



PEUGEOT **508 / 508 SW**



**PEUGEOT**

# EXPERIENCE QUALITY TIME

The Peugeot 508 combines Peugeot's new visual identity with the latest engine technology, class leading driveability, high levels of quality and safety to offer a spacious and comfortable car in both saloon or SW guise.













## INTENSE EMOTIONS

The Peugeot 508's strong but elegant exterior design exudes power and refinement.

At the front, Peugeot's designers have paid particular attention to the single floating grille and piercing headlights to create a slick, feline look.

At the rear, three prominent red claws house the rows of six LEDs to form the stylish rear tail lights.

# MOMENTS OF REFINEMENT

Inside the 508, the stylish high-tech interior rewards passengers with easy to reach controls, exceptional space and superb levels of comfort. The simple and elegant style of the fascia, the durable and high-quality materials used and the meticulous finish add to the ambience of the passenger compartment.











## COMFORT ON DEMAND

Take your seat on board the 508 or 508 SW and you'll immediately experience a feeling of satisfaction. Well-designed architecture means you'll enjoy both a generous amount of space and equipment that is perfectly suited to your needs.

### **Storage compartments**

For convenience, the 508 and 508 SW include several carefully considered storage spaces to make life on board even easier: a glove box ventilated with cool air, 2 cup holders in the front, spacious door pockets and a storage compartment under the central armrest.

### **Seats**

The front seats have been developed to deliver style, comfort and support. Electric and heated front seats are available as standard on Allure models, along with full leather upholstery. In the rear, the spacious bench seat mirrors the comfort of the front seats.



DESIGNED FOR OPEN SPACES



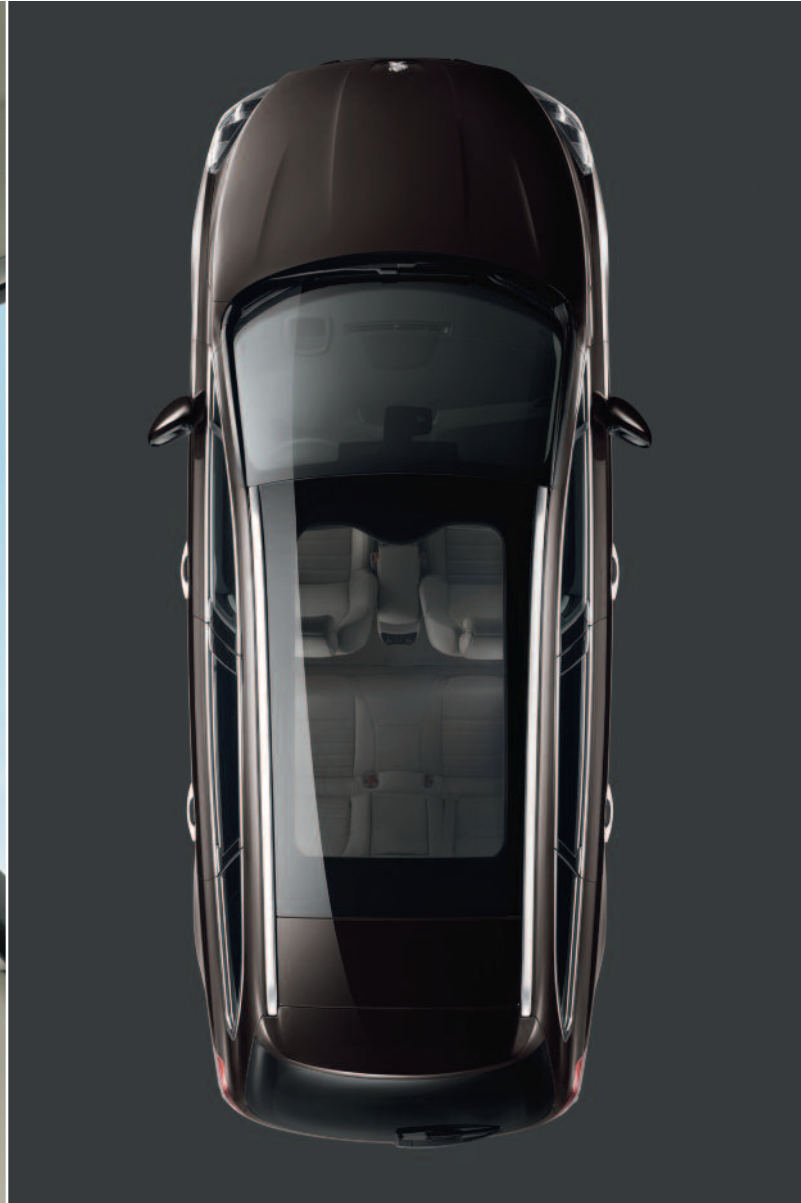
AN OUTSTANDING VIEW



### **An amazing panoramic glass roof**

The 508 SW Active model is equipped as standard with an enormous panoramic glass roof which extends to the rear seats, giving an extraordinary impression of space on the inside and a dynamic and modern style on the outside.

With a surface area of 1.62 m<sup>2</sup>, it floods the cabin with light and for your convenience, it has an electric shutter blind system. Complete with 5 pre-set positions and its one-touch rotary control it is adjustable to your requirements..







# PRACTICAL FEATURES

## **A vast boot**

The 508 and 508 SW each provide a remarkable amount of boot volume. During the 508 design phase, space was optimised thanks to a longer rear overhang that facilitates a large boot and a number of innovative storage solutions were created.

The boot volume of the 508 reaches a generous 545 litres (515 dm<sup>3</sup> VDA), with seats in place, while the SW holds 660 litres (560 dm<sup>3</sup> VDA).

With the seat backs folded in one easy movement, space increases to 1,581 litres (1,381 dm<sup>3</sup> VDA) in the saloon and 1,865 litres (1,598 dm<sup>3</sup> VDA) for the 508 SW.

In SW models, extra storage of up to 48 litres (42 dm<sup>3</sup> VDA) can be found under the boot mat. The SW's rigid boot mat also allows the boot space to be compartmentalised.

The boot of the 508 SW can be opened by means of an optional motorised tailgate controlled from the driver's seat, remotely, or on the tailgate itself.

## **Remarkable flexibility**

For added convenience the rear seats of the 508SW fold flat allowing a wide variety of items to be loaded.





## COUNT ON ITS INTELLIGENCE

Intelligent, innovative and intuitive, the 508 and 508 SW benefit from new generation technology. These features keep you informed and assist you to make driving easier.

### Keyless Entry "Open & Go" System\*

This system replaces the conventional mechanical key, simplifying access to and starting of your 508. Just keep the electronic key in your pocket or handbag to unlock the doors and take your seat inside the vehicle. You can start and stop the engine with a simple press of the Start/Stop button. Finally, when you leave your car, just brush the handle with your hand to lock your vehicle's doors.

\* Standard on Allure models.



#### Colour Head-Up Display\*

Thanks to the Head-Up display, the driver can access essential driving information without taking his/her eyes off the road. The Head-Up display projects your speed, the cruise control/speed limiter settings, navigation instructions and more onto a retractable screen.

\* Optional on Allure models

#### Parking space measurement\*

This function is coupled with the front and rear parking assistance. It measures the space available and indicates on the multifunction screen whether you can park and the level of difficulty of the manoeuvre to be carried out.

\* Standard on Allure models.





## TECHNOLOGICAL ASSURANCE

### Audio and navigation system

The 508 and 508 SW come with an RD5 radio / CD player with MP3 playback as standard. A Bluetooth hands-free kit + USB connectivity is optional on Access models and standard on Active and Allure models.

The USB/jack socket is installed in a storage compartment located under the central armrest so, you can easily connect to your portable equipment.

When you connect via the USB socket, all the information is displayed on the multifunction screen and the various functions can be accessed from the steering wheel.

For High Fidelity sound, the 508 Allure model offers an optional JBL HIFI kit\* of 10 speakers coupled with a 500W amplifier. Among these 10 speakers, the 508 range includes a central channel situated on the fascia panel and a bass box in the boot.

\* Option Pack: Colour Head-Up Display + JBL Hi Fi system .

The PC Nav+\*\* new generation navigation system has Europe navigation which helps you to follow the right route with complete peace of mind, a radio/CD/MP3, a 7" colour screen, a

Bluetooth® hands-free kit and a USB/jack socket. It's controlled from the navigator located on the centre console, with the most frequently used commands controlled from the steering wheel.  
\*\* Optional on Allure models



# GT VERSION: THE QUINTESSENTIAL GRAND TOURER

By choosing the 508 GT special order model\*, you will enjoy the best of the 508 range and treat yourself to exceptional moments thanks to its excellent equipment available as standard. The interior provides remarkable comfort on board while the refinement of the exterior accentuates its outstanding architecture.

\*Contact your local Peugeot Dealer for availability details.





#### **Exterior and interior finishes**

On the outside, the rear bumper with double chromed tailpipe, gloss black front grille and the special alloy wheels accentuate the 508's contours.

The attention to detail and exceptional care taken over the interior finish is discerned at first glance. The choice of the materials used contributes to the exclusive ambiance created within the passenger compartment.

#### **Interior comfort and driving comfort**

Interior comfort and driving comfort are the watchwords of the GT version. To ensure maximum driving comfort, the length of the front seat cushions is adjustable at the simple press of a button. The settings of the driver's electric seat\* can be stored and at the same time the driver can enjoy a massaging function\*. \* Available with the Nappa leather.

While you're driving, you can also allow yourself to be guided by the PC Nav+ system.

#### **Exemplary road holding**

Peugeot's expertise when it comes to suspension and wheel technology, combined with the company's legendary motor sports technology have been combined to offer class-leading road holding. Fitted as standard on the GT, a double wishbone front suspension with drop link hub carrier provides a very high level of directional stability, allowing you to enjoy a unique driving experience.

The 2.2L HDi 204hp Diesel engine gives the 508 GT a high level of performance and agility, while at the same time emitting no more than 150 g of CO<sub>2</sub>/km.





THE EFFICIENT CHOICE





2.2 l HDi FAP 204bhp BVA6 Engine

## ENGINES

Peugeot has fitted the 508 with a range of high-performance, low emissions HDi diesel engines, with annual road tax from as little as €104 and €156, as follows:

**1.6L HDi 112bhp PEF (€156 annual road tax)**

This engine, equipped with a 5-speed manual gearbox, offers an excellent synthesis of efficiency and consumption for true enjoyment behind the wheel.

**1.6L e-HDi 112hp PEF (see opposite) (€104 annual road tax)**

**2.0L HDi 140bhp PEF (€156 annual road tax)**

Equipped with a 6-speed manual gearbox, this engine offers total driving pleasure. Its considerable torque, 320 Nm at 2,000 rpm (340 Nm with temporary "overboost"), guarantees appreciable re-acceleration.

**2.0L HDi 163bhp PEF (€302 annual road tax)**

This engine, coupled with a 6-speed automatic gearbox\*, offers performance and dynamism of the highest level, making driving particularly pleasant.

**2.2L HDi 204bhp PEF (€302 annual road tax)**

The most prized engine of the 508 range and available only on the special order GT version, this engine has a 6-speed automatic gearbox\*. It offers agile re-acceleration and excellent driving comfort, while at the same time controlling fuel consumption and emissions of CO<sub>2</sub> (150g CO<sub>2</sub>/km on the saloon).

\* All piloted manual and automatic gearboxes can be controlled using the steering wheel paddles or the lever on the console.




## TECHNOLOGY: eHDi p PEF

Protecting the future of the planet is one of our greatest challenges. Creating innovative technology to cut emissions and fuel consumption is a step in the right direction. For instance, on the 508 range, Peugeot has introduced a new-generation Stop & Start system featuring eHDi technology.

This automatically switches off the engine whenever the vehicle becomes stationary, for example, at a red light or a "Stop" sign. As

a result of improved technology, restarting is particularly smooth when the driver wishes to continue his or her journey.

As a result, eHDi offers better control of fuel consumption and emissions of CO<sub>2</sub>. This technology is combined with a 6-speed Ecomatique piloted manual gearbox.



# PEUGEOT AND THE ENVIRONMENT

Peugeot offers an extensive range of low emission vehicles – more than half of its worldwide sales are of vehicles producing less than 140 g of CO<sub>2</sub> per km. Peugeot is the leader in a range of proven technology to improve environmental performance; for example the diesel engine combined with particle emission filter, (with a resulting 99.99% reduction of particle emissions) launched in 2000 and now fitted in more than 2.1 million vehicles. Peugeot's breakthrough technology includes integration of the Stop & Start and the development of a new generation of HDi engines.

## **HDi FAP**

A high-performance emission control system, the Particle Emission Filter (PEF) is combined with HDi technology. A self-cleaning system, it treats the gas resulting from the combustion of the diesel in the engine. The filter contributes to reducing the diesel particles, bringing them to the measurable limit (0.004 g/km). The result is a cleaner diesel engine.

## **Gear shift indicator\***

This indicator allows you to select the best gear at all times for the most efficient fuel consumption.

\* Available on vehicles fitted with a manual gearbox.



# CONSUMPTION AND EMISSIONS

		508 Consumption (l / 100 km)			
	Gearbox	Urban	Extra-Urban	Combined	CO <sub>2</sub> (g/km)
<b>Diesel engines</b>					
1.6L HDi 112bhp FAP	BVM5	5.9	4.1	4.7	124
1.6L e-HDi 112bhp FAP	BVMP6	5.1	4.0	4.4	115
2.0L HDi 140bhp FAP	BVM6	6.4	3.9	4.8	125
2.0L HDi 163bhp FAP	BVA6	7.6	4.6	5.7	149
2.2L HDi 204bhp FAP	BVA6	8.0	4.4	5.7	150

		508 SW Consumption (l / 100 km)			
	Gearbox	Urban	Extra-Urban	Combined	CO <sub>2</sub> (g/km)
<b>Diesel engines</b>					
1.6L HDi 112bhp FAP	BVM5	5.9	4.2	4.8	125
1.6L e-HDi 112bhp FAP	BVMP6	5.1	4.1	4.5	116
2.0L HDi 140bhp FAP	BVM6	6.7	4.0	5.0	130
2.0L HDi 163bhp FAP	BVA6	7.6	4.6	5.7	150
2.2L HDi 204bhp FAP	BVA6	8.1	4.7	5.9	154

BVM = 5-speed or 6-speed manual gearbox / BVMP6 = electronically controlled 6-speed ecomatique gearbox / BVA6 = 6-speed automatic gearbox / FAP = Particle Air Filter  
 \* Directive 99/100/CE.

# SAFETY

## Braking system and ESP\*

All versions of the 508 provide a high level of standard safety equipment alongside dynamic handling thanks to ESP (Electronic Stability Programme), fitted as standard. The ESP system groups together Anti-Lock Braking (ABS), Anti-Skid Regulation (ASR), Electronic Brake Force Distribution (EBFD) and Cornering Brake Control (CBC), Emergency Braking Assistance (EBA), Engine Anti-Stall (MSR) and Intelligent Traction Control functions which optimise the progress of the 508 and 508 SW in conditions where grip is precarious.

## Electric parking brake\*

The electric parking brake\* automatically applies on stopping or stalling and automatically releases on acceleration. The Hill Assist function, available on all 508 versions, maintains the brake temporarily (for 2 seconds) when the vehicle is on a gradient

\*Standard on Allure models.

## Cruise control/Speed limiter\*

The cruise control allows a constant speed to be maintained. The speed limiter allows you to programme in a speed that cannot be exceeded. These functions can be controlled from the multifunction steering wheel. Five speeds can be programmed via the vehicle configuration menu.

\* Available as standard on Active and Allure models.

## Airbags

In the event of a collision, 6 air bags provide increased protection to the occupants: 2 front air bags, 2 front side air bags and 2 front and rear curtain air bags.

## Head restraint

The new front head restraints of the 508 and 508 SW, with integral adjustment, can be positioned precisely at the required height. Their size and fold-over shape allow close adjustment to the head of the occupants, providing a high level of protection.



## 3 to 4 Bi-Xenon directional headlamps\*

The 508 can be fitted with optional bi-Xenon directional headlamps coupled with LED-based day-time running lights for a unique stylistic signature.

\* Optional on Allure models.

### PEUGEOT CONNECT SOS\*

PEUGEOT CONNECT SOS\* is currently available in 10 European countries (France, Germany, Italy, Spain, Portugal, Belgium, Luxembourg, the Netherlands, Switzerland and Austria) and will become available in other European countries from 2011 onwards.

Automatic emergency call: if the air bags or seat belt pretensioners are triggered, the vehicle makes an emergency call automatically without any action from the driver. PEUGEOT CONNECT SOS then locates the vehicle, establishes telephone

communication with its occupants and dispatches the appropriate emergency services.

Manual emergency call: whether a motorist is the victim or the witness of a critical situation (illness, attack), he or she can rely on PEUGEOT CONNECT SOS. To do this, he simply has to press (for 3 seconds) the SOS button located on the fascia panel.

\* The PEUGEOT CONNECT SOS service is available free of charge on all 508 and 508 SW vehicles fitted with the Peugeot Connect unit subject to acceptance when ordering the

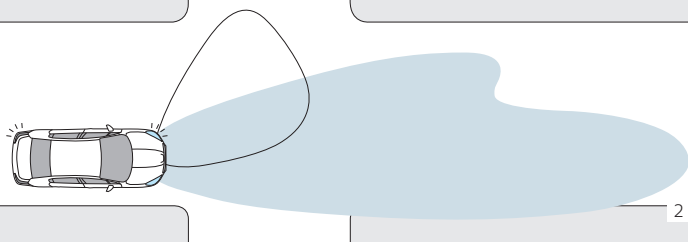
vehicle and in accordance with the general conditions of use of the service available at dealerships.

NOT CURRENTLY AVAILABLE IN IRELAND.

### 1 Main beam headlamps assistance\*

At night, a dedicated camera continuously analyses the driving conditions (vehicle being passed, vehicle being followed, lit urban areas, etc.) and switches the headlamps to main beams as soon as possible to improve visibility.

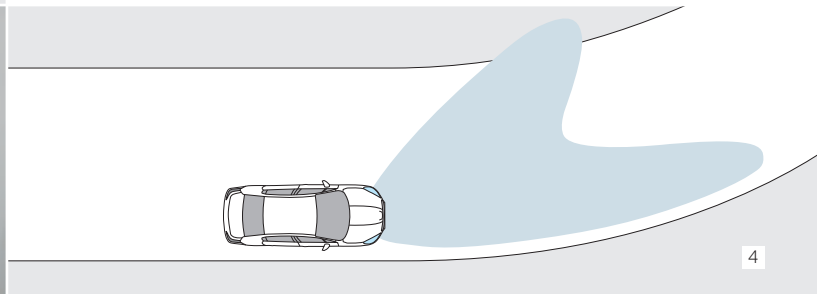
\* Special order GT model only.



### 2 Additional directional lighting\*

With the dipped headlamps or main beam headlamps on, if the vehicle speed is lower than 25 mph (40 km/h), the beam of the front fog lamp lights the inside of the turn. This additional lighting is particularly useful in towns, at crossroads, on very winding roads, when parking, etc.

\*Special order GT model only.



# COLOURS AND TRIMS

The 508 and 508 SW offer a choice of 10 body colours: metallic, pearlescent or plain. Five types of fascia panels are also offered, contributing to the top-of-the-range quality feel of the passenger compartment.

## METALLIC COLOURS



Aluminium



Thorium Grey



Flint Grey



Bistre Brown

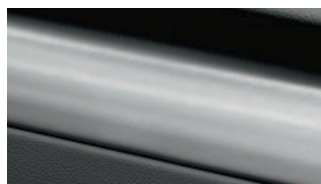


Oyster Beige

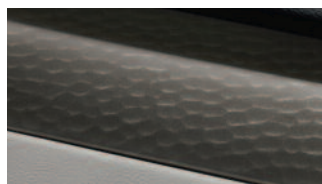


Alpine Blue

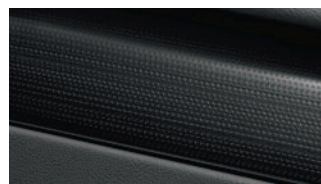
## FASCIA PANELS



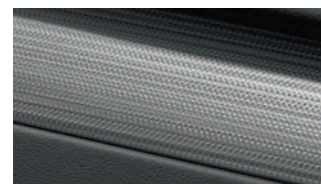
Brushed Aluminium (GT model only)



Hammertone (not available in Ireland)



Echo\*



Prismatic\*



## PLAIN COLOUR



Nero Black



Bianca White (special order only)

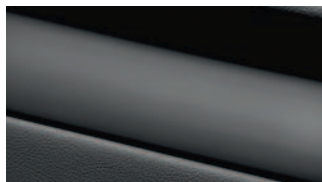
## PEARLESCENT COLOUR



Egyptian Blue



Pearlescent White (special order only)



Matt Black\*

\* Available according to version.

# WHEEL RIMS

A very wide range of alloy wheels from 16" to 19" are available – choose the ones which appeal to you most.



16" trim style A\*



16" alloy wheel style 01\*



16" alloy wheel style 02\*



16" alloy wheel style 03\*\*



17" alloy wheel style 04\*

\* Standard, optional or not available according to version.

\*\* Available as an accessory.



17" alloy wheel style 05\*



17" alloy wheel style 06\*\*



17" alloy wheel style 09\*



18" alloy wheel style 07\*



18" alloy wheel style 08\*\*



18" alloy wheel style 10\*



19" alloy wheel style 12\*

# ACCESSORIES

Accentuate the elegant and dynamic lines of the 508 and 508 SW by fitting it with accessories.

## STYLE

- 1 Boot spoiler**  
Discreet and aerodynamic, this boot spoiler emphasises the exclusive line of the 508.
- 2 17" alloy wheel style 06**
- 3 Chrome mirror covers**



## MULTIMEDIA

- 1 Wi-Fi On Board Unit**

### Multimedia support

- This is fixed to the head restraint rods. It pivots on its base to
- 2** allow you to adjust the angle of vision. Compatible with most portable players.



## TRANSPORT



### SW sliding floor

This sliding platform makes loading luggage at the back of boot easier.



### Compartmentalised boot tidy

This grooved tray is equipped with removable dividers to allow you to keep your possessions separated and tidy.

## PROTECTION



### Bumper protection

Consisting of four components in transparent resin to be positioned on the bumpers.



### Door sill protectors

In carbon effect PVC or stainless steel, the protectors combine aesthetics and reassurance.

## BLACK NAPPA LEATHER

The full Nappa leather seat trim, standard on the Allire model, reinforces the top-of-the-range character of the 508.



1



2

# CLOTH TRIMS

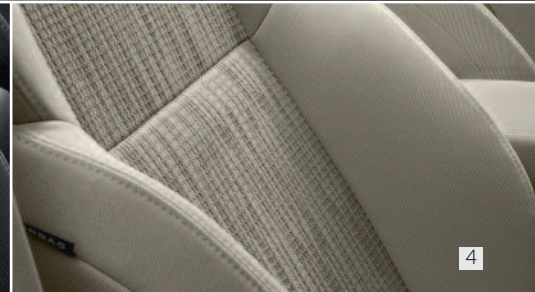
A range of cloth trims allows you to dress the inside of your 508 or 508 SW to suit your taste.

**D**ara Tramontane Cloth (Access model)

**R**ocher Tramontane Cloth (Active model)

**3** Nervuron Tramontane Cloth (not available in Ireland)

**4** Ariès Tramontane Cloth (not available in Ireland)



[www.peugeot.ie](http://www.peugeot.ie)

For further information on colours and engines, options and features available for 508, please refer to [www.peugeot.ie](http://www.peugeot.ie)



508

# PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance that your vehicle has been designed and manufactured to give you years of worry-free motoring. As a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer; you can be sure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original Parts.

## FOR PEACE OF MIND

### PEUGEOT WARRANTIES

All Peugeot vehicles registered in Ireland come with a 2 years Peugeot manufacturer's warranty and a third year additional Peugeot Ireland warranty, underwritten by Mapfre Insurances, up to a maximum of 100,000km. Our cars also come with a 12 year Anti-Perforation and a 3 year Paint Warranty (6 and 2 years respectively on commercial vehicles). For full terms and conditions please contact your Peugeot Dealer.

### PEUGEOT ASSISTANCE

All new Peugeot vehicles registered in Ireland come with 2 years Peugeot Assistance and breakdown recovery in year 3\*. Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24/7, 365 days a year. Peugeot Assistance includes European Cover, homestart, roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).  
\*Vehicles registered from 01/01/2011.

Peugeot recovery covers your vehicle in its third year and offers roadside recovery, taking your vehicle to the nearest Peugeot dealer if necessary.

### SERVICING YOUR PEUGEOT

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

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## FOR YOUR PLEASURE

### PEUGEOT SERVICE CLUB

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

### PEUGEOT ACCESSORIES

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

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## ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features combinations may not be

available in Ireland. Also, some photography may feature vehicles which are left hand drive. As part of our policy of continuous specification improvement,

Peugeot reserve the right to modify technical equipment, the options available and colours at any time. For full specification ask your Peugeot Dealer or

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