid structure of the 3008 not only contributes to primary and secondary safety, but also helps considerably to improve the vehicle's interior acoustics by reducing body resonance due to irregularities in the road surface.

With an acoustic front windscreen on all versions, sound deadening materials in "strategic" locations (particularly under the fascia panel), a shield on the gearbox controls, the fitment of double front and rear door seals and a specially developed rear suspension dampers... everything is in place to give the 3008 a level of acoustic comfort of the highest order.

In addition, some versions can be equipped with laminated side windows with improved acoustic properties. The latter also helps to filter wind noise for truly top of the range acoustic comfort.



Superb seat comfort

The front seats of the 3008 have been carefully designed to offer exemplary comfort and lateral support. For this purpose, dual-density foam has been used to offer the best possible comfort and posture in relation to the seat back and seat cushion, while at the same time ensuring firm support by means of more rigid side finisher trims.

Lumbar adjustment is also available on certain seat options. When leather seats are specified, heated seat cushions are also included. The leather driver's seat can also be adjusted in four directions.

To ensure the comfort of occupants of all sizes, the seats slide over a distance of 190 mm and can be adjusted vertically by 47 mm using the active seat height adjustment lever.

Rear seat comfort is equally impressive, despite the modularity offered by the ingenious seat configurations. They are also produced with the dual density technique.

Intelligent air conditioning

The 3008 benefits from the most efficient air conditioning unit fitted to a platform 2 vehicle. The powerful air flow is distributed by four vents mounted in the fascia panel, heating ducts for the feet of the front and rear occupants, and two adjustable vents for the rear passengers.



Two levels of air conditioning are available: manual (with a dust and pollen filter), or automatic.

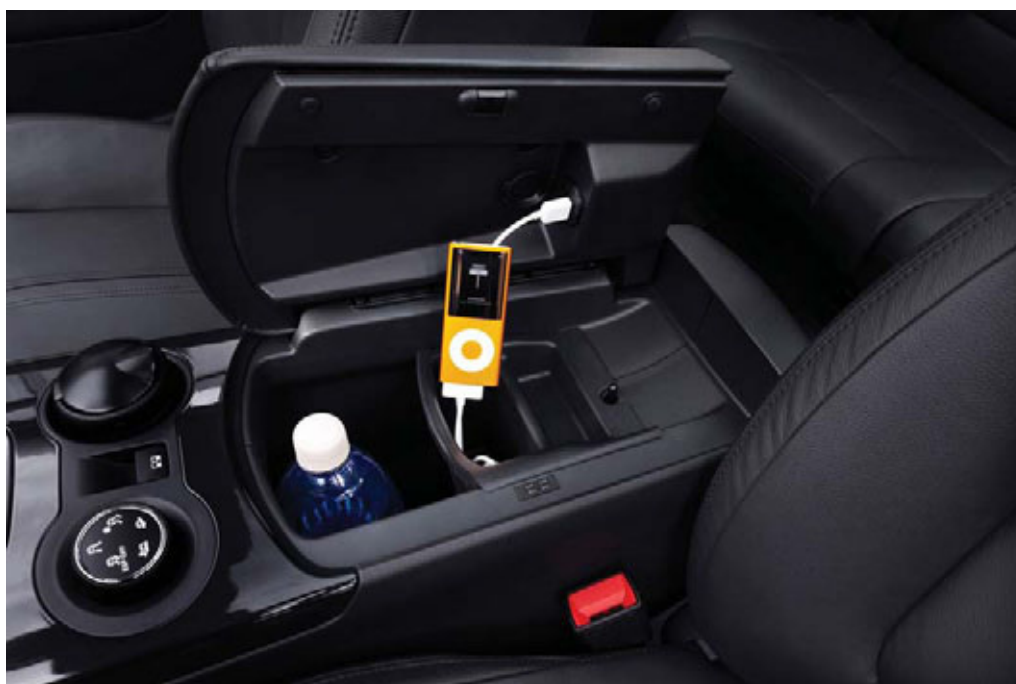
The latter can be adjusted individually by each front passenger (dual zone adjustment) and benefits from a new feature, the **Air Quality Sensor (AQS)**. This function, linked to an air quality sensor located upstream of the passenger compartment air intake, automatically controls the closure of the air recirculation flap if a high level of outside pollution is detected.

Numerous storage spaces

Inside the passenger compartment the 3008 offers occupants the following storage spaces with a **total effective volume of nearly 50 litres**.

At the front:

- A large storage space is available in the **centre console** under the front armrest which can accommodate a 1.5 litre bottle, road maps, CDs, etc, thanks to a capacity of **13.5 litres**. A small removable multi-compartment tray can also hold small objects in its top section (mobile phone, camera, loose change, etc).



- The glove box provides the front passenger with a storage volume of 4.1 litres.
- A closed compartment under the steering wheel for storing the vehicle documentation with a volume of 3.7 litres.
- Two large door pockets, each with a capacity of 7 litres which can easily hold both a 1.5 litre bottle and a 0.5 litre bottle.
- Two deep recesses for cups or cans are included in the centre console (one only if the *Grip Control* option is present, in which case the traction control selector takes the place of the left-hand recess). A standard fitment removable covered waste bin can also be inserted here.
- A padded spectacle holder is located in the headlining, above the driver's door.
- The front passenger benefits from a storage net on the right-hand side of the centre console.

At the rear the following storage spaces are available:

- Two covered storage areas, a 3.8 litres compartment on the right, and one with a capacity of 3.3 litres on the left, under the feet of rear passengers (from the 2nd trim level).
- Nets on each of the two rear seat backs.
- Two door pockets each with a capacity of 2.5 litres able to hold a 0.5 litre bottle.

Attention to detail throughout

A high level of attention to detail has been applied to the passenger compartment of the 3008, for the benefit of its occupants. These include the following:

- The presence of **three 12V connectors** (at the front on the centre console, behind the latter for second row passengers and in the boot).
- The two rear side passengers have a central armrest, which provides access to the boot and serves also as a “**ski flap**”.
- According to the version, the rear occupants can also benefit from lateral sun-blinds and/or dark tinted windows.

MULTIFLEX INTERIOR: SIMPLE, EFFICIENT AND VERSATILE

Everything is designed in the 3008 to offer an accessible and intelligent load space adaptable to all kinds of leisure activities.

The lower tailgate (*hobby*)

The load space is easily accessible as a result of the tailgate being divided into two parts, making it easy to handle what ever the location by virtue of its size, and the lower tailgate flap.

The lower tailgate flap *hobby* can be used at any time to facilitate the loading of heavy objects or as a seat when required (for example to put on skates, hiking boots, etc) since it can support a weight of 200 kg spread evenly over its surface.

The 3-position boot floor

The load area of the 3008 can easily be compartmentalised thanks to a floor with a 3-way height adjustment. This patented innovation, simple and new to the market, will greatly facilitate the use of the vehicle on a day-to-day basis.



At “**level 1**”, the moveable floor, which can of course be removed from the vehicle if required, is positioned at the base of the boot, offering the largest possible load space.

At “**level 2**”, the floor is aligned with the open *hobby*. 25% of the total boot volume is then available under this floor, and therefore 75% between the floor and the parcel shelf. This position allows for a perfectly flat floor, from the hobby to the fascia panel, when the backs of the rear seats and the front passenger seat are folded.

At “**level 3**”, the moveable floor is aligned with the top of the closed “hobby”. Distribution of the boot’s total volume is then 45% under the floor and 55% under the parcel shelf.

In both the latter positions, the user can organise items stored in the boot in compartments or conceal them.

To access the load volume under the moveable floor, it can be secured in the “open” position.

Manufactured from composite material (honeycomb), the moveable floor panel is both strong and light (3.5 kg), making it easy and simple to use on a day-to-day basis.

Finally, it has four chrome securing rings for attachment of the luggage cargo net.



A flat floor from the “hobby” to the fascia panel

The 3008 can offer a **perfectly flat load area**, from the *hobby* to the fascia panel, when the following conditions are met:

- The moveable load area floor is positioned at its 2nd level (see previous section).
- The **rear seat backs** are folded. The latter come with an extremely simple and ingenious operation which can be activated by a switch in the boot or at the top of the rear seat backs. These seats are divided 2/3 (left) and 1/3 (right) to offer maximum modularity.
- The **back of the front seat is folded** (equipment available as standard from autumn 2009).

In this configuration, the 3008 offers a load length of up to **2.62 m** (*hobby* closed).

An exceptional load capacity

In addition to its moveable floor, the load area of the 3008 is easy to use with a virtually constant width of 1,030 mm and a capacity under the parcel shelf of **512 litres** of water (or 432 dm³ for the VDA standard).

This volume includes an open storage area on the right-hand side and a closed compartment on the left (4.5 litres of water and 2 dm³ VDA).

Note also that an additional storage compartment (with a capacity of up to 120 litres) can be available under the load area carpet depending on the presence of a full size spare wheel, a space-saving wheel, a puncture repair kit or a hi-fi amplifier. This space allows all types of accessories to be stored and concealed (warning triangle, tools, etc).

When the rear seats are folded, the load area capacity increases to the very considerable volume of **1,604 litres of water** (or 1,241 dm³ for the VDA standard).

Attention to detail in the load area

Large, practical and ingenious, the load area also receives a **very high quality finish** in terms of the plastics and carpets used.

Another indication of the attention to detail given to the load area is the fitment of a light on the left-hand side which can be used as required as a **portable torch**. This torch, available from the 2nd trim level of the range, recharges itself automatically when placed in its housing, after which it will provide light for 45 minutes.

Also present are **hooks on either side** from which shopping bags can be suspended, for example.

Finally, the rigid **parcel shelf** (able to accommodate jackets or various small items) opens with the tailgate to provide optimal access to the boot. It can also be removed and folded into three parts and can be stored under the moveable floor in two of its three configurations.



Equipments and driving assistance

Simple hi-tech solutions for enhanced enjoyment,
peace of mind and safety

In addition to its innovative concept, the 3008 includes equipment that is rarely, if ever, found in the compact vehicle market segment.

HEAD UP DISPLAY

Essential driving information is projected from the rear of the instrument panel visor onto an anti-reflective translucent polycarbonate panel.

The driver can therefore access information about his speed, the cruise control/speed limiter and the *Distance Alert*, without having to take his eyes from the road. In addition to the convenience afforded to the driver on long or daily journeys, it also provides real benefits in terms of **primary safety** (no need to take the eyes off the road, and immediate accommodation of the view between the road and the panel).



The angle, position and brightness of the information projected onto the transparent panel can be set by means of *Toggle Switches* on the instrument panel.

This system, available as standard from level 3 of the range, strengthens further the “aircraft cockpit” feel of the driving position.

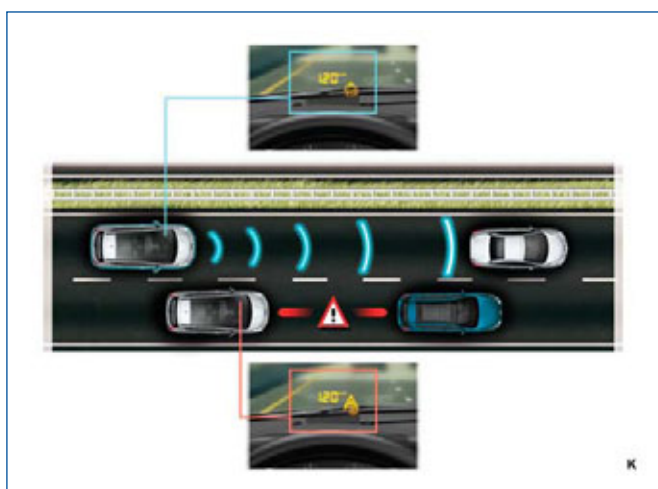
The 3008 therefore makes available a function which at present is only available in top-of-the-range luxury vehicles, a device where all important information is ideally located in one dedicated area.

DISTANCE ALERT

Coupled with the *Head Up Display* and using a special radar located at the front of the vehicle, the *Distance Alert* supplements existing driving assistance systems such as the cruise control/speed limiter.

This system helps the driver to maintain a safe distance from the vehicle in front, according to a particular speed.

In addition to its usefulness in complying with certain regulations which can carry severe penalties according to the particular country, the system also has a teaching function: it



educates with regards to the necessary and recommended optimal safe distance for a following vehicle.

In France, on motorways, **failure to comply with safety distances is the cause of half of all accidents.** Similarly, in conditions of dense traffic between 80 and 120 kph, studies show that 60% of French drivers follow the car in front at an interval of less than two seconds.

Now in the event of an accident, out of those two seconds it can be assumed that the driver will take one second to react, then one second to apply emergency braking. It is therefore necessary to maintain a safe distance from the vehicle in front at all times.

This distance must be proportional to speed, since in two seconds the vehicle travels 56 metres at 100 kph, and 72 metres at 130 kph... It is this measurement that the *Distance Alert* computes in real time to signal the risk of a potential hazard.

Its operating range is between 70 and 150 kph, and the inter-distance alarm has adjustable parameters (between 0.9 and 2.5 seconds according to national regulations).

The system is non intrusive (visual alarm in the display), i.e. it comprises simple information intended for the driver who remains in full control of the vehicle at all times.

AUTOMATIC ELECTRIC PARKING BRAKE

Available as standard on all engines, the electric parking brake makes possible the modern architecture and design of the fascia panel and enables the creation of an additional storage space of 13.5 litres inside the centre console.

Its use is also more convenient for the driver: when starting off, as soon as the car begins to accelerate, the hand brake is released automatically. When the engine is switched off, the brake is applied, again automatically.

An electronic control unit (ECU) in conjunction with the ESP controls the amount of force to be applied, according to the gradient, in order to immobilise the vehicle. It remains on standby while the vehicle is parked and can readjust the required force if necessary. The driver can however override the system by holding down the brake (towing, transportation on truck, boat, etc).

If the vehicle stops without the ignition being switched off, the electric control, located within hand's reach of the driver, can be activated manually. Manual release requires the driver to apply the brake pedal.

The automatic operation of the function can be de-activated via the vehicle's configuration menu (in particular for cold climates).

HILL ASSIST

All 3008 versions come with *Hill Assist*, for greater convenience and safety.

By remaining in permanent dialogue with the ESP, this function keeps the vehicle at a standstill while on a gradient for two seconds after the brake pedal has been released, giving the driver time to transfer his foot from the brake to the accelerator.

This makes manoeuvring safer and greatly facilitates use of the vehicle by the driver in forward gear (starting on a hill) and in reverse gear (for example to occupy a parking place on a downward gradient). The system operates from a gradient of 3%.

In addition to this innovative equipment, the 3008 benefits also from recent technologies making their first appearance on the Marque's most recent vehicles:

DIRECTIONAL BI-XENON HEADLAMPS

These Xenon headlamps provide a bluish-white light with triple the power of a standard bulb, thereby improving night-time vision.

They are coupled with an automatic headlamp levelling control and headlamp washers.

The elliptical light module includes a shutter to control dipped beam and main beam functions.

They also have a directional function which significantly improves vision in corners. In addition, their operation is linked to vehicle speed between 5 kph and 160 kph to adapt to different conditions of use. This function gives the impression that the system can anticipate the next corner, making night-time driving not only more convenient but also safer.

Note that in terms of lighting, all 3008 models have one lamp dedicated to daytime running lights which can be activated or de-activated in the vehicle's configuration menu.

WIP... LATEST-GENERATION MULTIMEDIA EQUIPMENT

The WIP telematics range (standing for World In Peugeot) is available on the 3008 in several versions.

WIP Sound and WIP Plug

The *WIP Sound* audio system includes an MP3 CD player and a Jack socket in the armrest for the connection of a digital walkman. It can be combined with the *WIP Plug* option allowing control and connectivity of any type of digital walkman via a USB connector also located in the armrest.

The system includes six speakers:

- 2 tweeters located in the upper part of the fascia panel,
- 2 165 mm diameter speakers located in the front door panels (15W),
- 2 165 mm diameter "wide band" speakers located in the rear door panels (15W).

WIP Nav: accessible satellite navigation and hands-free kit

WIP Nav is a highly competitive alternative to the world of portable satellite navigation equipment. In addition to its perfect integration in the vehicle in terms of style, functions (operation with controls under the steering wheel) and security, it offers numerous functions:

- a large 7" 16/9 display (resolution 480x234 pixels) with perspective view,
- european cartography stored on a 4GB SD card, leaving the CD player dedicated to the audio function,
- a front mounted MP3 and WMA compatible CD player,
- a 3-tuner, 2-antenna audio system for optimal reception of radio frequencies and RDS-TMC traffic info (ViaMichelin in France, TrafficMaster in the United Kingdom),
- a "detour" function proposed thanks to the above traffic information when the system detects an incident on the current route,
- risk areas monitored by automatic fixed speed cameras,
- a Bluetooth® connection allowing hands-free phone calls when the user has a phone with this function,
- a Jack socket in the centre console for the connection of any type of mobile digital playback device.

WIP Com 3D: a top-of-the-range multimedia system



Featuring the most advanced technologies, WIP Com 3D is positioned at the top of the range of multimedia systems offered by the Marque. This equipment meets the expectations of a demanding and modern customer base at ease with the world of high technology and in search of maximum connectivity.

The system includes:

- a large 7" 16/9 high resolution display (800x480 pixels) with European cartography in 3D (relief, buildings and monuments of main European cities, etc) stored on its 40 GB hard disc,
- a 3-tuner, 2-antenna audio system for optimal reception of radio frequencies and RDS-TMC traffic info, the latter combined with the "detour" function when incidents are detected along the route,
- risk areas monitored by automatic fixed speed cameras,
- an MP3 and WMA compatible DVD/CD player,
- a **GSM** module which, after inserting a SIM card, provides access to different services (*), as well as the "hands-free phone" function,
- a **Bluetooth®** connection which also allows this "hands-free phone" function,
- a **Jukebox** function, for copying favourite tracks to the 10 GB hard disc dedicated to the user (up to 180 hours of music),

- a front-mounted SD card player to play MP3 and WMA audio files,
- a USB connector located in the front armrest for the connection of all types of digital playback devices,
- auxiliary RCA audio/video connectors in the glove box.

(*) *In line with systems already offered by Peugeot, associated services monitor the comfort and safety of passengers as in the case of the Peugeot Emergency service (see section entitled "Tertiary Safety"), Peugeot Assistance and, available as an option in France and Germany, Peugeot Mobile Services.*

JBL™ hi-fi system

A "JBL™ pack" offers "tailor-made" high fidelity sound with each of the aforementioned WIP systems. It comprises:

- a 240 watt digital amplifier,
- a bass box ideally located (both in terms of acoustics and load space volume) under the load area floor,
- 2 hi-fi woofers (165 mm diameter) located in the front doors,
- 2 hi-fi tweeters in the fascia panel,
- 2 coaxial speakers (130 mm diameter, hi-fi) in the rear doors.

Six CD auto-changer

A single-slot six-CD auto-changer, located in the covered left-hand storage compartment of the load area, is available as an option on *WIP Sound*, (it can also play MP3 files), *WIP Nav* and *WIP Com 3D* systems.

REAR OR FRONT/REAR PARK ASSIST

Offering valuable assistance for parking manoeuvres and personal safety, the park assist system emits audible signals, via the central display and the speaker nearest the obstacle, that increases in frequency the closer the vehicle gets to the detected obstacle.

The system is activated when reverse gear is engaged and for the front park assist at a speed of less than 10 kph.

OTHER EQUIPMENT

According to the particular version, the driver may also benefit from the following:

- a variable speed limiter coupled with the cruise control,
- tyre under-inflation detection which directly locates the wheel in question and has two levels of alarm (under-inflation and puncture),
- a number of other functions such as automatic electric folding door mirrors, automatic headlamp illumination, automatic windscreen wipers with rain sensor, electrochrome anti-dazzle interior rear-view mirror, etc.

Wheels and suspension

Unique driving pleasure and off-road ability



Road holding, closely linked to the concept of driving pleasure as envisaged by Peugeot but also related to active safety, is central to the design of all vehicles in the range.

Particular attention has been paid to this aspect on the 3008 **to position the car as a new benchmark in the category** of compact spacious vehicles in the widest sense, and particularly in relation to MPVs and SUVs.

Indeed one of the major motivations for potential customers when they are buying a car is driving pleasure, which can be understandably lacking in “large and tall” vehicles.

To attain this particularly ambitious objective in terms of road holding, driving precision and body control, Peugeot relied firstly on its **solid know-how**, and then on the already proven suspension and wheel options from the 308.

To reach even higher standards with the most efficient engines and meet the expectations of the most demanding customers, without sacrificing comfort, a genuine and new innovative technology – **Dynamic Roll Control** – was developed.

In addition, to meet the criteria in terms of “all terrain” use, an all new **Grip Control** system was also developed and patented.

PEUGEOT'S KNOW HOW AND ITS BENEFITS FOR THE 3008

Structurally, the 3008 manages the considerable feat for a spacious vehicle of offering **excellent torsional rigidity**. With 0.86 mrd under a torque of 100 daNm, the latter is virtually equivalent to a 308 SW (considered a benchmark in its category in terms of road holding). This rigidity is essentially what allows the optimal operation of the suspension.

Built on the same platform as the 308, it logically uses the same suspension that contributed to the latter's recognised dynamic qualities.

For example, the front suspension is an inverted pseudo McPherson design with a linked anti-roll bar, a technology that provides rigorous control and a good level of vibration filtering.

The rear suspension, consisting of a rear torsion beam, two rear suspension arms and an integral anti-roll bar, is very compact and offers excellent rigidity, guaranteeing good vibration control and excellent body stability.

Its very wide front and rear wheel tracks (1,532 mm at the front and 1,527 mm at the rear with 17" and 18" wheels), as well as the wide tyres and wheels, also enhance body rigidity and the car's precision and stability, both in a straight line and when slowing or braking in a corner.

Designed and produced by Peugeot with an ability to be finely tuned during development, the multi-valve hydraulic shock absorbers of the 3008 (pressurised to 5 bar) actively contribute to achieving levels of road holding and comfort hitherto unseen in the segment. The dual-material mountings of the rear suspension, which flex in three dimensions, also go a long way to achieving this and will delight more dynamic drivers while still ensuring perfect ride control and comfort for all passengers.

DYNAMIC ROLL CONTROL: OPTIMAL ROLL CONTROL



The objective for the 3008 is to become a benchmark in terms of road holding, a feature made up of several characteristics: road holding, vertical comfort, body roll control, etc.

This objective had to be met on all versions of the car, regardless of engine. The higher the performance of the engine, the greater the inertia and the more the body

becomes subject to additional torque and power... these forces can give rise to excessive roll on cars with a high centre of gravity under certain conditions of use.

Therefore, to push back boundaries in terms of **body roll control** on the two highest-performance engines (**1.6 litre THP and the new 2.0 litre HDi FAP**); an all new **Dynamic Roll Control** system was developed in collaboration with the company KYBSE®.

This technology, appearing for the first time in this segment of the market, enables the 3008 to be consistent with the potential of its two most powerful petrol and diesel versions and to further enhance its dynamic qualities while retaining a high level of comfort.

This passive hydraulic system consists of a central module connecting the two rear shock absorbers, built into the rear suspension crossmember. This module, acting like a third shock absorber, consists of a floating piston and a hydraulic compensation reservoir. The unit is pressurised to 20 bar.

In corners or when taking evasive action (roll phase), the system links hydraulically the right and left rear shock absorbers (the module internal piston does not move). This makes it possible to increase the damping effect in order to corner as “flat” as possible, reducing body movements and therefore active safety.

In a straight line (potential “bounce” phase), the two traditional rear shock absorbers operate in an identical fashion and the module piston moves under the pressure of these compressions. This allows an optimal damping pattern to ensure the comfort of all the occupants.

Dynamic Roll Control thus enhances driving pleasure while preserving comfort on a day-to-day basis thanks to the excellent filtration of road irregularities.

GRIP CONTROL: INTELLIGENT OFF-ROAD TRACTION



The “crossover” philosophy of the 3008 finds expression also through its traction system, the *Grip Control*.

This package combines an upgraded traction control system with *Mud & Snow* tyres.

Available as an option, it can be chosen by users looking for a vehicle that offers enhanced “all terrain” capabilities and a performance in terms of traction that’s far superior to that of a “traditional” vehicle regardless of the type of terrain encountered.

The aim of the system is to optimise the traction of both front wheels by means of an improved traction control (developed and patented by *Bosch*), incorporated within the ECU of the ESP. **Five modes** are available to the driver and are accessible via a dedicated control on the centre console.

- **Standard mode**, where the ESP is calibrated for a low level of wheel slip based on different grip levels normally experienced on roads.
- **Snow mode** adapts its strategy to provide the best grip conditions for each of the front wheels when the car is pulling away.

As the car gains speed, the system optimises traction control to guarantee the best possible acceleration according to the existing grip conditions.

It returns to Standard mode when a speed in excess of 50 kph is detected.



- **All-terrain mode (mud, dirt track, wet grass, etc)** allows a high level of slip on the least stable wheel when pulling away to encourage the elimination of mud and improve grip. At the same time, the wheel with the strongest grip level is given as much torque as possible. The torque offset between the front wheels can be as much as 100%, well above the limits set for a limited slip differential (LSD).

As the car gains speed, the system optimises wheel slip to give the driver the best possible control over the car.

This mode is active up to a speed of 80 kph.

- **Sand mode** allows slight wheel slip on both drive wheels simultaneously, to allow the vehicle to make headway and reduce the risk of getting stuck in the sand. Here too, the effect created by this mode is superior to that of a LSD system.

In this mode, Standard mode is reconnected automatically above a speed of 120 kph.

- **ESP Off mode** allows the possibility of disconnecting the dynamic stability control (ESP) and Grip Control up to a speed of 50 kph, giving full control back to the driver. Above this speed, "ESP Standard" mode is reconnected automatically.

Grip Control includes **Michelin Latitude Tour HP "Mud & Snow" 215/60 R16 tyres**, also suitable for off-road use (see next section).

TYRES: THREE DISTINCT TYPES

16": versatile tyres associated with Grip Control

The Michelin Latitude Tour HP "Mud & Snow" 16" tyre (215/60 R16) is included with the Grip Control option. Thanks to its versatility on all types of terrain, this tyre encourages optimal operation of the traction control system in each mode.

This tyre uses a special Michelin technology. This relates to new *StabiliGrip* blades. These are able to lock together to guarantee stability of the tread rubber in contact with the road. In this way, the Michelin Latitude Tour HP contributes to the car's road holding under all conditions of use while maintaining passenger comfort.

The mark "M+S" (standing for *Mud & Snow*) on the side of the tyre indicates this versatility of use. It meets German regulations requiring equipment to be adapted to winter conditions.

17": Michelin tyres with low rolling resistance

Used for the first time in the world with the launch of the 308 with Michelin Energy Saver 15" and 16" wheels, this technology reduces the rolling resistance of the tyres and has been adapted on the 3008 for Michelin tyres carrying the *Green X* label.

With this 225/50 R17 fit, these technologies **allow a fuel reduction of nearly 0.2 litre per 100 km** in the combined cycle, equivalent to a reduction of more than **4 g/km of CO₂** (compared to traditional tyres of the same dimension).

This is a result of the close co-operation between *Michelin* and Peugeot, *Michelin* having dedicated a special technical team to the T84 project to achieve this objective.

By reducing rolling resistance by nearly 20%, these tyres reduce the quantity of energy required to drive the vehicle. The challenge was to obtain this performance while increasing the level of grip and offering the longest possible service life in terms of mileage.

18": superb driveability

For the most demanding users in search of dynamic driving, Continental 235/45 R18 tyres are available as standard or as an option according to the trim level.

PRECISE AND RESPONSIVE STEERING

As well as benefiting from three universal joints instead of two on its steering column, which provides a positive effect in terms of the driving position, the car's steering conforms to the Marque's acknowledged know-how in this field. It is both precise and responsive ensuring excellent driveability.

This rack and pinion system offers variable assistance controlled by a hydraulic electro-pump unit (GEP) in which assistance varies according to the speed of the car, the speed of rotation of the steering wheel and the temperature of the steering fluid. This allows continuous variations of the assistance, thereby facilitating manoeuvres at low speed.

Two types of GEP corresponding to two types of power are available within the 3008 range. The 2.0 litre HDi FAP engine has a GEP with an output of 710 watts while that of the other three engines (1.6 litre HDi FAP, 1.6 litre VTi and 1.6 litre THP) has an output of 650 watts. This allows optimal alignment with the engine and weight of the vehicle, for improved driveability and handling.

EFFICIENT BRAKING

At the front, braking is assured by generously dimensioned ventilated discs with a diameter of 283 mm and a thickness of 26 mm on 1.6 litre VTi and 1.6 litre HDi FAP versions, and 302x26 mm for the 1.6 litre THP and 2.0 litre HDi FAP 3008. The front brake calipers have a piston diameter of 57 mm ensuring a good level of bite, performance and durability. At the rear there are two 268x12 mm discs.

The vehicle is equipped as standard with an ESP system which includes traction control (ASR or optional *Grip Control*), *Hill Assist*, stability control (CDS), ABS, electronic brake force distribution (EBFD), and emergency brake assist (EBA).

The system can be de-activated and is reconnected automatically above a speed of 50 kph.

Automatic activation of the hazard warning lights in the event of sharp deceleration completes this specification.

Power trains

A modern, high-performance range that's economical and environmentally-friendly



With six power trains featuring two petrol engines and two HDi FAP diesel engines, the 3008 will offer, between now and the autumn of 2009, a wide and first-rate choice which goes even further in meeting the requirements of its different customers.

These four cylinder engines incorporate the most advanced technologies in their category. They all have a cylinder head with two overhead camshafts and 16 valves.

With their help, the 3008 offers particularly low fuel consumption and therefore CO₂ emissions compared to all of its competitors. For example, the 3008 1.6 litre HDi FAP 80 kW (110 bhp) BMP6 has a combined cycle fuel consumption of only **4.9 litres/100 km** or **only 130 g/km of CO₂**.

HDi FAP DIESEL ENGINES

2.0 litre HDi FAP: 110 kW (150 bhp) 6 speed manual gearbox or 120 kW (163 bhp) 6 speed automatic gearbox – DW10CTED4 ML6C or AM6C

With a capacity of 1997 cm³, this new engine develops a maximum power of 110 kW at 3750 rpm (and even 120 kW when coupled with the 6-speed automatic gearbox) and a generous maximum torque of 340 Nm at 2000 rpm.

This new engine, which already meets **Euro 5** standards, is a major development of the “DW10B”, the 2.0 litre HDi 100 kW (136 bhp) featured on other models. The cylinder head, internal moving parts, intake, exhaust, timing and crankcase have been entirely redesigned. To obtain this level of performance, the engine also has a variable geometry turbocharger, an electronically controlled high-pressure injection pump (allowing a maximum pressure of 2,000 bar in the common rail depending on required load) and solenoid injectors with eight apertures.

This unit, therefore, demonstrates the 3008's high levels of road holding to particularly good effect.

This 2.0 litre HDi FAP engine is available with a manual or automatic 6-speed gearbox. This “Porsche Tiptronic system” automatic gearbox with sequential control tops the 3008 diesel range. Dynamic and responsive, it adapts to the driving style of the user and exploits this engine's potential to the full.

1.6 litre HDi FAP 80 kW (110 bhp) 6-speed manual gearbox or 6-speed electronically-controlled manual gearbox – DV6TED4 MCM or MCP

Delivering a maximum power of 80 kW at 4,000 rpm, this HDi engine with a capacity of 1,560 cm³, complete with diesel particulate emission filter, is characterised by its liveliness and flexibility in use with a maximum torque of 240 Nm from an engine speed of 1,750 rpm (or 260 Nm with overboost).

These characteristics are attained thanks to the use of technology such as a variable geometry turbocharger and a high-pressure direct injection system (up to 1,600 bar).

This unit is coupled with two **new 6-speed manual or electronically-controlled manual gearboxes**, which first appeared in 2008.

Built to an ambitious specification in terms of precision, robustness and compactness, the “MCM” is a **manual gearbox** that ensures maximum driveability for the user.

Its “automated” version, the **BMP6**, eliminates the need for a clutch pedal and is therefore an economical alternative to a traditional automatic gearbox with its two modes: manual or automatic. This responsive gearbox allows the driver to change gear at any time by actuating the gear lever or paddles placed behind the steering wheel. It is intelligent and will meet the expectations of those who prefer stress-free driving by changing gear on its own. In automated mode, the electronically-controlled gearbox allows gains in fuel consumption compared to a traditional manual gearbox thanks to its electronic management which chooses the optimum time to change gear.

In the final analysis, this engine offers an excellent compromise between performance and running costs. Associated with the BMP6 its fuel consumption in the combined cycle is 4.9 litres/100 km, or **130 g/km of CO₂**.

PETROL ENGINES

1.6 litre THP 110 kW (150 bhp) 6-speed manual gearbox – EP6DT MCM

The 1.6 litre THP (standing for “Turbo High Pressure”), with a capacity of 1,598 cm³, benefits the chassis of the 3008 by offering superb flexibility in use with its maximum torque of 240 Nm available from 1,400 rpm. It is remarkably lively at low engine speeds and delivers a power of 110 kW at 5,800 rpm.

Its innovative Twin-Scroll **turbocharger** optimally pairs exhaust gases to ensure maximum flow onto the turbine, while its high-pressure **direct petrol injection** system improves combustion and overall engine efficiency.

This use of technology is the key to a remarkable compromise between performance and fuel consumption.

In addition, from the autumn, a **Euro 5 version** of this engine will appear. More efficient in terms of the environment, it will also offer a higher performance in terms of power (115 kW or 156 bhp).

This unit is coupled with the **new 6-speed manual gearbox**.

1.6 litre VTi: 88 kW (120 bhp) 5-speed manual gearbox – EP6 BE

The 1.6 litre VTi (Variable Valve Lift and Timing injection) is a naturally aspirated engine with indirect injection developing a maximum power of 88 kW at 6,000 rpm and a maximum torque of 160 Nm at 4,250 rpm. This torque is available very uniformly, since even at low engine speeds (2,000 rpm), it reaches 140 Nm, or 88% of its maximum capacity, thereby ensuring a wide operating range.

In addition to its variable timing system (VVT) on the intake and exhaust camshafts, a variable lift system for the intake valves (derived from the VALVETRONIC technology of the BMW Group) gradually adjusts their maximum travel according to the position of the accelerator pedal. The combination of **both VVT** and the **variable valve lift system makes** it possible to **improve the thermodynamic efficiency** of a petrol engine by significantly reducing its fuel consumption (particularly in phases of partial load), and therefore CO₂ emissions, while at the same time guaranteeing a more spontaneous response and greater engine flexibility.

Note that from its launch on the 3008, this 1.6 litre VTi **complies with Euro 5 standards**.

Coupled with a 5-speed gearbox, this engine gives the 3008 appreciable dynamism while keeping fuel consumption to a minimum.

Safety

A very high level of primary, secondary and tertiary safety

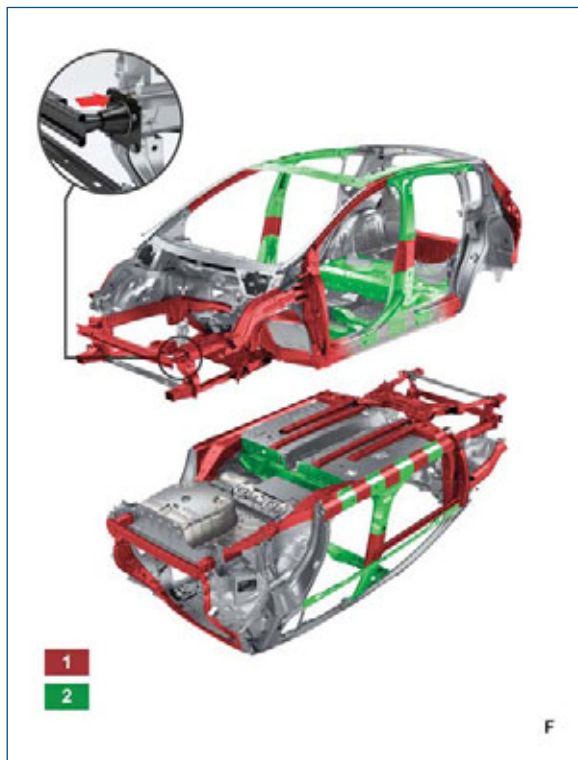
The 3008 benefits from the Group's extensive experience and the latest technology advances, to offer maximum safety at all levels.

In terms of **primary** safety: the excellent rigidity of the structure, the high-performance suspension and electronic aids give the 3008 benchmark road holding in its category.

In terms of **secondary** safety: the body structure is generously dimensioned to withstand even the most severe collisions, such as those tested by EuroNCAP. The controlled deformation of its structure and the restraint systems used allow the 3008 to aim for **five stars** under the new EuroNCAP protocol in 2009.

In terms of **tertiary** safety, the 3008 can of course include the Peugeot Emergency Service, included with the all new *WIP Com 3D* telematics system.

AN OPTIMISED STRUCTURE



The 3008 is designed structurally to dissipate impact energy in a programmed way. To allow it to meet high safety objectives, it includes in particular **three impact absorption structures** at the front. The 3008 also benefits from **BOGE impact absorbers**, an innovation enabling it to meet its safety targets while also reducing the length of the front overhang (see section “Basic engineering concepts/Structural innovations”).

The **aim** of this specification is to afford **maximum protection to the passenger compartment** (and its occupants), to limit the consequences for a pedestrian in the event of collision, and to **facilitate repairability**; which also has a direct effect on the car's insurance costs for its owner.

Front impact

The engine compartment comprises of three impact absorption structures or channels, a principle first seen on the 308, consisting of:

- a **lower structure** which backs up the traditional upper structure formed by the chassis legs through the use of two sub-frame extensions, a feature derived from the 407,
- a **third structure**, consisting of reinforcements located above the front wheel arches and extending from the front windscreen pillars and door frame braces.

In the event of front impact therefore, 3/5ths of the energy is distributed through the main structure, 1/5th through the lower channel and 1/5th through the top structure. This **triple structural design has an inbuilt** absorption strategy that determines the build-up of forces before they are transmitted through the pre-established channels to areas specially designed to withstand them: the bulkhead, the underbody, the sills and the front door braces spanning the “A” and “B/C” posts. This creates around the passenger compartment a **protective cell for all occupants**.

Note also that the **steering column is collapsible**: in the event of impact, it retracts to a precise point to protect the driver.

Side impact

To afford the best possible protection to occupants in the event of side impact, the B post has been specifically reinforced. The B/C post is composed of two thicknesses of high strength steel.

All the doors also make a significant contribution to the car’s overall rigidity by creating a “solid” structure between the A post, the B/C post and the rear wheel arch.

Similarly, crossmembers located at floor level between the body sides and the bracing of the external sill panels add to the vehicle’s rigidity.

Rear impact

An impact beam is attached to the rear load sill area to absorb impact energy and thereby ensure a good level of reparability, despite the fitment of the lower tailgate *hobby* which is flush with the rear load floor.

EFFICIENT MEANS OF RESTRAINT



Supplementing the performance of the structure in terms of impact resistance, a range of protective equipment has been developed to restrain and protect the occupants.

- **6 air bags** are available to protect the occupants:
 - 2 adaptive front air bags with a capacity of 40 litres for the driver and 80 litres for the passenger;

- 2 side air bags (each with a capacity of 18 litres) to protect the chest and pelvis of front occupants,
- 2 curtain air bags (30 litres) for the heads of the front and rear passengers.
- **5 point seat belts** are featured, as well as an **audible fasten seat belt warning system** backed up visually by pictograms:
 - in the front seats, the seat belts have pretensioners (double for the passenger to offer better restraint for the pelvis and chest) and low tare force limiters,
 - in the rear seats, the outer seat belts also have force limiters,
 - “foldover” head restraints at the front and “curved” head restraints at the rear optimise contact with the head in the event of an impact.
- **2 Isofix seat mountings** are available on the rear outer seats for the installation of an Isofix **child safety seat**.

The 3008 also features an electrically operated child safety system which simply and safely locks the rear doors and windows. This function is coupled with rear electric windows or combined with deadlocking.

TERTIARY SAFETY: ALWAYS ONE STEP AHEAD

The **WIP Com 3D** telematics system, available as an option, provides access to an assistance service and to the Peugeot Emergency service, in addition to its audio, telephone and satellite navigation functions.

This emergency call service, which pinpoints the car's location, is available free of charge and for an unlimited period.

Countries where it is active to date include France, Germany, Spain, Italy, Belgium, Luxembourg and, from 2008, the Netherlands and Portugal. It puts the car's occupants in contact with a professional who speaks the client's own language.

This service can be activated manually or automatically (when a means of restraint is deployed), and ensures rapid intervention by the emergency services.

Since its launch in 2003, Peugeot Emergency has **come to the assistance of more than 2,100 users**.

In 2006, this emergency call system was certified in accordance with French civil defence requirements: it is approved by the Direction de la Défense et de la Sécurité Civile (DDSC), attached to the French Interior Ministry.

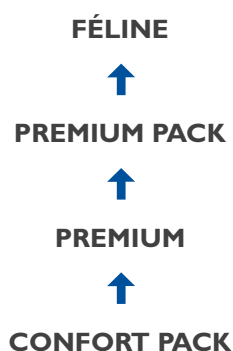


Range, colours and trims

A simple and coherent range

RANGE

The overall range consists of four trim levels, available according to individual markets.



Note that from the third level, the 3008 comes as standard with “off-road” styling elements (chrome-plated inserts on the lower panels and side members) and new standard equipment (*Head Up Display, Distance Alert, etc.*).

BODY COLOURS

There are nine shades in the range of colours for the 3008:

Opaque:

Hurricane Grey

Metallic:

Pearlescent White (*)

Abyss Blue

Aluminium

Shark Grey

Hickory (**)

Perla Nera Black

Babylon Red

Vapor Grey (**)

(*) Available in the autumn of 2009.

(**) Two new colours in the PEUGEOT range.

INTERIOR AMBIENCES AND TRIMS

Basic level (Comfort Pack)

- **All black ambience** (Tramontane)
 - Black fascia panel/black lacquered decorative trimming and chrome-plated inserts;
 - Sibayak black woven fabric accompanied by Omni black cloth.

Middle and top of the range (Premium/Premium pack/Féline)

Two ambiances are available:

- **Black ambience** (Tramontane): **sheer excellence**
 - black fascia panel/black lacquered decorative trimming and chrome-plated inserts;
 - Ombrage black woven fabric accompanied by Omni black cloth.
- **Light blue/grey ambience** (Guérande): **elegant, tranquil and modern**
 - Black fascia panel upper section and Guérande lower section/black lacquered decorative trimming and chrome-plated inserts;
 - Guérande Ombrage woven fabric accompanied by Guérande Omni cloth.

Optional leather

“**Classic**” leather: seats, door armrests... available in black or Guérande.

“**Integral**” leather:

- Black leather seats with upper section of fascia panel and front and rear door frames lined with black leather;
- Guérande leather seats with upper section of fascia panel and front and rear door frames lined with black leather.

January 2009

Peugeot 3008

Technical Characteristics

Peugeot 3008 Technical Characteristics		PETROL				DIESEL								
		1.6 litre VTi “120” 5-speed manual gearbox EP6 Euro 5		1.6 litre THP “150” 6-speed manual gearbox ^(*) EP6DT		1.6 litre HDi FAP “110” 6-speed manual gearbox DV6TED4		1.6 litre HDi FAP “110” 6-speed electronically controlled gearbox		2.0 litre HDi FAP “150” 6-speed manual gearbox DW10DTED4 Euro 5		2.0 litre HDi FAP “163” 6-speed automatic gearbox ^(**) DW10CTED4 Euro 5		
GENERAL	Capacity (cm³)	1 598				1 560				1 997				
	Max. power in kW (or bhp)/ engine speed (rpm)	88 (120) / 6 000		110 (150) / 5 800		80 (110) / 4 000				110 (150) / 3 750		120 (163) / 3 750		
	Max. torque (Nm)/engine speed (rpm)	160 / 4 250		240 / 1 400		240 - 260 ⁽¹⁾ / 1 750				340 / 2 000				
	Gearbox	BE4 / 5N 5 speed manual		MCM / B 6 speed manual		MCM / C 6 speed manual		MCP / C - 6 speed electronically controlled		ML6C 6 speed manual		AM6C 6 speed automatic		
	Power rating (HP)	7		9		6				8		10		
	Tyres	215/60 R16 - 225/50 R17 - 235/45 R18												
PERFORMANCE (driver only / ½ payload)	Maximum speed (kph)	185		201		180				195		-		
	Acceleration (seconds) : • 1 000 m standing start • 0 to 100 kph	33,2 / 34,4 11,8 / 13,3		30,3 / 31,3 8,9 / 9,8		33,7 / 34,9 12,2 / 13,6		33,7 / 34,9 12,2 / 13,6		31,1 / 32,0 9,7 / 10,7		- -		
	In gear acceleration (seconds) : • 80 to 120 kph in gear before top gear • 80 to 120 kph in top gear	11,8 / 13,8 16,6 / 19,5		9,7 / 11,0 12,6 / 14,4		10,4 / 11,9 12,7 / 14,6		8,9 / 10,4 ⁽²⁾ -		8,3 / 9,0 11,1 / 11,9		- -		
	FUEL CONSUMPTION	ECE - urban (litres/100 km)	9,8 ⁽³⁾	10,0	10,6 ⁽³⁾	10,8	6,5 ⁽³⁾	6,7	5,9 ⁽³⁾	6,1	7,1 ⁽³⁾	7,2	-	-
		EUDC - extra urban (litres/100 km)	5,6 ⁽³⁾	5,8	5,6 ⁽³⁾	5,8	4,4 ⁽³⁾	4,5	4,3 ⁽³⁾	4,5	4,7 ⁽³⁾	4,8	-	-
Combined fuel consumption (litres/100 km)		7,1 ⁽³⁾	7,3	7,4 ⁽³⁾	7,6	5,1 ⁽³⁾	5,3	4,9 ⁽³⁾	5,1	5,6 ⁽³⁾	5,7	6,7** ⁽³⁾	6,9**	
CO ₂ emissions (g/km)		165 ⁽³⁾	168	176 ⁽³⁾	179	137 ⁽³⁾	140	130 ⁽³⁾	135	146 ⁽³⁾	149	176** ⁽³⁾	180**	
Fuel tank capacity (litres)		60												
DIMENSIONS (m)	Overall length	4,365												
	Body width including door handles/with door mirrors folded/open	1,837 / 1,910 / 2,113												
	Ride height (full tanks)	1,639												
	Wheelbase	2,613												
	Front overhang/Rear overhang	0,916 / 0,836												
	Front track/Rear track	16” : 1,526 / 1,521 ; 17” and 18” : 1,532 / 1,527												
WEIGHT (kg)	Kerb weight (full tanks)	1 399		1 459		1 425		1 425		1 529		1 539		
AERODYNAMICS	SCx drag area (m²)	0,785		0,795		0,787		0,760		0,783		0,783		

(*) 1.6 litre THP available in Euro 5 from autumn 2009.

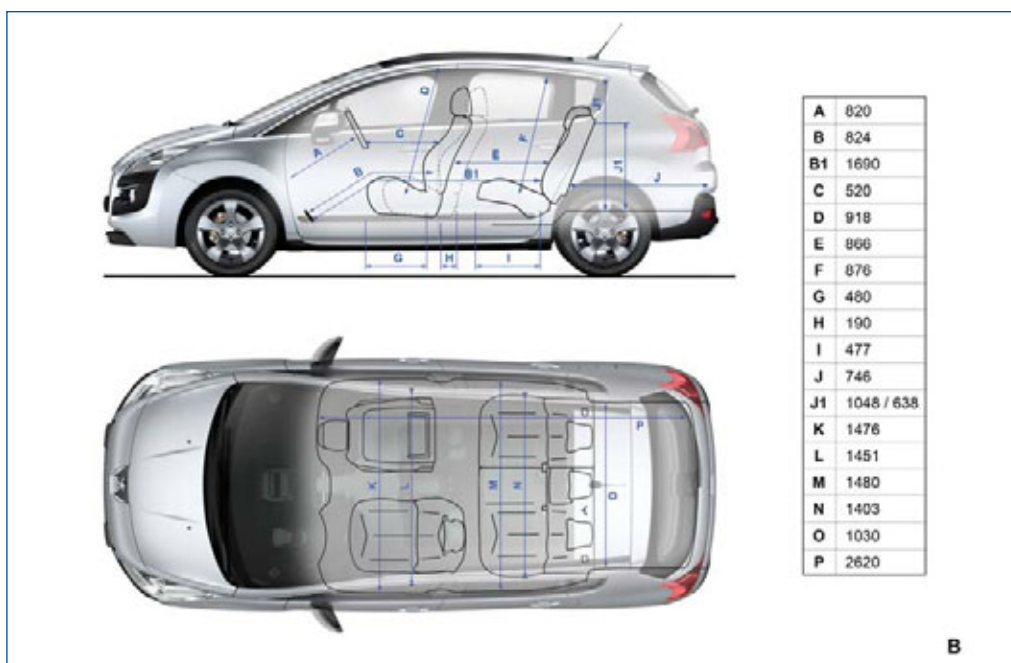
(**) Launch from autumn 2009: values awaiting approval.

⁽¹⁾ With overboost.⁽²⁾ Performance figures obtained in Automatic mode.⁽³⁾ With Michelin 16 and 17" tyres.

Technical drawings



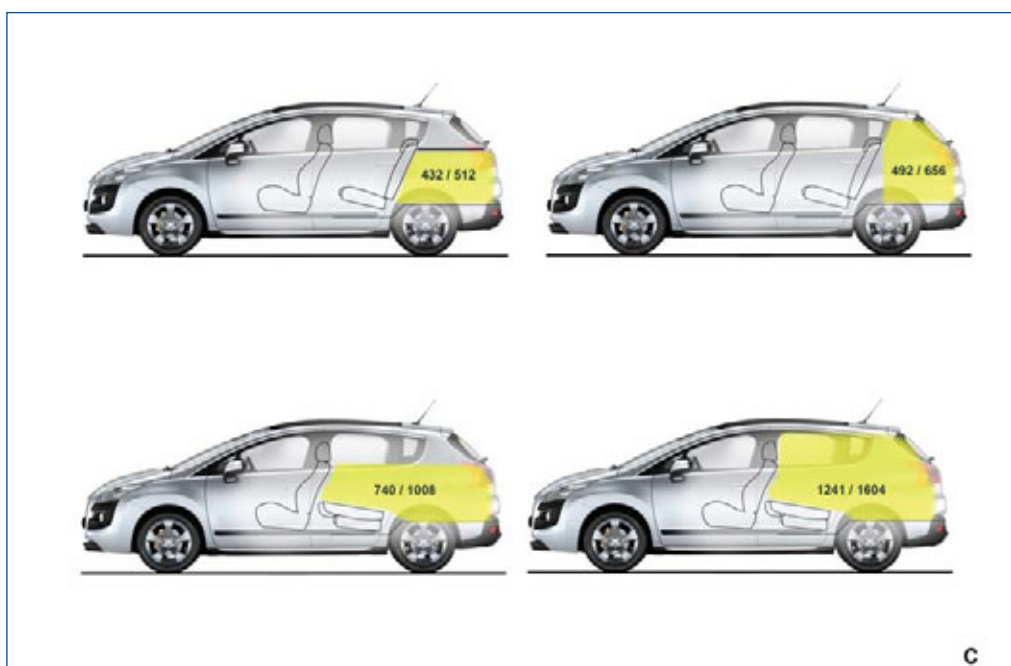
A : Main external dimensions (mm)



B : Main internal dimensions (mm)

K, M, front/rear elbow widths

L, N, front/rear shoulder widths



C : Boot volumes

(VDA standards in dm³/litres “of water”)



D1 : Multiflex interior modularity: the 3-position boot floor

- | | |
|--|--|
| <p>1 - Floor at “level 1” (low position)</p> <ul style="list-style-type: none"> • Floor/parcel shelf distance: 638 mm. • Boot volume: maximum <p>2 - Floor at “level 2” (middle position)</p> <ul style="list-style-type: none"> • Base of boot/floor distance: 134 mm • Boot volume under floor: 25% of volume under the parcel shelf | <p>3 - Floor at “level 3” (raised position)</p> <ul style="list-style-type: none"> • Base of boot/floor distance: 278 mm • Boot volume under floor: 45% of volume under the parcel shelf <p>4 - Floor in fixed “open” position to facilitate access.</p> |
|--|--|



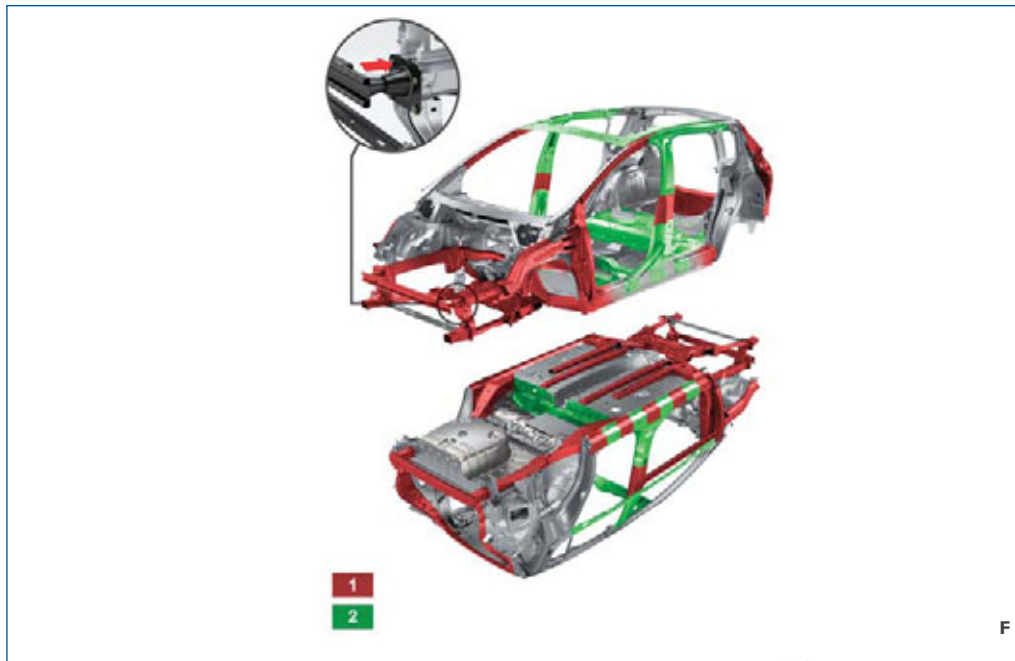
D2 : Multiflex interior modularity:

Flat floor from the lower tailgate to the fascia panel



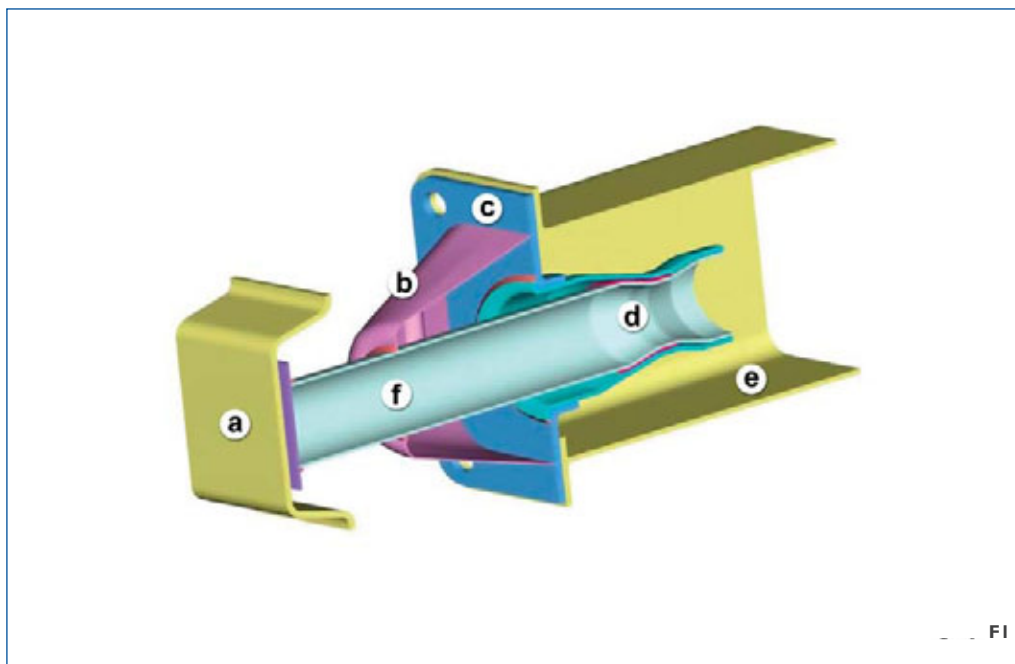
E : Main passive safety equipment

- 2 driver and passenger front air bags
- 2 chest/pelvis air bags at the front
- 2 curtain air bags
- Isofix fixtures on 2 rear outer seats



F : Structure

- 1 - Reinforced structural elements absorbing mainly front/rear impact
- 2 - Reinforced structural elements absorbing mainly side impact



FI : Close up of the impact absorption technology

- a - Impact Beam
- b - Stabilising cone with controlled deformation
- c - Impact Absorber support
- d - Controlled deformation area
- e - Chassis leg
- f - Impact absorber tube



G : Mechanical assembly

1.6 litre THP 110 kW engine – EP6DT
6-speed manual gearbox



H1 : Chassis and suspension without *Dynamic Roll Control*



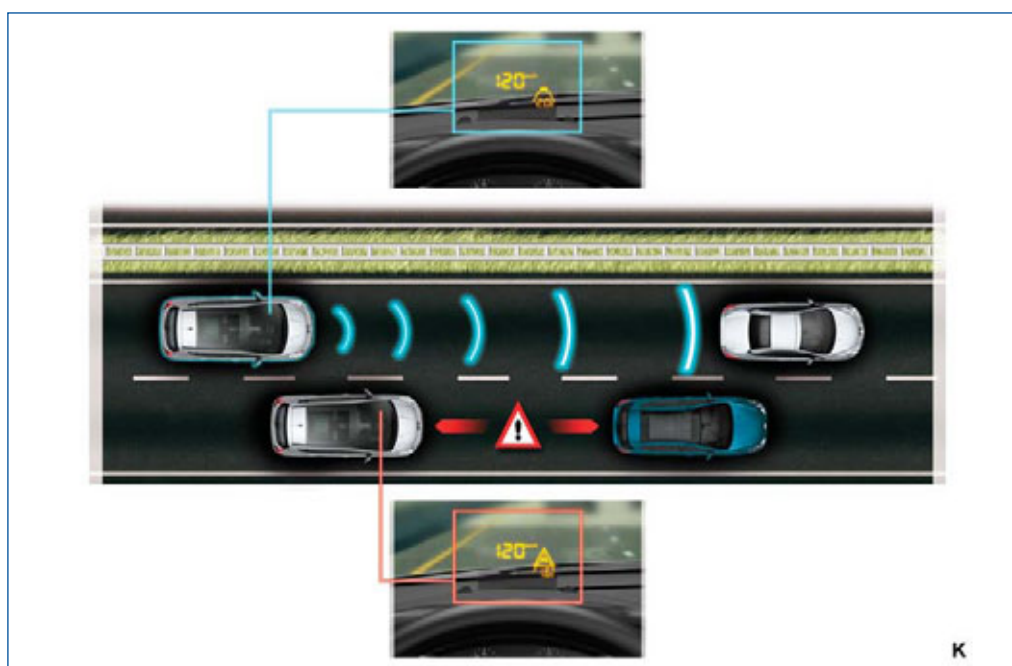
H2 : Chassis and suspension with *Dynamic Roll Control* system



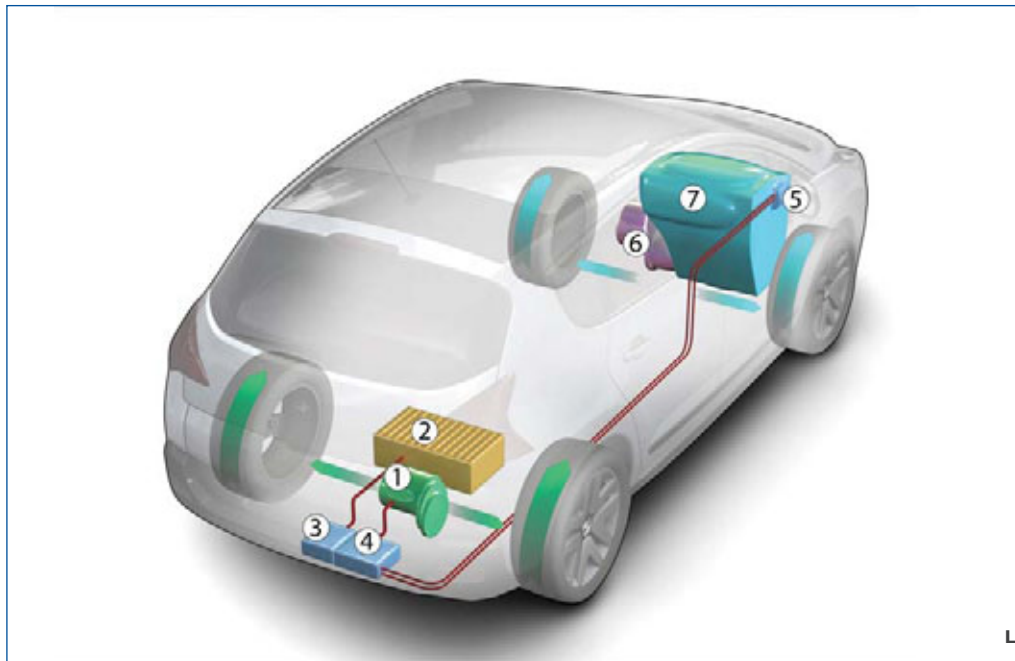
H3 : Close up of rear suspension with the *Dynamic Roll Control* system



J : Grip Control system



K : Distance Alert system



L : Technology of the Prologue HYbrid4 concept car (Paris Motor Show 2008)

- | | |
|--|---|
| 1 - Electric motor driving the rear wheels | 5 - High voltage <i>STOP & START</i> |
| 2 - High voltage battery pack | 6 - 6-speed electronically controlled manual gearbox (BMP6) |
| 3 - Hybrid power train supervisor (PTMU – Power Train Management Unit) | 7 - 2.0 litre HDi FAP engine driving the front wheels |
| 4 - Power electronics (inverter and converter) | — : Electrical power flow |