



NEW PEUGEOT 408

THE UNEXPECTED



PRESS RELEASE



PEUGEOT

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PEUGEOT announces its new model: **the PEUGEOT 408.**

The PEUGEOT 408 will be a brand new model in the Lion Brand range. Unexpected, it is a new species of PEUGEOT: in an original way, it combines the characteristic codes of SUVs with a **dynamic Fastback silhouette.**

Both in terms of design and engineering, the search for high efficiency and the desire to offer new experiences were at the heart of the development of the new PEUGEOT 408. Aimed at those for whom the automobile is a pleasure, **the 408 brings an unprecedented Allure to the PEUGEOT family.**

A global car, the new PEUGEOT 408 will be unveiled towards the end of June 2022.





PEUGEOT

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ABOUT PEUGEOT

PEUGEOT is an inventive and global top-of-the-range generalist brand. Its values are Excellence, Allure and Emotion. Present in more than 130 countries, PEUGEOT sold more than 1,200,000 vehicles worldwide in 2021. After celebrating its 211th anniversary, PEUGEOT is ushering in its new identity with a coat of arms that emphasizes its personality and timelessness. With an 80% electrified passenger car range and a 100% electrified commercial vehicle range, the PEUGEOT Brand is continuing its energy transition. From 2022, the Brand will compete in the World Endurance Championship (WEC) with its 9X8 hybrid Hypercar

