

# Inspired design and French flair: The alluring and all-new Peugeot 3008 is here

 By [Naresh Maharaj](#)

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I have always had an affinity for Peugeot cars as we owned several as a family unit. But quite understandably, the cars offered today are leaps and bounds ahead of what we experienced in the past. Also, the world's oldest surviving automotive brand is reaffirming its personality and character with a new logo. It is turning over a new page in its history. Since 1850, Peugeot has had ten successive logos, all of which feature the lion's emblem. An eleventh version, more streamlined, more qualitative, and more elegant has been created by the Peugeot Design Lab - the brand's Global Design studio. But back to the very likeable 3008.



Since launching in 2016, the Peugeot 3008 has taken the lead in the compact SUV market, achieved outstanding commercial performance in Europe and internationally, and scooped the Car of the Year award in 2017. Fast forward to 2021 now and get ready for the brand-new Peugeot 3008. A fresh new design sets the tone for modern styling, with the front redesigned, full-LED rear lights and new body colour options... this truly is elegance on wheels.

## Inspired design

The front of the new Peugeot 3008 has evolved towards a distinctively unique style. Inspired design sets the standard for the next phase of modernity while enhancing its vibrant, refined look and setting it apart from its competitors. A new frameless grille symbolises the move to more contemporary styling, yet maintains fluid lines, which extend with fins under the headlamps to connect all the elements. Lastly, in line with the entire Peugeot range, the bonnet nose now proudly displays the model's monogram.

## Grille me thrill me

There is a specific grille on the GT model with a scalable design pattern to emphasise the stylistic upgrade of this version. The front headlamps have also been redesigned to be more aggressive and include LED technology extended by hook-shaped Daytime Running Lights (DRLs) with chrome tips – a light signature perfectly in line with current Peugeot style and identifiable at first glance.



Full LED headlamps on the GT offer a high-tech, distinctive look, creating an extended light signature further optimised by the bend lighting function (EVS), which enhances visibility at speeds of up to 90km/h.

## Light me up

Peugeot has not compromised on intelligent technology either – the new 3008 boasts the latest-generation driving aids, as well as the impressive new Peugeot i-Cockpit with a high-quality display headset and 10-inch high-definition touch screen.





The new 'Foggy Mode' function replaces the fog lights and is integrated into the LED headlamps – the system switches on the low beam headlamps with reduced intensity when the rear fog lamps are activated. The rear of the vehicle features new, upgraded headlamps with full LED technology (including reversing light), and displays the 3D claws for a punchy light signature. The indicators are sequential.

## Technology for today

The new Peugeot 3008 includes all the latest generation driving aids as part of its range of onboard technologies. Adaptive Cruise Control with Stop and Go function on the GT, and it automatically restarts the vehicle if the stop was less than three seconds. Otherwise, a simple press action by the driver will restart the function. This forms part of the Driver Assist package.



Lane Keep Assist, the system monitors road marking and road edge to actively assist in keeping the vehicle in the lane should it unintentionally drift across without the indicator being put on. Part of the Safety Plus package. Latest-generation automatic emergency braking - detects pedestrians and cyclists, day and night, from 5km/h to 140km/h depending on the version - with collision risk warning and a whole lot more. Think it and it's there in the all-new 3008 including all the driver-assist bells and whistles.

## **Creative engine upgrade**

The new Peugeot 3008 is available with the acclaimed 1.6-litre THP petrol turbocharged engine efficient enough to produce the power you need. Married to a six-speed automatic transmission across the range, the four-cylinder engine develops 121kW at 6,000r/min and 240Nm of torque at just 1,400r/min. This impressive performance allows the 3008 to accelerate to 100km/h in 8.9 seconds yet return a frugal economy of 7l/100km on the combined cycle. A creative and distinctive upgrade.

With three derivatives namely Active, Allure and GT the new Peugeot 3008 is set to appeal to an upmarket clientele. The creative and distinctive upgrade brings greater comfort, aesthetics, and assistance as shown in the descriptions below.

Driving pleasure is in the DNA of this new Peugeot 3008. Its handling is outstanding, it comes with top-of-the-range driving comfort, ensures excellent driving pleasure.

## ABOUT NARESH MAHARAJ

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