

# Driven: The new Peugeot 2008 - impressive French flair



By [Naresh Maharaj](#)

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At the outset, I was more than impressed, but by no means surprised, with the all-new Peugeot 2008. Bumper to bumper and try as hard as I could, I could not find a single misgiving with the SUV.

My dad owned a Peugeot 403 some years back; that station wagon had the gear lever on the side of the steering wheel as an extended indicator stalk.

Remember that? And, being a station wagon, there was ample space at the back. Fast forward to 2021, the 2008 has come a long way with many, many improvements in ride, safety and comfort.



Improvements in leaps and bounds! It is undoubtedly the ultra-modern interpretation of an instinctive and versatile driving experience. A genuine SUV in its dimensions accentuated by its powerful and distinctive style.

## Genuine SUV

Powerful and distinctive in style, the new 2008 Peugeot SUV is very desirable. It fulfils the ambition to turn over a new and remarkable page in the history of Peugeot SUVs and is fully in line with the current style of the range while displaying its own personality.

The car sits well on its wheels, perfectly shouldered, strong, and reassuring. From the front, the SUV incorporates a straight grille, a carved bonnet and LED daytime running lights that fade under the projector in order to resurface below. Eye-catching, with that bold profile and different triangular lines with unmistakable French style. As expressive as always, the signature with 3 LED claws is once again a feature.

## Interior

I was very impressed with the exterior and the enhancements but the interior also left me gobsmacked and looking for more incisive adjectives to explain what I was experiencing. The attention grabber was the Peugeot i-Cockpit 3D instrument cluster that projects like a hologram.



The indications are dynamic and animated: they get closer to the eye depending on their degree of importance or urgency, thereby increasing reactivity by around half a second. The Peugeot i-Cockpit 3D is a real innovation, a world-first in the segment. It improves driving in every way with efficiency, readability, and safety at an all-time high. Big thumbs up to Peugeot for this innovation!

This cosy interior is embellished on the GT Line with bright decorations on the dashboard and the doors panels that have eight colours that can be picked via the touch screen.

## Space: Plenty of it

The spaciousness of the rear seats makes the new SUV Peugeot 2008 particularly versatile. With a variety of new storage on board, you will always be able to carry all your 'daily basis' needs with you.





In addition to the traditional door pockets and the glove box, there is ample storage space under the front centre armrest and more in front of the gear stick. Passengers will also enjoy a passenger compartment full of sunlight thanks to the optional sunroof, offering a wide clear bay.

## **Modern and connected**

Unprecedented and even scarce in this segment, the equipment and driving aids are impressive. There is drive-assist plus, which paves the way to semi-autonomous driving. It combines the lane departure avoidance system.

Adaptive cruise control with stop and go, park assist that automatically manages the steering when entering and leaving a parking spot, the latest-generation automatic emergency braking, which also detects pedestrians and cyclists, day, and night, from 5km/h to 140 km/h), active warning of involuntary lane crossing, recommending a break if necessary, active blind-spot monitoring and electric parking brake.

## **Pump up the jam!**

The most demanding music lovers will be pleased and delighted at the same time. I love my music but it must be that clear bass and tones that accentuate the listening experience.



Developed in partnership with the French high-end specialist in high-fidelity sound Focal, the premium Hi-Fi system of the new SUV Peugeot 2008 is the result of more than three years of work. This premium equipment is now available on the new SUV Peugeot 2008. In addition to an optimal acoustic layout, the 10 loudspeakers use technologies patented Focal usually reserved living room installations. A rich and dynamic sound experience.

## Final thoughts

I have to use that word again. Impressive. With its 210 years of history, the Peugeot brand is calmly pursuing its commitment in the era of energy transition. The world is changing. New challenges call for new answers throughout the automotive industry.

The 2008 turns a trip into a journey and offers everyone the mobility they need. It shows that technology and pleasure are not incompatible and that a car has the power to amaze.

The new Peugeot 2008 emerges at the heart of the compact SUV segment, contributing to what is the success of the Peugeot range today: affirmation through design and differentiation through innovation and technology.

## Models and price

- 2008 1.2 Active Manual
- 2008 1.2 Active Auto
- 2008 1.2 Allure Auto
- 2008 1.2 GT

Prices range from R359,900 for the base models to R479,900 for the GT flagship

*All images supplied by the author*

## ABOUT NARESH MAHARAJ

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