The Changing Face of Peugeot Models

Contributed by Administrator
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Peugeot 508 model, which Peugeot Automobile Nigeria introduces into the market, is a direct response to the changing trend in the luxury car segment

There is always something new from Peugeot, France’s leading automobile brand in Nigeria. It always strives t re-invent itself and remain competitive in the automobile market. This quest is behind the inspiration that gave birth to the design and building of the Peugeot 508, which is billed to change the way Nigerians perceive Peugeot. “Peugeot 508 design will completely revolutionise the way people see our brand,” declared Shehu Sani Dauda, chairman, PAN Nigeria Limited, during a recent market launch of the model in Abuja. He said that the newly unveiled model is an indicator of the trend that would characterise the changing face of Peugeot and provides an insight into the brand’s future ambition in luxury vehicle segment. The new Peugeot 508 model is hyped as an expressive bold design and Peugeot’s direct response to the changing trends in the luxury saloon car market segment. Dauda also said that the model is built to have elegance, precision and capacity as a testimony of Peugeot’s “continual search for more status, quality, performance and modernity that encompasses the vehicles general efficiency in terms of architecture, engine and styling.” The Peugeot 508 model is a large family car. It replaces the Peugeot 407 and Peugeot 607 model. The 508 model is powered by 147KW hybrid engines that utilise both petrol and electricity for better fuel efficiency. The petrol engine can do 100 kilometres on 6.71 litre of fuel. Its range of engine also includes the diesel-electric hybrid power train, which will further reduce fuel consumption. The model is fitted with a six-speed sequential tiptronic transmission system. As the diesel heavy line-up would infer, Peugeot is focusing on a reduction in carbon dioxide emission and an improvement in fuel economy. The unit includes Stop & Start technology to improve fuel economy over the standard 1.6-litre HDi. Its safety features include the front, side and curtain airbags as well as anti-lock braking system and electronic brake distribution. Other safety features are electronic stability programme, emergency brake assistance and electronic engine immobiliser. The 508 is not lacking in comfort features which include an auto dual zone air conditioning system with rear vents, power window and mirrors, multifunction display screen and MP3 CD player with bluetooth among other amenities.