

PRESS KIT  
PEUGEOT **3008** HYbrid4



PEUGEOT

# PEUGEOT **3008** HYbrid4

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# PEUGEOT **3008** HYbrid4

## THE WORLD'S FIRST DIESEL HYBRID CROSSOVER COMBINING ENVIRONMENTAL PROTECTION AND DRIVING ENJOYMENT

By launching the world's first full diesel Hybrid vehicle, the 3008 HYbrid4, Peugeot will create a new type of vehicle in terms of freedom of use and driving enjoyment.

### ENVIRONMENTAL EFFICIENCY

The name HYbrid4 designates the hybridization of a diesel engine (2.0 litre HDi FAP 120 kW / 163 bhp) with an electric motor offering a maximum power output of 27 kW (37 bhp). Since diesel engines consume less fuel than petrol engines, they are the ideal choice for this type of hybridization.

With the 3008 HYbrid4 crossover, the environmentally-friendly combination of diesel and electric power also paves the way for:

- **4 wheel drive**,
- a maximum power of **200 bhp**,
- **ZEV mode** (Zero Emission Vehicle),
- 3.8 litres/100 km, with **99 g/km of CO<sub>2</sub>**.

The customer benefits are immediate with a high level specification and a reduction of 35% in fuel consumption, a real breakthrough for a car of this size and performance.

### DRIVING PLEASURE

Contrary to current beliefs, the use of hybrid technology also offers improved driving freedom and introduces new benefits at several levels:

- **high performance** combined with excellent driveability,
- **freedom and simplicity of use** with the possibility of choosing four different operating modes: ZEV, 4WD, Sport, Auto,
- **silent operation**, with the possibility of driving in electric only mode,
- peace of mind offered by the safety inherent in four wheel drive,
- **environmental friendliness** with emissions starting from 99 g/km of CO<sub>2</sub>.

### A TECHNOLOGICAL AND REWARDING CROSSOVER

The 3008 HYbrid4 is designed to appeal to demanding, technophile customers in search of a rewarding and original car. Its benefits reside in its ability to fuse together different genres:

- through its external architecture, with a body which

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- carries the genes of the **SUV, MPV and saloon**,
- through its **specific stylistic codes** in relation to the 3008 range overall, combining power and protection, strength and elegance, leisure and status,
- through its **surprising and technological interior**, combining the ambience of an exclusive hi-tech coupé with practical and efficient modularity,
- through its **dynamic specification** since thanks to Peugeot's expertise and the technologies employed, this "tall single compartment" vehicle offers a level of driveability that is the envy of many a saloon.

The 3008 HYbrid4 thus offers a new and highly technological approach to motoring, combining renewed driving enjoyment with a very low level of CO<sub>2</sub> emissions.

Peugeot's choice of the diesel hybrid demonstrates that it is possible to combine uncompromising environmental demands with driving sensations until now not available in a hybrid vehicle.

The 3008 HYbrid4 will be produced in France (in Sochaux and Mulhouse) and marketed in the spring of 2011 in Europe.

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## THE WORLD'S FIRST DIESEL HYBRID CROSSOVER COMBINING ENVIRONMENTAL PROTECTION AND DRIVING ENJOYMENT

The Peugeot 3008, with HYbrid4 technology, is the first diesel "Full Hybrid" production car to be marketed in the world. This car is the culmination of a project which required every ounce of expertise on the part of Peugeot's engineers, to obtain a result on a par with the Marque's environmental demands while at the same time providing high levels of driving enjoyment. It is also an original and virtuous association of diesel and electric power.

### **3008 + HYbrid4 (DIESEL + ELECTRIC) = VIRTUOUS ASSOCIATION**

#### **An obvious association**

Adapting HYbrid4 technology to the 3008 crossover makes obvious sense. This successful crossover results from the hybridization of several motoring concepts: SUV, saloon, compact MPV, coupé... Added to this are the benefits of HYbrid4, which in the present case and for the first time combines diesel and electric power to offer the perfect response to customer expectations: "ecological" four wheel drive, controlled power, a high level of safety, assured modularity and a new driving sensation, all within an environmentally responsible approach.

#### **Driving enjoyment for the next generation**

For Peugeot, the legitimacy of this technology goes well beyond its eco-efficiency. It must also provide new driving sensations, improved driveability and improved driving enjoyment.

These new sensations find expression in a number of ways:

- **silent operation**, with the possibility of driving in electric only mode,
- **peace of mind** offered by the safety inherent in four wheel drive,
- **high performance** combined with high levels of driveability,
- **unique freedom and simplicity of use** with the possibility of choosing four operating modes: ZEV, 4WD, Sport, Auto.

In terms of performance, the 3008 HYbrid4 can benefit from the combined power of the HDi diesel engine and electric motor during acceleration, for an immediate surge in power ("boost" function). The maximum combined power output can then reach 147 kW (200bhp) through the addition of 120 kW (163 bhp) from

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the 2.0 litre HDi FAP diesel engine and the temporary peak of the electric motor (27 kW, or 37 bhp).

A maximum torque of 500 Nm is available, split 300 Nm at the front from the HDi diesel engine and a maximum of 200 Nm at the rear generated by the electric motor.

This level of performance gives the 3008 HYbrid4 record-breaking credentials in terms of the CO<sub>2</sub> emissions/maximum power ratio.

**The end result is a crossover with a length of 4.36 m, four wheel drive, a maximum power output of 200 bhp, fuel consumption in the combined cycle of only 3.8 litres/100 km and emissions of 99 g/km!**

On higher specification versions, emissions can rise to 104 or 108 g/km of CO<sub>2</sub> in the combined cycle.

In terms of road holding, this innovative power train is well served by the chassis, recognised for its dynamic qualities. The rear module of the HYbrid4 system also includes a multi-arm rear suspension system providing the guarantee of excellent road holding.

## **Simplicity of use**

From a functional point of view, a selection knob on the

centre console enables the driver to choose between four different operating modes:

- **“Auto” mode:** the electronics automatically control the entire system, including transitions between the HDi diesel engine and the electric motor. This allows optimal driving with a mix of low fuel consumption and dynamic driveability,
- **“ZEV” mode** (*Zero Emission Vehicle*) provides access to an extensive all-electric mode. In this case, activation of the HDi diesel engine is programmed to coincide with more sustained phases of acceleration. This requires the high-voltage batteries to be sufficiently charged. The vehicle then becomes a “city run-around” par excellence thanks to the total absence of noise and emissions. The driver can apply this mode to drive discreetly around town or demonstrate the silence of the vehicle in electric mode, etc,
- **Four-wheel drive mode** (4WD) instructs both power trains to operate together as far as possible; the rear wheels are then driven by the electric motor and the front wheels by the HDi diesel engine. Offering peace of mind, safety and driveability, four-wheel drive accentuates the vehicle’s dynamic character. Indeed HYbrid4 technology, at low speed, allows all-terrain

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capabilities equivalent to those of an SUV: the driver will no longer be worried by the prospect of a muddy path or a snowbound uphill drive to the ski resort,

- **“Sport” mode** favours quicker gear changes at higher engine speeds than normal mode. In this mode, the notion of “controlled power” comes into its own: coupling of the diesel engine with the electric motor provides more dynamic performance, optimally distributed and transmitted to the road by the four wheel drive for a level of stability and driveability that will appeal to all motoring enthusiasts.

With a 3008 benefiting from HYbrid4 technology, the aim is to appeal to customers who expect not only environmental-friendliness and technological sophistication, but also real driving enjoyment. Indeed, as well as the social benefit of a steep reduction in fuel consumption, the level of performance provided by this technology will delight even the most demanding customers in terms of road holding, responsiveness, driveability and peace of mind, regardless of road conditions, with the possibility of enjoying silent operation in town in all-electric mode.

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## THE HYbrid4 STRATEGY

### CAPITALISING ON THE BEST KNOW-HOW

HYbrid4 technology is based on the combined use of the best technologies developed by Peugeot's engineers: diesel engine, electric motor, second-generation *STOP & START* and an electronically-controlled sequential manual gearbox.

### AN ORIGINAL HYBRID POWER TRAIN

The "hybrid" power train basically combines a diesel engine and an electric motor.

Initially, Peugeot has relied logically on the recognised expertise of the PSA Peugeot Citroën Group in the field of diesel engines with HDi FAP technology. With their exceptional efficiency, HDi FAP diesel engines – thermodynamically more efficient than a petrol engine and offering like-for-like fuel consumption of 30% less – are clearly the best internal combustion engine choice. In the future, and for markets where diesel is less popular, a petrol combustion engine may also serve as the base for HYbrid4 type hybridization.

For the electric component, Peugeot has a historical

expertise in the field of electric vehicles. To date, the 106 Electric, marketed between 1995 and 2003, remains the world's highest selling zero emissions car (in total the PSA Group produced nearly 10,000 vehicles, making it a genuine industrial pioneer in this field). At the end of 2010, Peugeot will continue in this vein by becoming the first manufacturer to launch a latest-generation 100% electric vehicle in Europe, the Peugeot iOn.

Pursuing this common sense approach of capitalising on the best existing components and expertise, it was only natural to use the electronically-controlled 6-speed manual gearbox (MCP), not only for its engine management capabilities but also for its optimisation of fuel consumption. In the same perspective, a second-generation *STOP & START* system is used.

### THE CHOICE OF A PARALLEL ARCHITECTURE

The choice of architecture was also guided by the search for optimal efficiency and consistency. Hybrid

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technology uses two power trains which can operate alternately or simultaneously:

- the HDi diesel engine operates in its most optimal operating window on longer, out-of-town journeys. A diesel engine still remains the most efficient and versatile choice to power any vehicle,
- the electric motor takes over from the HDi diesel engine in phases of lower power demands, particularly when starting up or driving at low speed and decelerating (energy recovery). These are precisely the features that characterise urban driving. Changeover from the HDi diesel engine to the electric motor occurs automatically, thanks to a *STOP & START* system which places the HDi diesel engine in standby and restarts it as and when conditions require (accelerator pedal usage, low battery charge level, etc),
- the two power sources also complement each other in certain driving conditions (“boost” effect during strong acceleration, when overtaking another vehicle, for example). The performance of the HYbrid4 is therefore directly comparable to that obtained with a single HDi diesel engine of a much higher capacity, with good levels of responsiveness backed by a real breakthrough in terms of reduced fuel consumption

and CO<sub>2</sub> emissions (around 35% less in the combined cycle for equivalent performance).

## AN ORIGINAL AND INTELLIGENT LAYOUT

The electric motor and its ancillary equipment (inverter, converter, etc) are fitted at the rear of the vehicle. This results in a number of advantages not only in terms of customer benefits but also from the standpoint of the project’s economic and industrial model.

### **Four wheel drive**

This original layout allows the possibility of four wheel drive: the HDi diesel engine under the bonnet drives the front wheels, while the electric motor (in the rear drive train) drives the rear wheels.

Since everything is controlled electronically (“*By wire*”) with no mechanical link between the front and the rear, this system has many advantages over a “traditional” integral mechanical transmission system (with a prop shafts):

- no architectural constraints affecting layout and style within the passenger compartment (interior capacity preserved),

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- 4X4 and environmental-friendliness are no longer contradicting terms.

## **A viable technical and economic solution**

The rear installation of the vehicle's "electric components" provides a new technical and economic solution.

Firstly, it avoids the need for any major redesign of the engine compartment, while also allowing a better weight distribution. It also leaves intact the possibility of using larger capacity engines.

Secondly, this architecture is achieved by means of the use of a simple and compact rear module containing the electric motor, its ancillary equipment and also the rear drive train and suspension.

The costs of the rear module are, therefore, reduced because of the technical possibility of deploying HYbrid4 technology in different segments, on different body shapes, etc, regardless of the type of combustion engine used.

A real breakthrough in terms of improved fuel consumption and CO<sub>2</sub> emissions, dynamic performance levels, four wheel drive, electric only mode, etc, the

HYbrid4 technology brings a number of benefits without any compromises. Furthermore, the driveability, safety and eco-efficiency of the system are based on simple, reasonable and consistent technological choices.

The 3008 crossover has been chosen as the first application of this innovative technology.

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## TECHNICAL DETAILS OF THE 3008 HYbrid4

### AT THE FRONT

#### **The 2.0 litre HDi FAP 120 kW (163 bhp) diesel engine**

With a capacity of 1997 cm<sup>3</sup>, this Euro5 engine develops a maximum power of 120 kW at 3750 rpm and a maximum torque of 300 Nm at 1580 rpm. To obtain this level of performance it uses the latest generation ECCS (*Extreme Conventional Combustion System*) combustion chamber design, a variable-geometry low-inertia turbocharger, a high-pressure injection pump allowing a maximum pressure of 2000 bar in the common rail and solenoid injectors with eight apertures.

Naturally this is combined with the latest generation “octosquare” Eolys additive-enhanced particulate emission filter (FAP) system.

#### **Electronically-controlled 6-speed manual gearbox (BMP6)**

The HDi diesel engine is linked to an electronically-controlled manual six-speed sequential gearbox:

- its electronic control enables significant savings in

fuel consumption, in automatic mode, compared to a traditional automatic gearbox or even a traditional manual gearbox,

- it offers real driving enjoyment gained from the possibility of choosing the gear change mode at any time – manual or automatic – with the gear lever or via controls behind the steering wheel.

Operation of the BMP6 is even more enjoyable with HYbrid4 technology insofar as the rear electric motor becomes active during gear changes. This results in smooth gear changes for optimum comfort.

#### **Latest-generation STOP & START system**

This system places the HDi diesel engine in standby when the vehicle is at a standstill (at traffic lights, a stop sign or in a traffic jam, etc) and when the vehicle is being driven in electric mode. This brings about significant gains in fuel consumption and emissions in urban conditions. It also enables the HDi diesel engine to be restarted instantly, “transparently” for the driver, when necessary.

This “high voltage” STOP & START system with a generous output of 8 kW can also generate the electricity

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needed for operation of the electric motor under all circumstances if required (four wheel drive mode).

## **AT THE REAR**

### **Rear suspension**

To ensure a dynamic performance on a par with the Marque's road holding standards over a very varied range of vehicles (mid-range MPVs, top of the range body shapes, etc), the rear electric module, transferable across several different platforms, comprises a multi-arm rear suspension within which are housed the electric motor and the reduction gearbox.

The design of the multi-arm rear suspension is the fruit of all of the Marque's expertise in this field, bearing in mind that the same technology is also employed on the 407, recognised for its excellent driveability, road holding and comfort.

In terms of "vehicle dynamics", the ESP of the 3008 HYbrid4 incorporates an "improved traction control system" (ASR) able to exploit the car's four wheel drive capabilities to the full on challenging surfaces. The performance of this equipment is further enhanced by the fitment of optional 16" "Mud & Snow" tyres.

### **Electric motor**

The synchronous permanent magnet electric motor is located cleverly at the rear of the vehicle.

It provides a constant 20 kW (27 bhp), and has a peak output of 27 kW (37 bhp). It generates a constant torque of 100 Nm, or a peak of 200 Nm.

### ***PTMU (Power Train Management Unit)***

The PTMU is an electronic controller that automatically manages the different operating modes of the HDi diesel engine and electric motor in a very innovative way for the driver, helping optimise fuel consumption.

An inverter and a converter are used to control the electric power. The inverter controls the torque of the electric motor by regulating the current from the high-voltage battery pack. This operates in a voltage range of between 150 and 270 volts. The converter converts the 200 volts from the high-voltage battery pack into 12 volts to supply the vehicle's onboard systems.

On the 3008 HYbrid4, these components have been made as small as possible to optimise the installation in the vehicle.

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## **High-voltage battery pack**

The Ni-MH (Nickel Metal Hydride) batteries are located under the boot sill, near the electric motor. This high-voltage battery pack comes in addition to the standard 12 V battery under the bonnet, which carries on performing its normal duties.

In the medium term, this battery technology remains the most appropriate in terms of cost and industrialisation for vehicles produced in large volumes.

## **Energy recovery**

An energy recovery system (when the electric motor becomes a generator) enables kinetic energy to be transformed into electrical energy to recharge the Ni-MH batteries during deceleration (release of the accelerator and braking). This recovery system enables the driver to use “free” energy and reduce fuel consumption accordingly.

## **Man-machine interface**

A 7” 16/9 colour screen or a multi-function display, according to the car’s specification, informs the driver in real time of the operating status of the hybrid power

train and the battery charge status by means of an 8 bar electronic gauge system.

The left-hand dial in the instrument panel indicates the percentage of power used or recovered during phases of braking or deceleration. Three different scales indicate the battery status: Charge, Eco (optimal operating range), Power.

## **Suppliers**

To develop its HYbrid4 technology, the PSA Peugeot Citroën Group has teamed up with suppliers offering the best know-how in each field.

Based on the manufacturer’s technical specifications, *BOSCH* has provided its expertise with respect to the electric motor, the power electronics, the reversible high-voltage alternator (STT) and other systems managing the dialogue between these components and the braking and trajectory correction systems (ABS and ESP).

Similarly, *SANYO* has provided its extensive knowledge in the field of Ni-MH high-voltage batteries.

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## A DISTINCTIVE STYLE

### APPEAL AND PROTECTIVE POWER

The new Peugeot 3008 HYbrid4 stands out due to its cutting-edge technology, allowing a seamless combination of responsible driving and driving enjoyment, but also by its specific styling.

Peugeot designs always bear the stamp of a strong, dynamic and recognisable personality, whatever the range concerned. It is nonetheless constantly evolving. New developments may be more or less marked according to the generation and above all the category of the vehicle.

Here, the external style successfully evokes the vehicle's high innovative content. It also allows the 3008 HYbrid4 to be recognised by the integration of familiar features.

At the front, Peugeot's stylistic codes have been adapted to the car's generous dimensions to mark a break with what has gone before. The headlamps display a renewed expressiveness, with the integration of a bar of LEDs providing a daytime lighting function and accentuating the car's visual appeal. The 3008 HYbrid4

therefore stands out by its visual signature, but also by the fact that it is the first 3008 to receive the Marque's new badge on its bonnet.

The large front grille helps to define the vehicle's status and off-road character, with its two distinctive chrome bars it is reminiscent of those found in the world of the SUV. The lower front panel further reinforces these off road aspirations, thanks in particular to the black quarter bumpers aligned with the headlamps.

From the side, the window surrounds are edged with chrome in the upper section. This accentuates the imposing height of the waistline, which with its exclusive 17" Oltis alloy wheels and black waist moulding, contributes to the sense of strength apparent in the vehicle as a whole.

At the rear, the curved wings blend seamlessly with the hi-tech lights. The rear spoiler, two-tone with a high gloss black section, helps to differentiate the 3008 HYbrid4 from other models in the range, as do the chrome badges which decorate the sides and rear of the car.

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The originality of this design helps visually to seat the rear of the vehicle. Here too, the presence of a “*hobby*” lower tailgate, and the wide black and chrome protective trims on the lower section, illustrate the “outdoor” feel of this crossover.

Finally, multiple impressions emanate from the style of the car: tranquil strength, contained power, controlled dynamism...

## **COMFORT: DRIVING AND SHARING**

### **INTERIOR AMBIENCE: A BOLD STATEMENT**

In keeping with the notion of the hybridization of genres, the car’s passenger compartment is a new source of surprise and emotion.

Inside its roomy architecture and the driving position bears all the hallmarks of a top-of-the-range coupé, or even an aircraft cockpit. An expansive fascia panel, controls within easy hand’s reach and an ergonomic centre console clearly separate the territory of the pilot. Combined with a raised and dominating driving position it has everything in place to reward its drivers and offer a range of new driving sensations not

previously found in a hybrid vehicle.

These sensations are enhanced further by the general ambience of the passenger compartment: high-tech and exclusive.

Distinctive materials are deployed throughout to accentuate the crossover feel and explore new avenues of expression. This is true in particular of the new and specific *Guérande & Tramontane* two-tone leather finish which subtly combines bright pale grey on the seat cushions with a black finish on the sides of the seats.

The gear lever with its modern and elegant design is emblematic of HYbrid4 technology. It enhances this technological ambience in the same way as the 7” colour display which provides information on the energy flows. The ring of the steering wheel bearing the signature “HYbrid4 HY” for its part adds a touch of exclusivity to the car.

## **MULTIFLEX INTERIOR: VERSATILITY PRESERVED**

While the driver is invited to enjoy renewed driving pleasure, the 3008 HYbrid4 has a wealth of surprises in

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store for its other occupants, preserving all the qualities of modularity and comfort of the original 3008.

They can enjoy the passenger compartment and its original ambience, bathed in the light diffused by the immense panoramic glass roof. They also benefit from numerous storage spaces, particularly in the rear floor and the generous centre console at the front.

Another feature retained for the front passenger: the large grab handle on the centre console enables them to find the ideal position for a comfortable journey.

Thanks to its intelligent *Multiflex* interior and clever integration of the batteries and the special rear suspension, the 3008 HYbrid4 can also be transformed to offer a considerable load capacity under the parcel shelf of **420 litres** (362 dm<sup>3</sup> VDA), with **66 litres** (29 dm<sup>3</sup> VDA) consisting of storage under the boot floor. This ingenious compartment also allows storage of the load space cover.

The hobby type lower tailgate opens to reveal a boot with a flat floor equipped with longitudinal securing rings that inspire quality and strength. From the boot, a rear seat folding system, controlled by switches mounted on the load area side trims, allows the seats in the second

row to be folded automatically, as if by magic.

Combined with the folding front passenger seat, the 3008 HYbrid4 offers a perfectly flat floor from the hobby to the fascia panel. This frees up a gigantic 1501 litre compartment that is easy to load.

Inside the car too, the hybridization of concepts opens up unsuspected possibilities.

## DRIVING AIDS: HIGH-TECH EQUIPMENT FOR SAFETY AND DRIVING ENJOYMENT

Comfortably seated behind the steering wheel, drivers will note among the equipment at their disposal certain references to the world of aviation.

For example, to ensure that drivers need never take their eyes from the road, in the manner of a fighter plane, essential driving information is projected onto a retractable transparent panel which cleverly extends from the instrument panel visor. This *Head-Up Display* system can be adjusted by means of *Toggle Switches*.

These switches, located above the centre console, add a further touch of style to the in-car ambience.

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Similarly, the electric parking brake (FSE) coupled with the *Hill Assist* function, facilitates the driver's manoeuvres and optimises space in place of the manual hand brake.

Lastly, a latest-generation satellite navigation system helps to guide users on their travels.

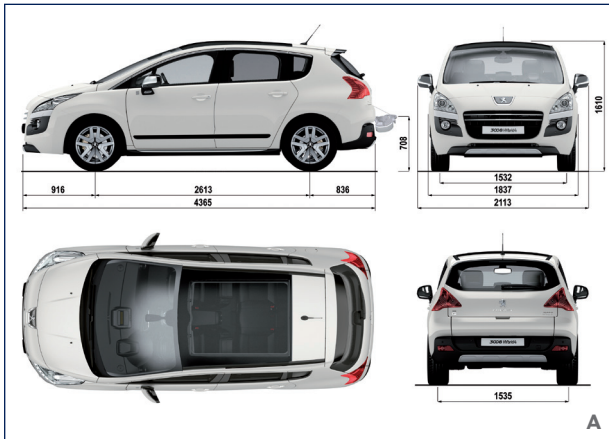
*WIP Com 3D* includes all the benefits of the Marque's existing satellite navigation systems. These include the *Jukebox* function, linked to the presence of a hard disc, the GSM function, a USB connector, a DVD player, the *Bluetooth®* system and also a graphic interface which shows city buildings in "full 3D".

*Peugeot Connect* services offered with *WIP Com 3D* will also be accessible.

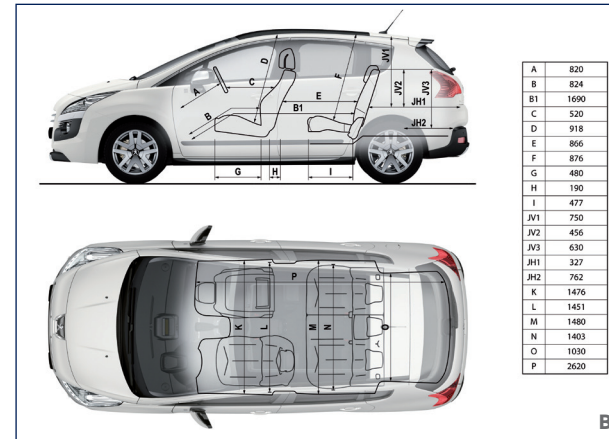
In the final analysis, the 3008 HYbrid4 is a crossover with an exceptional technological content offering unique versatility and safety, unrivalled driving pleasure and CO<sub>2</sub> emissions of a very low level. Peugeot's choice of the diesel hybrid demonstrates that it is possible to combine uncompromising environmental demands with driving sensations not previously available in a hybrid vehicle.

The hybrid rear section of the 3008 HYbrid4 will be produced in Sochaux and in Mulhouse. It is expected to go on sale in Europe in the spring of 2011.

# PEUGEOT 3008 HYbrid4



**A: Main exterior dimensions (mm)**



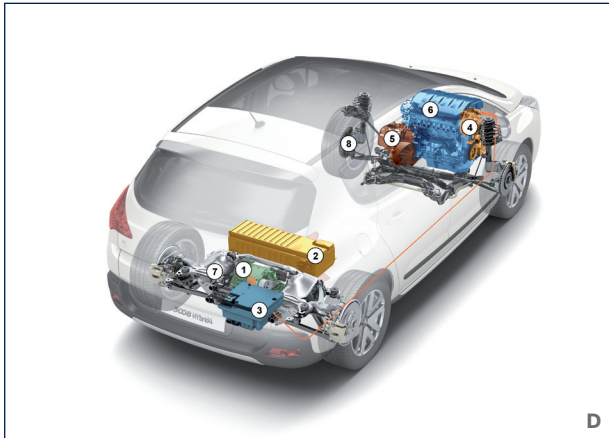
**B: Main interior dimensions (mm)**

K, M - front/rear elbow widths  
L, N - front/rear door panel widths



**C: Boot volumes**  
VDA standards in dm<sup>3</sup> / litres "of water"

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## D: 3008 HYbrid4 TECHNOLOGY

- 1 - Electric motor driving the rear wheels
- 2 - High power battery pack
- 3 - Power train management unit (PTMU)  
& power electronics (inverter and converter)
- 4 - High power *STOP & START*
- 5 - Six speed mechanically piloted gearbox (BMP6)
- 6 - 2 litre HDi FAP diesel engine driving the front wheels
- 7 - Specific multi-link rear suspension
- 8 - Pseudo Mc Pherson front suspension
- : Electric flow

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## PEUGEOT

Peugeot is the only manufacturer to deploy an integral mobility offer with private cars, commercial vehicles, scooters, bicycles and a wide range of services. Present in 160 countries with 10,000 points of contact, Peugeot combines rigorous design and emotion in all its activities worldwide. In 2009, Peugeot sold 1,842,000 cars, becoming the leading French Marque (in terms of registrations) in the world and the 10<sup>th</sup> largest car manufacturer. 50% of Peugeot vehicles sold worldwide offer a rate of emissions of less than 140 g/km CO<sub>2</sub>. Backed by 200 years of inspiration, Peugeot in 2010 is renewing its stylistic and visual identity, completing its mobility offer and affirming its international ambition. The Marque continues its development with the launches of the RCZ, the iOn, a 100% electric car, the 408 in China, with three new models in Latin America, and the deployment in Europe of its à la carte mobility offer *Mu by Peugeot*.