



New

207 / 207 SW





THE NEW 207 – SETTING A NEW STANDARD

Today's technologies are transforming our world. And with its simple lines, avant-garde looks and dynamic design, the re-styled 207 is the perfect expression of this transformation.

The 207's lively character is clearly visible in the taut lines of its plunging bonnet, its new, even more elegant front end and new LED

rear lights*. Its feline appearance gives it a balance and poise that suggests power, strength and robustness – even when the car is at a standstill.

And from the moment you take to the wheel, your first impressions of the 207 will be confirmed. You'll immediately notice the benefit of its advanced economic engine,

the high level of comfort throughout the interior, and the sophistication of the equipment designed for your enjoyment and your safety. In the re-styled 207, you will see the world differently.

*Available on the 207 Hatchback.



NEW 207 SW, PRACTICAL AND BRIGHT

With its increased effective space, exceptional brightness and superior practicality, the re-styled 207 SW stands out from its rivals.

In an extension of the front windscreen, the 207 SW's astonishing panoramic glass roof* – with a generous surface area of 1.1m² – brings light into the car's interior and adds fluidity to its exterior design.

The 207 SW's rear more than hints at its impressive volume and robust design. The attention given to the lights and tailgate confirm its sporty and spirited nature. The split level rear tailgate** is perfectly aligned with the windows to create a feeling of openness and brightness.

Every detail, such as the special finish given to the rear bumper and lights, sets the New 207 SW apart and illustrates its dynamic style and lightness of touch, combining practicality and good looks.

*Available as standard or optional according to versions.

**Available according to versions.



PLEASURE AND TECHNOLOGY, PERFECTLY COMBINED

Everything from the fascia panel and the sports styled steering wheel to the dials of the instrument panel are an expression of the 207 Hatchback and SW's unique personality.

Adding to the car's good looks, you'll find new stylish details and trims complemented by chrome-like touches on the ventilation control panels.



In-car technology

Several driving assistance systems are available to enhance your driving enjoyment and actively contribute to your comfort and safety; cruise control and speed limiter*, automatic front windscreen wipers**, Electrochrome rear-view mirror** to prevent glare, acoustic and visual rear park assist**, door mirrors that fold automatically** when the central locking is activated. In addition, the 207 & 207 SW are equipped with an impulse direction indicator as standard. The direction indicator flashes three times only, allowing you to indicate a change of direction without having to switch it off manually. It's a system that really comes into its own on motorways.

*Available as standard or optional according to versions.

**Available according to versions.

Multimedia

Peugeot Connect USB with Bluetooth** is available on both 207 and 207 SW. A USB module allows you to connect an MP3 player and thanks to the integral Bluetooth® hands-free kit, you can make and receive phone calls in complete safety. All information appears on the multi-function display with access to the various functions via the controls on the steering wheel Column.

*Available as standard or optional equipment depending on version.

Peugeot Connect Navigation (RNEG)** offers all of the benefits of the latest advances in new communication, information and satellite navigation technologies: MP3 RDS CD radio, an integral Bluetooth® hands-free kit allowing communication via a compatible Bluetooth® mobile phone. It features a 7" 16/9 colour display for European GPS satellite navigation. An auxiliary RCA audio connector located in the glove box lets you listen to mobile audio equipment.

*Available as standard or optional according to versions.

**Available according to versions.

Panoramic roof

The dark-tinted panoramic glass sunroof* increases the already exceptional glazed surface area of the 207 and enhances the comfort of you and your passengers. It can be darkened with a sliding blind and has been thermally treated to reduce heat build-up in the passenger compartment while optimising air conditioning efficiency.

*Available as standard equipment or as an option according to version.

Roof bars (top visual): available as standard or optional according to versions.



MAXIMUM SPACE, MINIMUM EFFORT

The 207 SW gives you access to a new dimension in space and comfort. Its modular design allows you to transform the interior of your car according to the circumstance - accommodating the entire family and their luggage for long holidays, or transporting large or bulky objects.

A folding rear bench seat

The 70:30 rear bench seat folds completely flat at the touch of the control on the backrest. It creates a flat, practical loadspace for transporting bulky loads.

Clever storage spaces

Like the 207, the 207 SW offers numerous storage spaces throughout the passenger compartment; inside and on top of the glove box, on the front panel under the radio, on the centre console, where there are 2 cup holders, and also in the front and rear doors.

A spacious boot

The boot volume of the 207 SW ranges from 428 litres under the rear parcel shelf with the rear bench seat raised to 1433 litres with the bench seat folded. The split level rear tailgate* allows easy and rapid access to the boot, which is extremely useful in difficult parking conditions.

*Available as an option or standard equipment depending on version.





207 SW OUTDOOR, DESIGNED FOR ADVENTURE

The 207 SW Outdoor is the ideal car for those in search of new experiences. It is particularly well suited to adventurers or sports enthusiasts in need of a versatile car.

Its robust appearance is enhanced by extensions to the front and rear wings combined with the front and rear bumpers as well as roof bars – underlining its spirit of adventure.

207 GTI – A TRADITION OF SPORTING EXCELLENCE

Representing Peugeot's advanced technology, the exclusive 207 GTI provides a level of performance and safety rarely attained by vehicles in this category. With its elegant, sporty style and the characteristic purr of its exhaust, the 207 GTI is guaranteed to capture the imagination of motorists and sporting connoisseurs alike.

A resolutely sporty passenger compartment

Front and rear bucket seats* offer excellent lateral support. Alcantara® is used in the seat design and door panels with white visible stitching. It also features a unique design of steering wheel and an instrument panel with chrome surrounds – everything about the 207 GTI's interior hints at its sporty performance.

*Available on the 207 RC only.

1.6 litre THP 16V 175bhp engine

Equipped with this advanced engine, the 207 GTI delivers remarkable driveability, lively acceleration, and responsive, continuous power at all speeds.





LIVE LIFE AT YOUR OWN PACE!

With a wide choice of distinctive new engines the 207 and 207 SW lets you match your personality to that of your car. So whatever your choice, diesel or petrol, you can be sure there's an engine that offers the driving enjoyment, flexibility and dynamism you desire.

Petrol

1.4 litre petrol 75bhp*

It gives you the performance you need to exploit the 207's dynamic qualities to the full. This engine is also exceptionally efficient in terms of fuel consumption.

*Available on the 207 Hatchback only.

1.4 litre petrol 16V 90bhp*

With a capacity of 1.4 litres, a power output of 90bhp and 16 valves this modern engine, in combination with an electronically-controlled 5-speed manual gearbox provides an excellent blend of performance and economy.

*Available on the 207 Hatchback only.

1.4 litre VTi 16V 95bhp

This 1.4 litre engine with a power output of 95bhp offers VTi (variable valve lift and timing injection) on the intake and exhaust. This technology increases engine power and torque while at the same time reducing fuel consumption.

1.6 litre VTi 16V 120bhp

This direct-injection 16-valve engine with its 1598 cm³ capacity is both lively and easy to drive. Its high power ensures lively acceleration and intense driving enjoyment. This engine is also available with an automatic gearbox to suit your requirements.

1.6 litre THP 16V 175bhp*

Offering a level of performance superior to the best naturally aspirated 2 litre engines on the market, the 207 GTi's turbocharged engine is a fusion of innovative technologies; direct injection for maximum power combined with measured fuel consumption; overboost**, which provides extra torque by increasing the turbo-charging boost pressure; and Twin Scroll technology*** which reduces turbo response times.

*Available on the GTi only.

**Temporary additional torque.

***Double intake.

Diesel

1.4 litre HDi 70bhp*

Here, you enter a new realm of efficiency thanks to HDi technology and its superb versatility.

*Available on the 207 Hatchback only.

1.6 litre HDi 16V 90bhp

This HDi engine takes advantage of its reduced weight to offer added dynamism and reduced fuel consumption.

1.6 litre HDi 16V 110bhp FAP

This engine delivers plenty of power and lively acceleration, yet is particularly environmentally friendly thanks to its particle emissions filter (FAP). With this engine, you can physically feel all the benefits of advanced technology in terms of performance and environmental efficiency.

1.6 litre HDi 16V 90bhp FAP*

Fitted with energy saver tyres and an engine featuring optimised management, this 207 is equipped with a spoiler, a front grille, under-body panels and

special wheel trims enhancing the car's aerodynamics to offer SCx reduced from 0.670 m² to 0.580 (or a Cx of only 0.27). As a result, this version emits just 99g of CO₂/km.

* Only available on 207 hatch Économique versions.



NEW IDEAS FOR THE FUTURE



For many years, Peugeot has been committed to developing cars with the future in mind. As proof of this commitment to future generations, Peugeot has created the "Blue Lion®" scheme.

- Since 2000, Peugeot has sold more than 2,000,000 private cars equipped with a Diesel Particle Emissions Filter (FAP).

- In 2008, Peugeot strengthened its position as the leader in Europe* for vehicles emitting less than

120g of CO₂/km with a market share of 15.4 %. In 2008, one car in six sold in Europe* with a rate of CO₂ emissions per kilometre of less than 120g was a Peugeot.

- All of Peugeot's vehicles are manufactured in ISO14001 accredited factories and are designed to be 95% recyclable at the end of their life.

*Europe of 14 countries – source A.A.A.



Automatic gearbox



Gear change paddles available with the 2-Tronic gearbox.

RESPECT FOR THE ENVIRONMENT

The Particle Emissions Filter (FAP)

Peugeot was the first manufacturer to equip certain vehicles with the Particle Emissions Filter (FAP) as standard. A combination of HDi technology and a highly efficient anti-pollution system, it eliminates diesel particles once and for all by reducing them to below

measurable limits (0.004 g/km). The FAP unit is a self-cleaning system which processes gases produced by the combustion of diesel in the engine. This technology makes the Diesel a more environmentally-friendly engine.

Gear Shift Indicator*

This indicator lets you play your part in protecting the environment by allowing you to select the best gear and therefore obtain the lowest possible fuel consumption.

*Available on models equipped with Euro 5 engines and manual gearbox.

Energy saver tyres*

The design of the tyres available for the 207 and 207 SW helps reduce rolling resistance and therefore the amount of fuel needed to propel the vehicle, while preserving the qualities of traction and adherence.

*Available on specific models throughout the range

207 ÉCONOMIQUE

The Économique range has been developed to be the most fuel efficient and environmentally friendly car within the range. A number of modifications have been made to help achieve a CO₂/km figure of only 99g and minimise fuel consumption. Peugeot is fully committed in the fight against greenhouse gases and is continually working to develop cars that provide the lowest possible emissions. Launched at the Geneva Motor Show, the new 207 Économique is proof of this commitment.



FOCUSSED ON SAFETY

The active and passive safety equipment on the New 207 and 207 SW gives you maximum confidence in your car.

Braking system and ESP**

To preserve optimal balance and driving enjoyment in difficult situations, the 207 and 207 SW are equipped with a comprehensive braking system that combines several functions:

- Anti-lock braking system (ABS) helps you to control any loss of traction during emergency braking
- Electronic Brake Force Distribution (EBFD) controls braking wheel by wheel for greater efficiency, particularly when braking in corners
- Emergency Brake Assist (AFU) increases the efficiency of your braking if necessary.

ESP** (Electronic Stability Program / Dynamic Stability Control) adds a further two functions to the three above:

- Traction Control (ASR) acts on the brakes and the engine management to limit wheel slip in the event of loss of traction
- Dynamic Stability Control (DSC) continuously compares information transmitted by the steering wheel and yaw sensor to detect any incipient under or oversteer, then returns your 207 to its initial trajectory as far as the laws of physics allow.

SSP system**

(Steering Stability Program)

This technology couples the electric power steering with the ESP**. This function takes full advantage of the car's braking potential, increasing its stability and reducing stopping distances.

Automatic activation of hazard warning lights

In the event of rigorous braking, the hazard warning lights are switched on automatically, enabling you to remain focused on the road ahead. They are switched off when you re-accelerate.

Static directional headlamps***

For greater road safety, you'll find static directional headlamps are particularly effective when used for urban driving and on winding roads.

*Available as standard or optional according to models.

**Available according to engines.

***Available according to models and combined with the ESP.

Reinforced body structure

The 207 and 207 SW are equipped with a programmed deformation structure designed to absorb as much impact energy as possible. The presence of a second absorption beam located at the front of the engine sub-frame offers protection in the event of frontal impact, while reinforced front and rear doors improve side impact absorption.

Air bags

The protection offered to occupants is completed by:

- Driver and passenger front air bags whose pressure is adapted to impact intensity
- Front side air bags intended to protect the chest, abdomen and pelvis of the driver and front passenger
- Curtain air bags* to protect the heads of side passengers.

*Available according to versions.

Seat belts

The front seat belts are equipped with pretensioners and force limiters. All seat belts are connected to fasten seat belt alarms.

ISOFIX fixtures

Rear side seats are equipped with two 3-point ISOFIX fixtures and the front passenger seat has a control to de-activate the front air bag to allow a child seat to be installed in a rear-facing child seat in complete safety and in conformity with legislation.





COLOURS AND TRIMS

Metallic, plain or pearlescent, classic or avant-garde, the 207 and 207 SW offer a wide range of colours and wheel variations. According to the level of finish, you can choose the trim most suited to your style.

METALLIC COLOURS (optional)



Inari Blue**

Montebello Blue**

Slate Grey**

Thorium Grey**



Aluminium

Shark Grey

Onyx Black

NON -METALLIC COLOURS



Blanca White

Flamenco Red*

PEARLESCENT COLOUR



Moroccan Red

Please consult Pricing and Specification sheets for full information regarding colour availability.



Hobart 15" wheel trim



Brisbane 15" wheel trim*



Monaco 15" Alloy Wheel*



Canberra 16" Alloy Wheel*



Melbourne 17" Alloy Wheel***
(not chain compatible)



Outdoor 16" Alloy Wheel***
(not chain compatible)



Aspen Cloth – Available on SW Outdoor only



Savana cloth* – Available on Urban



Mistral cloth* – Available on S



Spa cloth* – Available on Sport

*Available on Hatchback and SW according to versions.

*Available on Hatchback and SW, according to versions. **Available on Hatchback only, according to versions. ***Available on the RC only. ****Available on the SW Outdoor only.



Black Alcantara® – Available on GTI only



Optional Perforated Mistral Black Leather⁽¹⁾*

⁽¹⁾ At the front: front top part of backrest, front of head restraints and inner parts of side extensions of backrest and seat cushion in leather. The top of the seat cushions and middle and bottom of the seat backs are in perforated leather. At the rear: top part of backrest, front of head restraints, backrests, central seat cushion and inner parts of side extensions of backrest and seat cushion in leather. The top of the seat cushions and middle and bottom of the side seat backrests are in perforated leather.

PEUGEOT AND YOU.

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and manufactured to give you years of worry-free motoring. What's more, as a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer. So 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 Equipment Parts.

Peugeot Warranties

As well as the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer come with a free, optional additional year of Warranty through the Peugeot UK Dealer network. The mileage limit on this additional Warranty is 60,000 miles (100,000 miles for Boxer vans excluding Motorhomes and other converted vehicles) from first registration. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. Our cars also come with a 12 Year Anti- Perforation and 3 Year Paint Warranty (6 and 2 years on vans). For full terms and conditions on all of these, please contact your Peugeot Dealer.

Peugeot Assistance

All new Peugeots come with 12 months' Peugeot Assistance – our breakdown assistance service (36 months for the 308 CC and 607). This covers all incidents involving vehicle-based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year. Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or hotel accommodation if required.

It can be extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling 0870 752 7050.

Peugeot service care

Peugeot vehicles benefit from extended service intervals of up to 20,000 miles or 2 years (12,000 miles for 1.6 HDi diesel and 2.0 litre 180 bhp petrol engines; 24,000 miles or 2 years on Boxer, 10,000 miles or 1 year on 107). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions.

Finance – Let the Specialists help

Peugeot Financial Services offer a number of flexible finance plans that make owning a new Peugeot easy. We specialise in car finance and can provide you with choice, convenience and flexibility direct through your local dealer. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18's only, a guarantee may be required.

Peugeot Insurance

Peugeot Insurance has been designed specifically for Peugeots and offers tailored cover at a competitive

price. If you are unfortunate enough to have an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot original parts. Plus we'll give you a courtesy car while yours is being repaired (subject to availability when you use an approved repairer).

When the time comes to renew your insurance cover, why not try Peugeot Insurance?

You can call Peugeot Insurance for a quote on 0870 0240 206.

Lines open 8am-8pm weekdays, 9am- 5pm Saturdays.

Max call charge from a BT landline is 8p per minute. Calls from other networks may vary. Calls may be recorded.

Peugeot Insurance is underwritten by UK Insurance Limited. Conditions apply.

Peugeot and the Environment

Our website has full details on all Peugeot products, and offers available in the UK. You'll also find information about our environmental and recycling policies.

Peugeot Accessories

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

About this brochure

The information contained in this brochure is based on the data and images available at the time of printing. Some feature combinations may not be available in the UK. 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 click on www.peugeot.co.uk.

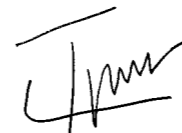
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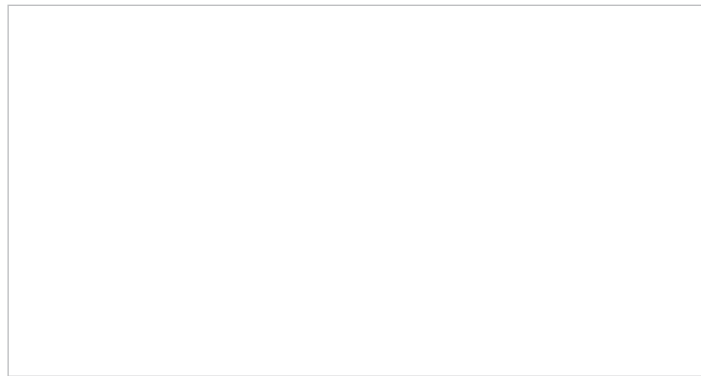
PEUGEOT, A CAR MANUFACTURER SINCE 1889

Backed by more than a century's experience, Peugeot has developed recognised expertise in designing cars that meet drivers' expectations. Peugeot cars have always left their mark on history by combining inventiveness and motoring passion with rigorous engineering standards. With the 207 and 207 SW, I invite you to discover new sensations, new emotions and new pleasures.



Christian Peugeot

www.peugeot.co.uk



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