



**THE NEW PEUGEOT 408.  
WOW CERTIFIED.**



**PRESS RELEASE**



**PEUGEOT**

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WOW CERTIFIED.**

- **A true ambassador of French charisma and style, the new PEUGEOT 408 showcases expressive PEUGEOT Design throughout. Striking proportions and bold details deliver a 'WOW' factor instantly recognisable by customers.**
- **The new PEUGEOT 408 is the first PEUGEOT to illuminate the brand's PEUGEOT lettering at the rear of the vehicle, in combination with the illuminated PEUGEOT shield for the front face.**
- **A Striking New Body Colour. The new PEUGEOT 408 debuts an exclusive Flare Green body colour. Bold and sophisticated, offering spectacular shade variations depending on the light exposure.**
- **The new PEUGEOT 408 delivers driving pleasure to meet all needs, with three powertrains: Electric, Plug in Hybrid and Mild Hybrid.**
- **Produced in France, the new PEUGEOT 408 is Made in Mulhouse.**
- **A connected experience, more powerful and simpler than ever. The new 100% electric PEUGEOT E-408 introduces new EV specific features such as: Battery Preconditioning, Vehicle To Load (V2L) and Plug & Charge.\***



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Since its introduction, the PEUGEOT 408 has been one of PEUGEOT's strongest statements of design. A fastback silhouette, showcasing a new body concept to the market, combining dynamism, driving pleasure, and everyday comfort. Its spectacular styling is a particularly powerful expression of PEUGEOT Design.

The new PEUGEOT 408 is more than ever, positioned toward the top of the C-segment. A segment in which PEUGEOT offers a particularly complete and diverse range, including a hatchback (308), an estate (308 SW), and two SUVs (3008 and 5008), all available with electric and electrified powertrains.

The new PEUGEOT 408 breaks the mould. Its avant-garde modernity is appreciated across the globe and continues to prove itself as one of PEUGEOT's most international models.

The new PEUGEOT 408 is designed to WOW, more than ever. It powerfully reaffirms the unique character of this "made in Mulhouse" model, which proudly positions itself as an ambassador for PEUGEOT's French charisma and creativity around the world.

## **FRENCH CHARISMA WITH UNIQUE ELEGANCE**

With the 408, PEUGEOT makes a bold statement by stepping off the beaten track. That ambition is reaffirmed today with the new PEUGEOT 408, with its distinctive fastback design—defined by sharply sculpted lines— further enhanced by sophisticated detailing on the car's front and rear.

### **WOW, Certified!**

**Exclusive Lighting Signatures, Front and Rear.** The front of the new PEUGEOT 408 introduces an innovative and spectacular interpretation of PEUGEOT's iconic lighting signature.

**The three signature claws** are expressed through three fine, slanted LED strips that also serve as scrolling indicators, (connected across the entire width of the car by an elegant LED line, positioned above the illuminated central badge (on GT and GT Exclusive).



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**At the rear, the new PEUGEOT 408 is the first model in the range to feature illuminated PEUGEOT lettering**, surrounded by a gloss black décor and seamlessly integrated into a clear lens strip that spans the car's width. At both ends, all new PEUGEOT 408 models now feature the premium lighting signature with three slanted LED claws.

**A Piercing Gaze eye to eye:** PEUGEOT designers worked to ensure nothing disrupts the piercing gaze of the new PEUGEOT 408 or the spectacular visual effect of its new front lighting signature. The headlamps have been positioned lower in the bumper, away from the signature lights. Their presence is discreet, composed of two ultra-thin stacked modules—one for dipped beam (above), the other for main beam (below). When off, these modules are almost invisible thanks to their integration into a glossy black insert.

The headlights feature **PEUGEOT FULL LED technology** on Allure and Allure Business trims and **PEUGEOT Matrix LED technology** on GT, and GT Exclusive trims.

To preserve the elegance of the new PEUGEOT 408's gaze, the proximity radar is also discreetly hidden behind the PEUGEOT badge—completely invisible from the outside while ensuring top-level safety.

### **A Redesigned Front for an Even Stronger Stance**

**The new PEUGEOT 408 boasts a reworked grille and bumper.** Enhanced by sophisticated 3D sculpting and increased use of black, combining glossy and matte finishes for an elegant effect.

The lower bumper adopts a trapezoidal shape that further emphasises the car's strong stance and character. This effect is optimised by colour treatments that combine glossy black elements with body-coloured parts for a smooth transition to the bodywork.



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## **A Reaffirmed Flair**

**Innovative Wheel Design, a PEUGEOT 408 Signature.** Continuing the disruptive wheel designs introduced at the launch of the PEUGEOT 408, the hybrid and plug in hybrid models are available with exclusive 19" Adakite wheels with geometric shapes contrasting with the circular form of the rim. Their enlarged, diamond-cut surfaces enhance their visual presence within the car's highly sculpted profile.

These new 19" wheels come standard on GT trims with Hybrid and Plug-in Hybrid engines (Plug in Hybrid GT Exclusive, receiving 20" Monolithe wheels) and are optional on Allure and Allure Business trims. These trims now feature glossy black 17" alloy wheels as standard.

**A Striking New Colour Showcasing the PEUGEOT 408's Shapes.** The new PEUGEOT 408 debuts an exclusive Flare Green body colour. Bold and sophisticated, it offers spectacular shade variations depending on light exposure—shifting towards bright yellow in sunlight and deep green in shadow. This unique effect highlights the PEUGEOT 408's highly sculpted bodywork with its numerous surface variations and dynamic volumes.

## **Sophisticated Refinement in Every Detail.**

A new digital instrument cluster with enhanced graphics as standard. And for GT Exclusive and as an option on GT, the PEUGEOT 408 digital instrument cluster features elegant new 3D graphics for optimal readability and enhanced driving pleasure.

## **Even More Elegant Materials.**

Perceived quality in the cabin is elevated by new refined fabrics for seats and trims. Combined with the warm, fluid design of the dashboard, they create a particularly welcoming atmosphere.

## **Intuitive, Customisable Controls with i-Toggles**

Key elements of the PEUGEOT i-Cockpit®, five i-Toggles are customisable touch shortcuts that allow quick access to favourite climate settings, navigation to frequent destinations, phone contacts, preferred radio stations, and more.



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### **Customisable Ambient Lighting**

Eight ambient lighting colours, extending from the dashboard to the door panels, create a soft, elegant atmosphere tailored to individual tastes. It complements the padded door panels, finished in fabric, Alcantara®, or genuine embossed aluminium depending on trim level.

### **INSTINCTIVE DRIVING PLEASURE**

PEUGEOT takes driving pleasure seriously, and this passion is embedded in the new PEUGEOT 408's DNA. Its unique architecture, feline stance, PEUGEOT i-Cockpit®, and powerful engines are all designed to maximise sensations.

#### **Elevated Driving Position, Dynamic Handling.**

The new PEUGEOT 408 combines an elevated driving position for perfect road visibility with a sleek, sporty profile. Its limited height of 1.48 m ensures remarkable dynamic balance.

PEUGEOT's renowned handling excellence is reinforced by wide tracks (1.59 m front, 1.60 m rear), giving the new PEUGEOT 408 a solid grip on the road. Driving pleasure extends to urban environments: with a kerb-to-kerb turning radius of 11.20 m, the new PEUGEOT 408 is agile and easy to manoeuvre.

#### **PEUGEOT i-Cockpit®: A Key Element of Driving Pleasure**

The PEUGEOT i-Cockpit®, a hallmark of driving pleasure, showcases its exceptional ergonomics in the new PEUGEOT 408, designed entirely around the driver.

The compact steering wheel enhances the dynamic feel and agility of the new PEUGEOT 408. Ergonomic and optionally heated, it integrates controls for the multimedia system (radio, phone) and various driver assistance features.



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The new PEUGEOT 408 features a 10-inch digital instrument cluster positioned in the driver's line of sight for outstanding readability, with customisable graphics and multiple viewing modes including navigation, media, driving aids, and energy flow. Complementing it, the central 10-inch touchscreen sits slightly lower and angled towards the driver for easy access, while remaining convenient for the front passenger.

## **Electric or Electrified: A Complete Range of Powertrains**

### **Pure Electric Thrills with the New PEUGEOT E-408**

With its powerful electric motor, the PEUGEOT E-408 delivers 213 PS (157 kW) and a generous torque of 343 Nm.

Beyond performance, efficiency is a core focus in the design and development of the new PEUGEOT E-408. Aerodynamics have been meticulously refined — both the bodywork and underbody — resulting in a low drag coefficient (SCx: 0.66). This contributes to a low electricity consumption of just 14.7 kWh/100 km. Combined with a high-voltage NMC\* battery offering 58.2 kWh of usable capacity, it achieves a range of 456 km (WLTP combined cycle).

This delivers a range that meets the needs of most C-segment customers, who drive an average of 45 km per day, according to industry research. It's equally capable to explore further afield for those longer trips, when required.

The PEUGEOT E-408's onboard charger supports up to 120 kW, enabling a 20% to 80% battery recharge in just around 30 minutes.

\*Battery composition: 80% Nickel, 10% Manganese, 10% Cobalt.



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## **Versatility of Plug-In Hybrid: PEUGEOT 408 PLUG-IN HYBRID 240 e-DCS7**

A powertrain, exclusive to the new PEUGEOT 408 within the PEUGEOT range, combines a 180 PS (132 kW) petrol engine with a 92 kW electric motor, paired with the 7-speed dual clutch e-DCS7 gearbox.

Perfect for everyday journeys thanks to its urban electric range of 85 km in 100% electric mode, the new PEUGEOT 408 PLUG-IN HYBRID 240 e-DCS7 also delivers performance and versatility with its combined 240 PS (177 Kw), for longer trips. The 14.6 kWh lithium-ion battery can be fully recharged in 2 hour 5 minutes using a 7.4 kW (32 A) Wall Box and the optional 7.4 kW single-phase onboard charger.

## **Smooth Hybrid Drive: PEUGEOT 408 HYBRID 145 e-DCS6**

The PEUGEOT 408 Hybrid pairs a 145 PS (107 kW) petrol engine with a 6-speed dual-clutch electrified automatic gearbox. The battery recharges automatically while driving, providing extra torque for dynamic acceleration while maintaining efficient fuel consumption (5.0 l/100 km WLTP combined cycle). In urban settings, the PEUGEOT 408 HYBRID 145 e-DCS6 can operate in 100% electric zero-emission mode for up to 50% of the driving time in urban conditions.

## **Lounge-Level Comfort for Passengers**

The new PEUGEOT 408 features highly supportive front seats that have earned the AGR label (Aktion für Gesunder Rücken), awarded by an independent German association of ergonomics and back health experts. This certification recognises both ergonomic design and the extensive adjustment range of the front seats.



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Options include:

- 10-way electric adjustment with two memory settings for the driver
- 6-way adjustment for the passenger
- 8-pocket pneumatic massage system with 8 different programmes
- Heated seat cushions depending on trim level

Seat design showcases the quality of materials used, including new fabrics, optional Alcantara® (standard on GT Exclusive), and optional Nappa leather for GT Exclusive. GT and GT Exclusive trims feature signature Adamite stitching, which also accents the dashboard, door panels with GT Exclusive adding soft console pads.

Rear seat design and cushion angle ensure optimal comfort, allowing passengers to fully enjoy the generous space offered, with a central armrest and ski hatch as standard.

### **Class-Leading Interior Space**

Thanks to its long 2.79 m wheelbase, the new PEUGEOT 408 offers exceptional rear passenger space — the most spacious PEUGEOT model for rear occupants, with 183 mm of knee room. Thanks to a footwell under the front seats, which is designed to maximise freedom of movement.

The boot is impressively spacious, offering up to 536 litres of volume. With the 60/40 split rear bench folded down, cargo capacity reaches 1,611 litres. Furthermore, you can load items up to 1.89 m in length.



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## **Premium Features for First-Class Comfort**

Firmly positioned at the top end of the C-segment, the new PEUGEOT 408 offers a wealth of features to enhance the enjoyment of travel.

To maintain a healthy cabin environment, the PEUGEOT 408 offers AQS (Air Quality System) and Clean Cabin. Both are standard on GT Exclusive and an option on GT. The AQS system continuously monitors incoming air and can automatically activate air recirculation. Clean Cabin offers the addition of an air treatment system that filters pollutants and particles, with air quality being displayed on the central touchscreen.

Climate control also contributes to passenger comfort, with high-mounted front air vents and two rear vents located at the back of the centre console.

Thermal and acoustic comfort is further enhanced by advanced glazing technology. Front and rear windows are thicker than average (3.85 mm), and front side windows are laminated (3.96 mm on GT and GT Exclusive) for improved sound insulation and added safety. An optional opening glass sunroof lets extra light into the cabin.

## **Hi-Fi Premium Sound by FOCAL®**

The PEUGEOT 408's Hi-Fi Premium FOCAL® system is the result of over three years of co-development with the high-end audio specialist, a long-time partner of PEUGEOT. Enhanced by ARKAMYS digital sound processing, the system includes 10 patented high-tech speakers, TNF aluminium inverted dome tweeters. 4 165 mm Polyglass woofers/midrange with TMD (Tuned Mass Damper) suspension. Polyglass centre channel. 1 triple-coil Power Flower™ subwoofer. All powered by a new 12-channel 690 W Class D boosted amplifier.



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## Enhance Driver Safety

To enhance driver safety, the new PEUGEOT 408 is equipped with Driver Monitoring Camera as standard. This system uses a camera located on the driver-side windshield pillar to monitor a driver's alertness and condition. A visual and audible alert is issued if the system detects an abnormal status, such as fatigue.

## SUSTAINABLE DESIGN, GUARANTEED PEACE OF MIND

### Reaffirmed Quality

**New fabrics and premium materials.** The seats and trim of the new PEUGEOT 408 feature high-quality new fabrics. On higher trims, perceived quality inside the cabin is further enhanced using premium materials such as genuine aluminium (standard on GT Exclusive and optional on GT.), Alcantara® (optional on GT, standard on GT Exclusive), and Nappa leather (optional on GT Exclusive).

**Impeccable attention to detail.** PEUGEOT has left no detail untouched in reaffirming the top end positioning of the new PEUGEOT 408 — from the elegant seat stitching to the new PEUGEOT door sill monograms and GT badging on the steering wheel, combining subtlety with sophistication.

**Robust SUV-style protection.** Side body and wheel arch protectors extend into a sturdy black rear bumper, effectively shielding the bodywork from everyday knocks.

**Made in France.** The new PEUGEOT 408 is built at the Mulhouse plant, showcasing PEUGEOT's commitment to French manufacturing excellence. The electric powertrain, housed in the PEUGEOT E-408 is also produced in France — at Trémery by the STELLANTIS-NIDEC joint venture and its transmission is manufactured in Valenciennes by STELLANTIS.



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## **Total Peace of Mind with PEUGEOT's Service Ecosystem**

**Over-the-air updates.** The new PEUGEOT 408 receives remote software updates, allowing users to benefit from the latest developments without visiting a dealership.

### **Latest-generation infotainment and connected services.**

The Allure trim comes standard with PEUGEOT i-Connect<sup>®</sup>, offering wireless Apple CarPlay<sup>™</sup> and Android Auto<sup>™</sup>, plus the PEUGEOT CONNECT ONE pack\* with safety and peace-of-mind features such as vehicle status notifications, service reminders, and remote access via the MyPEUGEOT app. Customers can also enjoy the CONNECT PLUS pack\*\*, adding Trip Planner and enhanced remote commands.

Business, GT, and GT Exclusive trims feature PEUGEOT i-Connect<sup>®</sup> Advanced with TomTom Connected Navigation, ChatGPT AI integration, vehicle geolocation, and more.

\*Included for 10 years.

\*\*Included for 6 months as a discovery period.

### **MyPEUGEOT App: Stay Connected to Your PEUGEOT 408**

The MyPEUGEOT smartphone app keeps users permanently connected to their vehicle, enabling:

- Maintenance alerts, service booking, and history tracking \*
- Vehicle location services \*\*
- Remote locking, lights, or horn activation \*\*
- Thermal pre-conditioning for comfort and battery optimisation\*
- Smart charging management to save time and energy\*

\*Available with the PEUGEOT CONNECT ONE pack

\*\* Available with the PEUGEOT CONNECT PLUS pack



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## **A Complete and Optimised Electric Experience**

To ensure total peace of mind, PEUGEOT offers a Trip Planner on the new PEUGEOT E-408. Integrated into the connected navigation system and PEUGEOT CONNECT PLUS services and working in combination with battery pre-conditioning, it plans routes to maximise range and simplify charging. It calculates the ideal route based on distance, battery level at departure and desired level at arrival, available charging stations near the destination, and predicted energy consumption (based on speed, traffic, road type, elevation, etc.).

The new "80% charge limit" function, available for AC charging, allows users to tailor charging levels to their daily use.

The new PEUGEOT E-408 benefits from a new battery pre-conditioning function. This allows the battery to be brought to an optimal temperature for recharging, especially in cold weather. A command on the central touchscreen allows launching pre-conditioning, and on the GT trim, the navigation system will automatically trigger pre-conditioning when approaching the charging station suggested by the Trip Planner.

Public charging is simplified with the new "Plug & Charge" feature<sup>^</sup>: the charging station automatically recognises the car when the cable is connected — no need for a badge, app, or bank card. The cost of electricity is directly debited from the user's account. All transactions are visible on the central screen or via the Free2Move Charge app. This feature is already available at over 15,000 charging points across Europe, mainly on major routes, and is set to expand rapidly.

The new PEUGEOT E-408 is pre-equipped with V2L (Vehicle-to-Load) functionality, allowing users to power external devices via the car's high-voltage battery — for example, charging an e-bike or running portable lighting. The system delivers up to 3.5 kW and 16 A. The adapter is available as an accessory from PEUGEOT dealers.

<sup>^</sup>Available starting from Summer 2026 production, as part of Connect ONE offer.



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## **Proud Guarantees**

Like all PEUGEOT electric, hybrid and petrol vehicles\*\* — both passenger cars and commercial — the new PEUGEOT 408 benefits from PEUGEOT CARE:

- Up to 8-year / 160,000 km vehicle warranty
- Up to 8-year / 160,000 km battery warranty on PEUGEOT E-408

\*\*depending on the market

### **PRESS CONTACTS**

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### **LINKS**

PEUGEOT Press Site

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### **ABOUT PEUGEOT**

PEUGEOT offers the widest EV lineup of any European mainstream brand, covering all needs from urban cars to commercial vehicles. The French charisma, the driving sensations and the Designed to last constitute the brand values of PEUGEOT. Established in over 140 countries, PEUGEOT sold almost 1.1 million vehicles worldwide in 2024. Already the leader in electric B-segment and LCV vehicles in Europe, PEUGEOT is now offering a complete lineup of 12 models, of which 9 Passenger cars and 3 LCV. PEUGEOT offers 8 years/160,000 km Peugeot Care warranty on the battery and the vehicle, as well as the On-the-go Pass on all its electric passenger cars for complete peace of mind. PEUGEOT products incorporate the latest technology, showcased by the Panoramic i-Cockpit and ChatGPT on board across the entire range. PEUGEOT is also committed to educating younger generations by supporting initiatives such as Born Free and Under The Pole to bring them closer to nature. Furthermore, PEUGEOT's passion for performance and innovation is showcased through the PEUGEOT 9X8 Hypercar, which competes in the World Endurance Championship (WEC), including the 24 Hours of Le Mans.



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