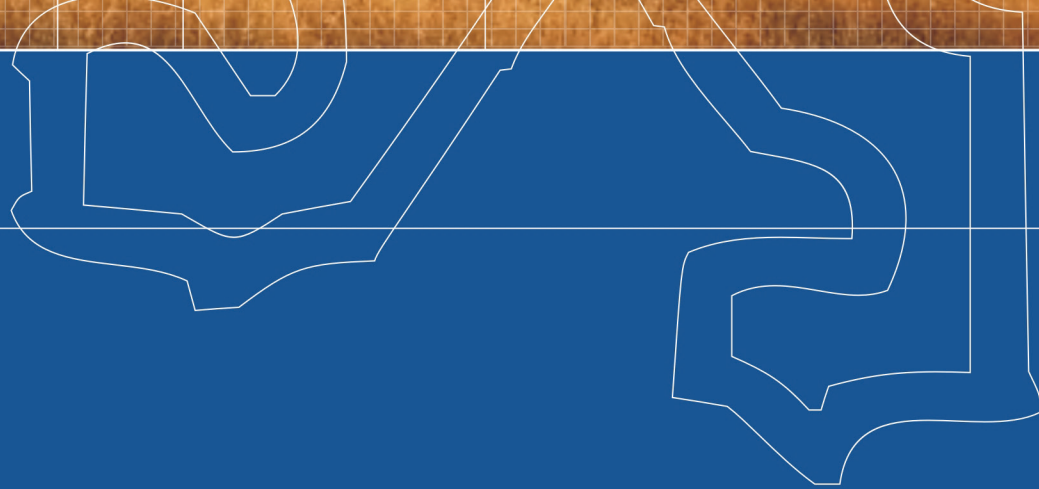


Advertising Campaign Development

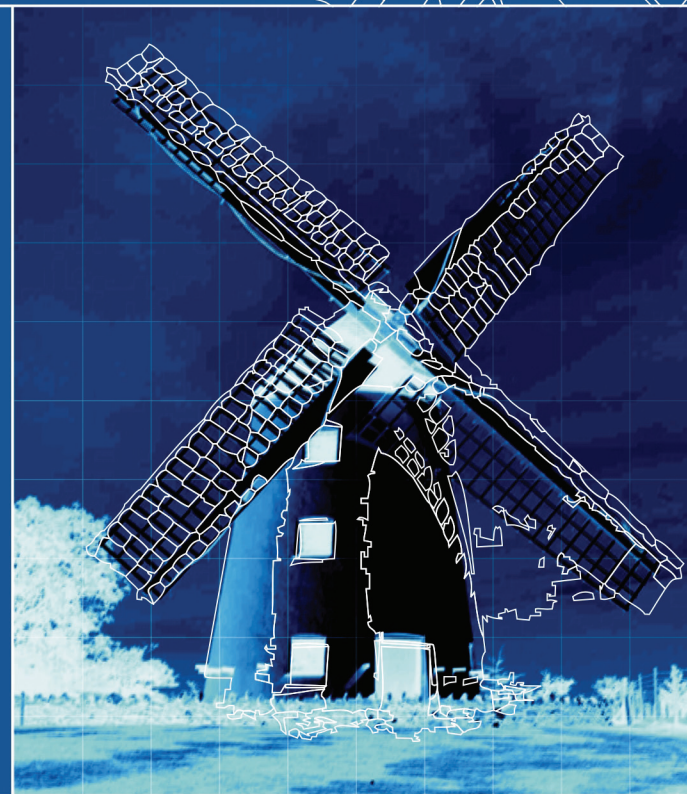
Peugeot 206 GTi 180



Peugeot - The Company's History

The Peugeot constitute an important family, whose generations all seem marked by the same flair for business and enterprise. Their history begins in the 18th century, with Jean Pequignot Peugeot, who built wind and water mills. Gradually, the Peugeots shifted into coffee grinders then razors for hairdressers, sewing machines, roasting spits, watch springs, clocks, garden furniture, saws, bicycles, tricycles, gramophones all available by catalogue. Towards 1815, brothers Jean-Pierre and Jean Frederic Peugeot joined forces with Jacques Maillard-Salins to operate a steelworks and saw blade factory in Sous-Cratet, in the Montbéliard region. The business was a success, and the Peugeot brothers gradually established an international reputation for themselves. The French motor company evolved into what is now one of the biggest motor production companies in the world, Peugeot is proud against its word of high quality build motor vehicles, and is renowned for what you drive today as the holder of many rally car champion events.

1800
Birth of the Peugeot Company



No.: 00.01

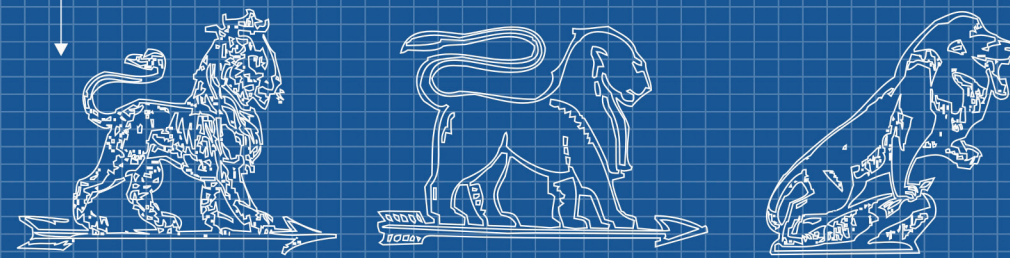
Peugeot - The Identity

In 1858 Montbéliard's gold engraver, Justin Blazer, was given the task of designing the lion trademark for steel articles fabricated in the Peugeot Brothers factories. He came up with a lion proudly striding along an arrow, symbolising the durability, suppleness and quickness of steel, like the animal itself. This trademark was registered with the Imperial Conservatory of Arts and Trade. (Conservatoire impériale des Arts et Métiers). Today all new Peugeot cars are marked with the 2003 Peugeot identity, still after over 100 years of Peugeot motor productions the lion symbol strides proud and strong.

1858 - 2003
Peugeot Identity Development



1858



2003

No.: 00.02

Peugeot - 205 Predecessor

The Peugeot 205 was introduced to the UK in October 1983 as a replacement for the 104. It was an instant success and was acclaimed for its modern styling, comfort, handling and practicality. It was initially available with 4 engine options, including Peugeot's excellent 1769cc diesel, and in 3 or 5 door hatchback form. It wasn't long before a sporty GTi model came onto the scene, and a couple of years on, a cabriolet arrived to complete the range. The 205 was discontinued in 1997, and did not get replaced until the launch of the 206 as it fell in between the smaller 106 and the larger 306 models in the Peugeot range. The 205 has also been the holder of the 1985 rally car of the year due to its remarkable benchmarks in performance, this publicity stunt (rally car racing as a means to advertise the cars and performance) no doubly boosted popularity, production rate and sales by whole quarter of Peugeot car manufacturing.

1983 - 1997
Production of the Peugeot 205 Series

1.9 205 GTi
0-62 - 7.8 Sec
Max Speed - 127 mph



Height 1375 mm

Width 1560 mm

Length 3705 mm

Engine (Specification)

Obsah [cm3]	1905
Type engine	XU9JAZ
Load [kW/min]	88/6000
Load [PS/min]	120/6000
Torque [Nm/min]	150/3000
Perforating	83
Stroke [mm]	88
Compression	9,2
Fuel	S 95/98
Injection	Motronic
Air Filter	K&N Kit
Plugs	Bosch 4
Oil	Titan
Exhaust	Bore 4

No.: 00.03

Note: In 1983 motor vehicles were less acquainted for their safety.

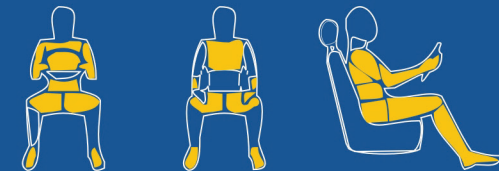


Weight 880 kg

WELCOME TO THE H.E.V MARK 4 PROTECTIVE SYSTEM
FOR USE IN HAZARDOUS DRIVING ACCIDENTS

- Dual Active Roll Cage >> Assist
- Hazardous Warning System >> Assist
- Dual Airbag System >> Assist
- Child Support >> Assist
- Driving seatbelt >> Assist

SAFETY PROTOCOL NOT MET ASSIST IMMEDIATELY



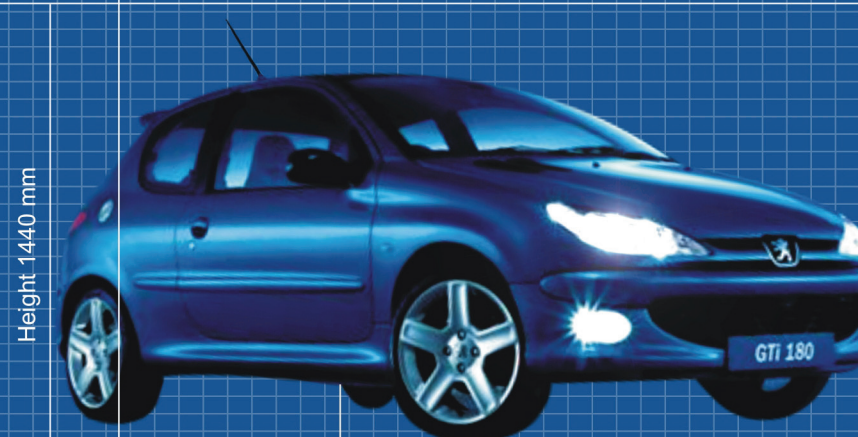
Peugeot - Launch of the 206

In 1997 Peugeot started producing the successor of the very popular in the 80's-early 90's, Peugeot 205 model. The new model was destined to become far more successful than its predecessor thanks mostly to its very sleek design. Other features include practical issues like increased comfort from the suspension, to a level beyond what Peugeot cars have used to be and also increased practicality in the interior of the car like most modern cars. It's basic target group was for those that want a car mainly for daily in-city transportation and this role was played very well by the 206. Although the new car was common and yet comfortable with a functional interior, people who liked Peugeot cars were a bit disheartened to see a car that represented the exact opposite of what the Peugeot tradition stood for, mainly because the car was lacking in speed due to weak petrol engines of 75 and 89 horsepower and soft suspensions that resulted in the car bending while cornering significantly. Things changed when Peugeot produced the 2.0L version of the 206 the 206 GTi and the 206 GT (for rally participation purposes). These cars were now targeted for those who wanted a car to serve them in their daily routine but without losing the pleasure of driving fast when one wanted to. The 206 GTi unlike the other 206's previously produced, came equipped with a strong 137hp engine, 15 inch wheels with 185/55 tires, better and bigger brakes and a revised stiffer suspension to allow the car to go as fast in straights and corners as Peugeot cars used to go. This was taken a step further with the introduction of the 206 RC 2.0 litre GTi 180hp variable timing engine combined with new suspension for accompanying the extra power is destined to become the new "King" of the 206's and thus raise once again the Peugeot flag high, where it belongs, in the GTi category.

1997 - 2003

Production of the Peugeot 206 Series via 206 GTi 180

206 GTi 180
0-62 - 7.1 Sec
Max Speed - 140 mph



Height 1440 mm

Width 1682 mm

Length 3836 mm

Engine (Specification)

Capacity CC [cm3]	1995
Type engine	X2003
Load [kW/min]	98/6000
Load [PS/min]	159/8000
Torque [Nm/min]	168/7000
Perforating	128
Stroke [mm]	98
Compression	9,2
Fuel	S 00/03
Injection	multi
Air Filter	Fire Kit
Plugs	Bosch 4
Oil	Duel Type
Exhaust	Bore 5

No.: 00.04

Note: In 1997 motor vehicle safety has increased significantly, including strict vigorous tests for accidental purposes.

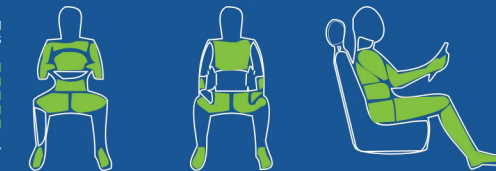


Weight 950 kg

WELCOME TO THE H.E.V MARK 4 PROTECTIVE SYSTEM
FOR USE IN HAZARDOUS DRIVING ACCIDENTS

Dual Active Roll Cage >> Activated
Hazardous Warning System >> Activated
Duel Airbag System >> Activated
Child Support >> Activated
Driving seatbelt >> Activated

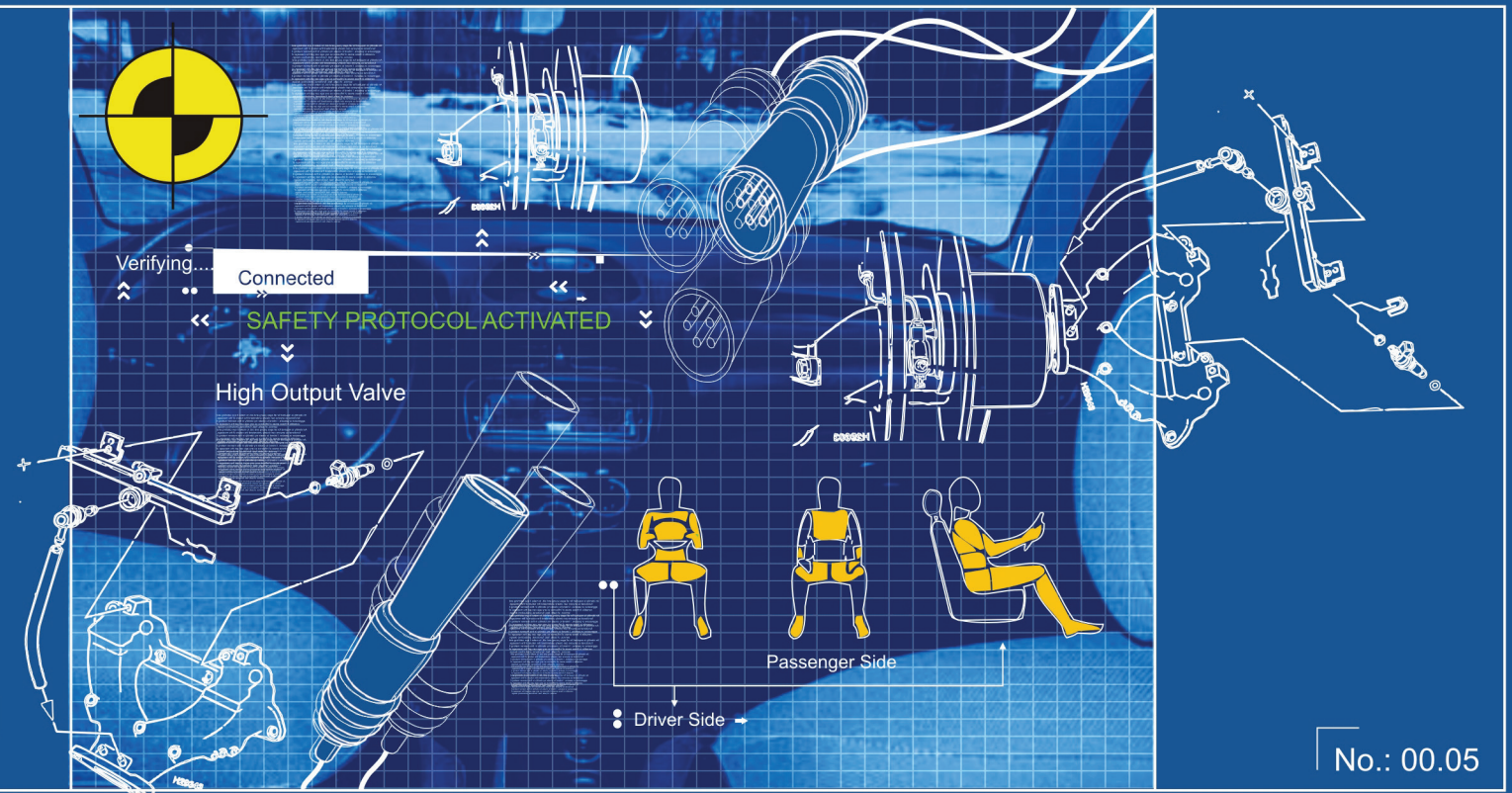
HAVE A VERY SAFE DAY



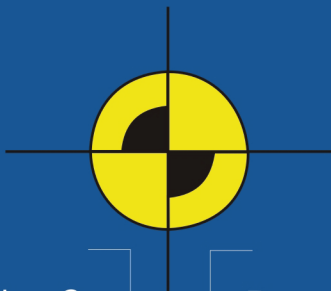
Peugeot - 206 Safety Technology

Peugeot has introduced a range of new technologies into the latest version of its popular 206. Using multiplex wiring the engineers are able to increase the number of electronic applications without the need for complicated re-wiring. Fewer individual connections lead to increased reliability, while the removal of traditional wiring looms leads to a reduction in the car's overall weight. Rallying has been the inspiration for safety in new car designs, due to the sheer hazards of cars being race tested with new base technology performance, which is then past down through to road standard versions. The Peugeot 206 is now offered with safety and security features rarely found in cars in its class. The introduction of multiplexing means that a number of features become 'standard' on all models, including 'self-thinking' smart driver and passenger airbags that respond according to the force of an impact, passenger airbag deactivation warning, doors which automatically unlock in the event of an accident, door ajar warning light, car location device via 'plip' key, and separate digital display for the radio. In addition, headlights which illuminate automatically as light fades, windscreen wipers which switch themselves on when they sense rain, internal central locking and a trip computer become standard on some 206s, and available as options on other versions including the new GTi 180 models. The 206's body chassis is combined with super hard aluminium light steel structure which is very strong for collision accidents, making this car best in its class for safety, with rear child support as standard for all models.

2001 - 2003
206 Standard Safety Features



No.: 00.05



European New Car Assessment Programme

Euro NCAP provides motoring consumers with a realistic and independent assessment of the safety performance of some of the most popular cars sold in Europe.

Established in 1997 and now backed by five European Governments, the European Commission and motoring and consumer organisations in every EU country, Euro NCAP has rapidly become a catalyst for encouraging significant safety improvements to new car design.

Peugeot - 206 Crash Test Report

The 206 is a small car that gives an all-round performance protecting the adult occupants. The structure provided a safety cage with the driver's door frame showed only minor distortion. There are safety concerns over the fitting of a manual switch to turn off the passenger's airbag. However the 3 year-old's child restraint failed to contain the child's head in both front and side impact. Also the 1½-half-year old's restraint was forward facing and did not protect the child's neck in the frontal test.

Frontal Impact

The 206 maintains the occupant's survival space in the frontal crash. The front seat belts are fitted with pretensioners which are designed to limit forward movement in the event of a crash. Load limiters are also fitted but despite this the passenger's chest loading was a little high. Only a simple two point static belt was fitted in the centre rear seat, which can cause severe spinal and abdominal injuries. The knee impact area had hard areas which would give higher loads than those experienced in the test if knees impacted directly onto them. There was some padding which will help to spread the loads, although this was not sufficient to remove all worries of damaging knees and upper legs. The extent of the movement of the brake pedal rearwards gives rise to an increased risk of injury to the driver's feet.

Side Impact

For a car without side-impact airbags the 206 is well designed and has done well to give a low risk of injury for all the body regions. The dummy's head contacted the front edge of the central door pillar as well as the bottom edge of the window, but without sufficient force to cause concern over serious injury. The abdomen had some loading from the arm rest and the pelvis was contacted by a foam block in the door trim.

Child Restraint

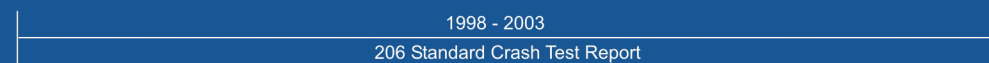
A passenger airbag is standard and Peugeot have addressed the risk to children in rear facing child restraints in the front by fitting a switch so that the airbag can be turned off with the ignition key. The consequence of not setting the switch correctly could be fatal and the warning of this condition was not foolproof. The removable warning labels had no text to explain the risk of serious injury or death to a child in a rear facing restraint. The child restraints were both forward facing and provided protection in the frontal test, except that for the 1½-half-year old the neck loads were high which is a common failing for forward facing seats. In the side impact the seats were also good performers, except that the 3-year-old's seat did not keep the child's head contained within the seat wings.

Pedestrian Protection

The pedestrian protection score come almost entirely from the adult and child impact assessments which is the same as most of the cars we have tested in this class. However two of the leg impact sites were also graded as giving weak protection.

Model history and safety equipment

The 206 was introduced in Sept 1998. The 2000 model year car features dual frontal airbags, front safety belt pretensioners and load limiters & ISOFIX (welds) anchorages on the front passenger seat.



Front and side impact rating ★★☆☆☆

Pedestrian test rating ★☆☆☆☆

Test Scores: Front 11(69%) Side 14(78%) Overall 25(74)% Pedestrian 11(31%)

Car Statistics

Make, model and hand of drive	Peugeot 206 1.3 XR Presence LHD
Body type	3-door hatchback
Model year	2000
Kerb weight	943 kg
VIN and date when rating applies	VF32AWJ2T41093544
Cars built on the same platform	None

Vital Information

By understanding more about Peugeot and the Peugeot 206 via GTi and car safety reports, will help me define the true nature of the car and get a general feel on what style application of design, approach to consider taking when developing initial ideas for spatial, livery (rallying), promotional, poster, mail, web or flash advertising. My next general research is to get a key influence on driving, and also driving the Peugeot 206 in detail. This will help me to understand habits and psychological facts from people when driving, e.g enjoyment, practicality, necessity, reliability and safety key issues on main reasons for driving, not to forget dangerous or drink driving (I don't intent for my initial concepts to be negative influences or to encourage dangerous driving with the 206) this is very important not to convey the inappropriate message, which could lead to promotion ban or delay.

Terminology

The impressions of driving the Peugeot 206 can be inspirational in a way, to understand what the general consumer demands in an automobile via performance, functionality and style relating. From this information I can generate possible concept terminology by using words which fits the 206's description. After which the slogan can be applied to the overall promotion, wether it is spatial advertising the 206's release large scale, livery possible rallying purposes, promotional poster advertising the 206's character, mail for an economic reliably way of distribution, web or flash advertising for the ultimate in new age communication technology, through to possible television broadcasting services. The promotion must make a large impact on the new 206, in order to make it work, but at a price (limited resources financially, must keep to budget) therefore I will have to devise a way to get the consumers maximum attention.

Peugeot - 206 GTi First Impressions

First Glance

Jamming a large engine into a small body to gain a performance advantage is a technique as old as the car itself (relation to the 205 GTi). The 206 GTi's power plant is a DOHC 16 valve two litre engine.

The 206 attracts attention wherever it goes. People smile and wave, others stare in wonderment, the windscreen is enormous, plunging down to a bonnet that is out of sight of even the tallest driver, the view from behind the wheel is panoramic, marred only by the overly thick interior panelling.

Styling

The level of styling detail is impressive. The cabin ventilation air intake grilles on the bonnet, the heavily sculpted rear bumper incorporating a central fog light, those cat's eyes headlights, the hugely wrapped-around rear lights. It's a shape that has character and practicality. So beautifully integrated is the styling that it's not at all noticeable how tall the 206 is. The benefits that flow from that stature can be felt in headroom, the seats' high hip points and the airy feel within. The side mirrors are enormous though not affected in styling.

The two doors are long and open wide, shutting with a metallic clang. They incorporate two large pockets, the rearmost accessible by backseat passengers and the other incorporating a drink holder. Further drink holders can be found on the dropped-down glove box lid, along with a sunglasses holder and other practical recesses. Less practical is the suede that's used on the door trims and glove box lid, a fabric that could easily become soiled. The trim on the seats is quite different, a hard wearing multicoloured fabric with leather side bolsters. And the bolsters do more than just support your body weight during cornering, they also contain side airbags for both the driver and front seat passengers. These occupants are further protected by dual frontal airbags.

Performance

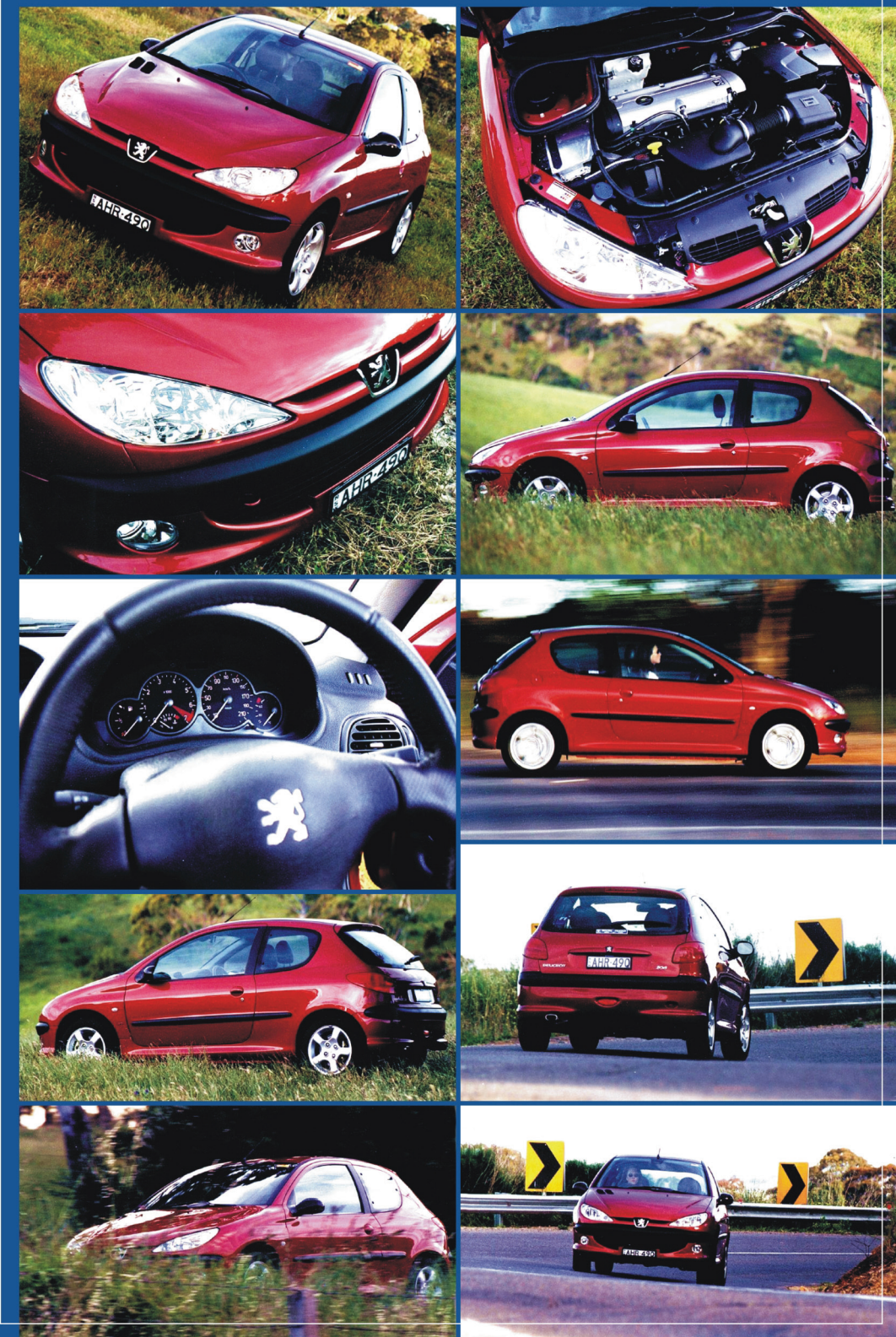
The immediate impressions are of a light clutch, overly long gear stick with direct and quick steering. The relatively heavy power steering is superb, not too sensitive around centre that every bump becomes an involuntary steering input, but still quick enough that the turn in can be judged precisely. The strong bottom-end torque gives tractable throttle response, its an easy car to get into and immediately drive fast, especially around corners.

The alloy pedals are close together, at high revs the engine passes both vibration and noise back through the controls the all alloy engine never feels like a sophisticated, modern mill. At times it could also be heard to detonate on the local premium unleaded fuel it demands. The front seatbelts catch against the seat adjustment mechanisms, and the stereo and high beam lights are lousy. On high-speed sweepers the handling can also become a little spooky. The throttle off oversteer available from the torsion bar, trailing arm rear suspension. Peugeot claim a 0-62 in 7.1seconds and a top end of 140 both seem responsible. They also suggest very good economy, a brilliant 8.1 litres/100km in hard driving. In typical conditions, most drivers will achieve far better than this.

Verdict

Stylish, frugal, practical, contemporary, fast and superb around corners.

Auto Review
GTi 180



Driver Behaviour

By acquainting my self with driver behaviours, can benefit when creating car advertising campaigns. It can help me to keep on the positive attitude of the message and keep in mind what am I trying to communicate e.g safe, practical, reliable driving.

However this is a 206 GTi not an MPV, so I am going to have a difficult task of advertising the performance power without encouraging dangerous driving or presenting the negative messages, such as drink driving. I will have to try and advertise to the consumer that the 206 GTi is both practical and powerful, wether the 206 is for a shopping routine, picking the kids up from school, everyday use it can do, or wether its for going fast when you want to on the open roads or motorway use.

(Keeping mind the national speed limit).

Why do people drive the way they do?

What is a dangerous road?

Roads are not dangerous in themselves for a road to be considered dangerous, a driver needs to be present. A truly dangerous road is one that appears to be safer (perceived danger) than it actually is (actual danger), because the driver will not consider themselves to be at risk, and so will potentially behave in an inappropriate manner. Were we able to identify accurate measures of perceived and actual danger, sections of road considered to be 'accident blackspots' could be made to seem more dangerous, thus drivers would take more care and these blackspots could be removed from our road maps altogether. A perception of relative safety will lead a driver to engage in inappropriate, risky behaviour, whereas a perception of relative danger will ensure that drivers treat the roads with the respect that they deserve.

What is inappropriate driving behaviour?

Inappropriate behaviour in any situation where a formal rule system is in place described as presenting no immediate danger, but do not result in efficient or effective accomplishment of the task in hand, e.g attempting to pull away in third gear, or forgetting where you parked in a multi-storey car park, or otherwise errors are mistakes of the highest risk category, which present immediate danger to the individual performing the behaviour or those around him. However, these behaviours are not deliberate, with no intent on behalf of the perpetrator, e.g braking too sharply and skidding, or misjudging an overtaking gap. Finally, violations are considered as deliberate acts and involve risk to others, for example, drinking and driving, or running a red traffic light.

Sensation-seeking

It has been suggested that the personality effect of sensation seeking predicts the point of optimal level of stimulation from the environment that we find most satisfying. A person's on a measure of sensation seeking should indicate how much stimulation that person will actively seek out, with high sensation seekers feeling more comfortable with higher levels of stimulation than low sensation seekers. Bearing in mind that driving a vehicle requires the driver to attend to a multitude of different stimuli in the environment, we might think that high sensation seeking would lead to a superior ability to drive, but high sensation seekers will therefore perform increasingly riskier behaviours in order to maintain the optimal level of sensation. It has been proven that high sensation seeking behaviour leads to a kind of tunnel vision and also conduct more accidents, then low sensation seekers. The individual will concentrate their available attention only on those elements of the environment that are strictly relevant to the task in hand.

The driving environment

Features of the driving environment make us focus on our own personal needs and goals. We become egocentric quite literally self-centred. We are physically isolated inside a vehicle, with limited communication with other people. The only available gestures are largely negative, which discourages communication even further. As a result, we ignore the interactive nature of driving when we think of the 'good driver', the skills needed to cooperate with other road users are discounted and ignored. Therefore a 'good driver' is one who drives as if they are alone on the road.

Association of Industrial Road Safety Officers
Driver Behaviour



Problem Solutions

In order to advertise the new release of the Peugeot 206 GTi 180, I first have to research and develop possible affordable advertising solutions which is in range of the £500,000 budget. However this is not enough for a full scale television broadcast, therefore I have developed a series of other advertising techniques to promote the new release in brief description. (Initial concepts will be retained until final development).

After getting my self acquainted with the overall promotional ideas, I will start to gather key influences form original Peugeot 206 featured spreads as well as miscellaneous television commercials and car manufactures. This should give me enough material to progress through to initial ideas and final concepts.

The Spirit of Promotion

Cinema

The cost effective method for regional viewing, this method of promotion can make a large impact due to the fact cinema's broadcast movies not shown on regional television services and will give the consumers the ability of remembering the events happening. The cinema has the perfect viewing quality, sound quality and overall enjoyment factor. Which in a sense may relate to driving experiences, or via advertising cars which will make the consumer remember where and when the advert was see.

Web & Flash

For the ultimate in new age advertising technology, web and flash animation sites can make a huge impact on promotion launches, not only because its aesthetic and functional, but because it is targeted around the world so any country, place provided an internet connection is present, can view the new Peugeot 206 site. Languages are also present in order to select the appropriate language for each country that may be desired.

Spatial

Endless opportunities to promote the new 206 large scale, wether its using public livery services such as busses, taxis, through to overall structural revamp. Spatial graphics is a very effective way of communicating but can be very expensive if not thought trough right, in terms of materials, labour, large scale press, rent if a particular building is rented for the overall promotion etc.

Billboard (44-Sheet) & Digital Flat Screen

Cost effective Large scale still image advertising, or possible digital motion advertising promotion using flat screen panelling such as Time Square New York or London's Piccadilly Circus.

Poster

A very handy piece of publicity, versatile, cost effective, and can be apart of any magazine or paper organisation, centre page or louse spread.

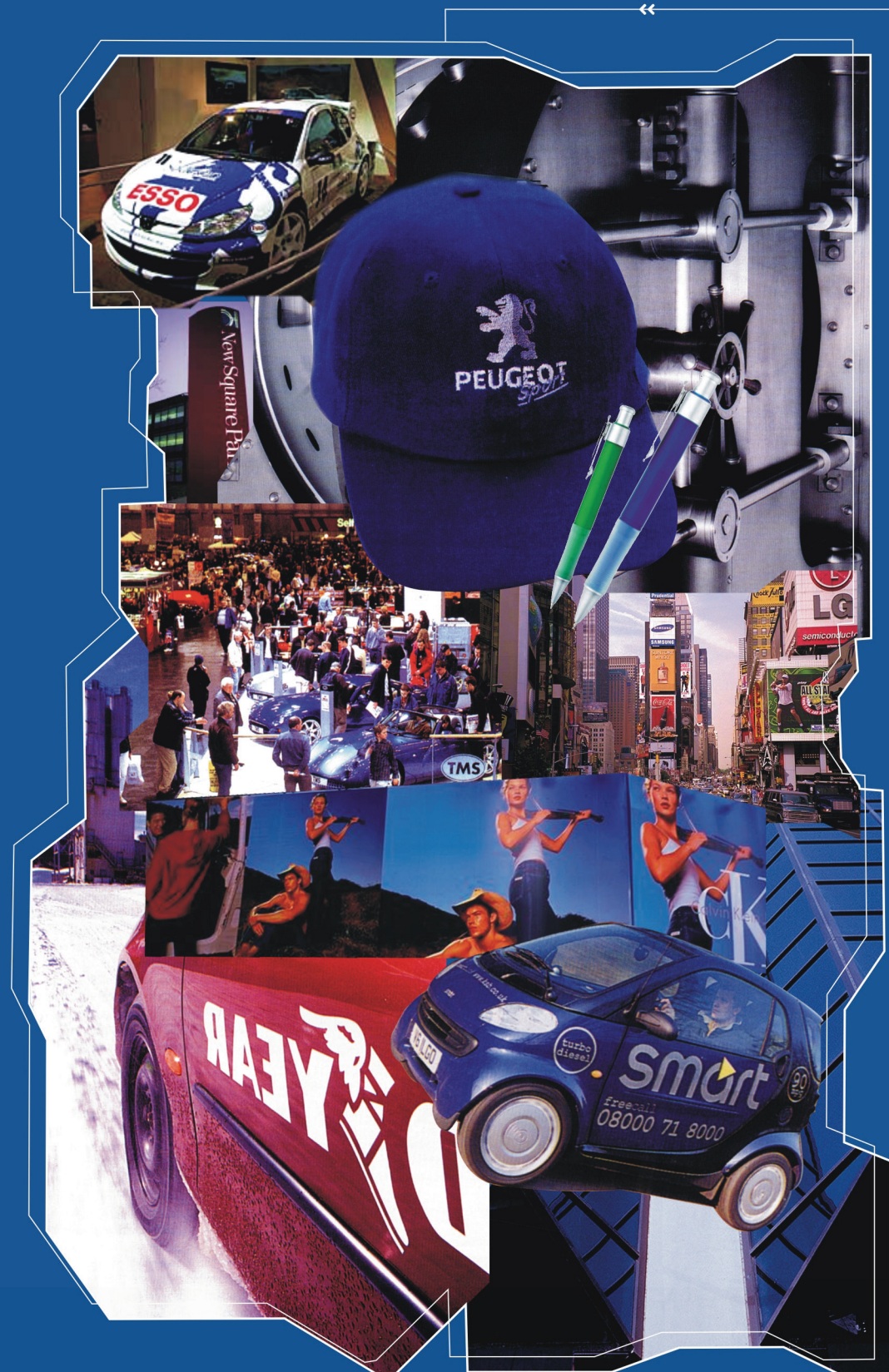
Mail Subscription

Effective, economic publicity package, which is sent direct to the consumer, this option is most likely directed to magazine subscribers, who receive monthly or weekly issues on cars as such. This very effective way of communication brings the product to the consumer, provided the functional aesthetics parts its self from junk or ordinary mail, this can be achieved by a container of some sort or a CD with the 206's promotion integrated, which makes consumers wonder in suspense instead of throwing the whole package away.

Air Balloon

Why not have an air balloon (Blimp) high in the sky, with the 206's promotion imprinted, or a balloon in the shape of the Peugeot Identity or 206. These massive air giants can be rented and anchored, they are visible for miles and can attract a lot of attention the only draw back is that the weather which must be calm and bright in order to launch the balloon and also to view it.

The Spirit of Promotion
Problem Solutions



Billboard Application



London, Cromwell Road



London, Station Court



London, Kings Cross



London, Cromwell Road

Large Scale Promotions

A series of locations in which the large scale promotion can make the maximum effect for publicity notice, central city areas is the best way to advertise large scale dude to dense population, key for conveying the new release of the 206.

EXTREME BODY LANGUAGE

Performance →

Style →

Comfort →



206 GTi 180

Sensational! When is a GTi something really special? When it's a 206 GTi 180. This car goes like a bat out of hell! 0-62 mph in a searing 7.1 seconds, with an achievable 140 mph (on race tracks only!) The secret of this super 3 door GTi is not just the staggering performance of the highly advanced 6 valve 140 bhp petrol engine. The advanced suspension design and the clever ABS with Electronic Brake Force Distribution help you maximize the performance safely and in complete control, the GTi is a car with a purpose, it's here to do the business. Wide front wings, no-nonsense 16" Ouragan alloys, dynamic sports bumper aprons, aluminum fuel filter cap and a chrome oval exhaust extension set the tone. Inside, the body-hugging sports front seats are trimmed in

leather and suede and the gear knob, drilled foot pedals and door handles are finished in aluminum, Twin front airbags are supplemented by side impact protection that includes front side airbags. There's a boot mounted 6 disc CD auto-changer. And to help you keep your cool, there's digital air conditioning with climate control.

Availability

The Peugeot 206 GTi 180 will be available for consumers to purchase at the end of June 2003 at a starting price of £13,995. This includes all extras including safety features as standard, pre-orders are available for more information contact your local Peugeot dealer or visit our website. (www.peugeot.co.uk)

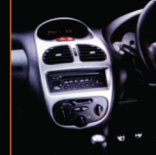
The open road



Great Power = Great Responsibility

Extreme Power + Extreme Style = Peugeot

Engineered + Perfection = Attraction



PEUGEOT 206 GTi 180 FROM £13,995 ON THE ROAD FOR MORE INFORMATION CALL 0345 56 55 56. WWW.PEUGEOT.CO.UK

PEUGEOT 206 GTi 180

INNOVATION

STYLE

PERFORMANCE

COMPROMISED ELEMENTS



4. Alloy gear knob
Alloy gear knob, complete with leather gaiter as fitted as standard to the GTi and 2.0 Coupé Cabriolet.

Styling

Designed to complement the original design of your 206, our styling accessories give you the opportunity to stamp your individuality on your car. They are manufactured to the same exacting standards as our cars. Ensuring consistently high standards of fit and finish.

1. Janspeed silencer

Single upswept exhaust designed to exit through the original exhaust cut-out.-his silencer only fits the 2.0 G-ri and 2.0 Coupé Cabriolet and comes with a 3 year warranty.

2. Alloy sports filler cap

Replaces the original filler cap surround and uses the original key barrel.

3. Twin headlight conversion

Available either painted to body colour or in matt black our headlight conversions give your car a truly distinctive look whilst retaining all the standard features such as headlamp height adjustment.

Tornado alloy



Vulcan alloy

Hornet alloy



Storm alloy



Alloy valve caps



Look wheel bolts



Alloys



All Peugeot alloy wheels are put through rigorous performance tests, giving you the ultimate feel for the road. Every one is then meticulously tested for construction quality, ensuring that they continue to look the part and go the distance. Fitted on all models, including GTi 180.

PEUGEOT 206 GTi 180 FROM £13,995 ON THE ROAD FOR MORE INFORMATION CALL 0345 56 55 56. WWW.PEUGEOT.CO.UK

PEUGEOT 206 GTi 180

The Flare

The 206 has the purity of design that promises equally sure road handling, with smoothly flowing lines and crisply confident control of detail. Front direction indicators are cleverly combined in the headlight units and the rear fog light is spring-mounted in the centre of the rear panel. Design integrity is emphasized by the proportions of the rear quarter panels on the 3-door version and the bold rear door outline on 5-door models. Inside, the spacious cabin has a bright and airy feel with a luxurious trim.

Comfort

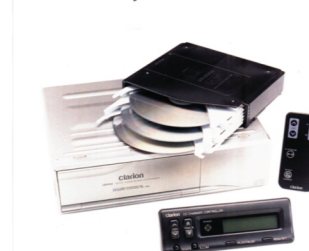
The rigid body structure and generous soundproofing make the car remarkably quiet. Fresh air recycling and a pollen filter give excellent air quality, and full air conditioning is standard or optional on all models except the Style. A1 models from L-X upwards have an Thermic (heat reflecting) windscreen. The steering wheel is height-adjustable on all models, the driver's seat is height-adjustable on all except Style, and the rear seats are split 60/40 on all models. The sophisticated trip computer (availability depends on engine choice) is a welcome driving aid, as is Satellite Navigation. And in a very special touch of innovation, the Roland Garros model has an amazing panoramic glass roof as standard.

The Power

There are four petrol engines: 1.1, 1.4, 1.6 16-valve and 2.0 litre. Three diesel choices: the ultra lean, ultra green 2.0 litre HDi and HDi Eco and 1.4 HDi all offer high levels of quiet operation and fuel efficiency A11 models have the crisp Peugeot s-speed gearbox, and 1.4 and 1.6 litre petrol models are also available with the clever electronically managed Auto-adaptive gearbox. Designed to adapt to different driving styles and conditions, it has three programers: Auto-adaptive for normal driving, Sport for harder more dynamic driving, and Snow for starting in second or third gear to prevent loss of grip.

In-car entertainment

VDO Dayton MS5000 satellite navigation



Blaupunkt RNS 149 Travel Pilot



Clarion 6 disc CD Multilayer



VDO Dayton MS5000 satellite navigation

Uses GPS satellite guidance technology to direct you with pin-point accuracy Relying on both visual and audible commands, this user friendly satellite navigation system is a must for people who regularly visit new places.

Clarion 6 disc CD Multilayer

Available for all vehicles. Please note that vehicles that do not feature a CID compatible head unit will require an additional FM modulator (sold separately).

Blaupunkt RNS 149 Travel Pilot

CD/FM tuner with built satellite navigation system. This single-in-dash solution features a monochrome display and is supplied with a UK map.

Think the latest GTi is a compromise?

The 180bhp, 140mph will make you think again.



206 GTi 180

The latest Peugeot GTi comes with a 180 bhp engine, making it the most powerful road-going version of the best-selling 206. The car will receive its international première at this year's Paris Motor Show, and will also be exhibited at the Birmingham International Motor Show in October. This new three door 'hot hatch' will take your breath away with its looks, style, acceleration, and power. The 206 GTi 180 has been inspired by the success of Peugeot's World Rally Championship sibling, the 206 WRC, which is dominating this year's Championship series, and which has secured the manufacturers' title for Peugeot for the last two seasons (2000 and 2001). It has a 2.0 litre 16-valve four cylinder petrol engine which delivers 180 bhp at 7,000 rpm, a top speed of 143 mph, and a 0-62 mph acceleration time of just 7.1 seconds. Engine performance has been enhanced with VVT (variable valve timing), which ensures optimum engine torque is delivered through a wide engine speed range, for smooth driving around town and performance driving out on the open road.

Power + Control = GTi 180

1 2 3 4 5 6 7 8 9 1 0 1 1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 0

1 2 3 4 5 6 7 8 9 1 0 1 1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 0

4 7 5 7 4 9 7 2 3 0 6 7 3 2 9 6 7 2 3 9 7 6 8 3 4 7 6 5 9 0 7 3 2 9 6 0 7 9 0 6 7 2 7 6 9 2 7 6 9 0 7 2 9 8 6 7 2 9 7 6 9 0 7 3 9 2 3 7 6 9 0 8 7 6 8 2 7 6 0 2 4 7 5 6 8 2 7 6 0 2 7 8 9 0 5 6 7 8 9 0 4 7 6 8 9 2 4 7 6 9 8 2 4 7 6 9 5 7 2 6 9 0 7 3 4 0 8 9 5 6 7 8 9 0 4 2 7 6 8 9 0 2 4 5 6 1 8 0

1 2 3 4 5 6 7 8 9 1 0 1 1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 0

4 7 5 7 4 9 7 2 3 0 6 7 3 2 9 6 7 2 3 9 7 6 8 3 4 7 6 5 9 0 7 3 2 9 6 0 7 9 0 6 7 2 7 6 9 2 7 6 9 0 7 2 9 8 6 7 2 9 7 6 9 0 7 3 9 2 3 7 6 9 0 8 7 6 8 2 7 6 0 2 4 7 5 6 8 2 7 6 0 2 7 8 9 0 5 6 7 8 9 0 4 7 6 8 9 2 4 7 6 9 8 2 4 7 6 9 5 7 2 6 9 0 7 3 4 0 8 9 5 6 7 8 9 0 4 2 7 6 8 9 0 2 4 5 6 1 8 0

Emotional Attraction = GTi 180

Pedigree + Performance = GTi 180

1 2 3 4 5 6 7 8 9 1 0 1 1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 0

4 7 5 7 4 9 7 2 3 0 6 7 3 2 9 6 7 2 3 9 7 6 8 3 4 7 6 5 9 0 7 3 2 9 6 0 7 9 0 6 7 2 7 6 9 2 7 6 9 0 7 2 9 8 6 7 2 9 7 6 9 0 7 3 9 2 3 7 6 9 0 8 7 6 8 2 7 6 0 2 4 7 5 6 8 2 7 6 0 2 7 8 9 0 5 6 7 8 9 0 4 7 6 8 9 2 4 7 6 9 8 2 4 7 6 9 5 7 2 6 9 0 7 3 4 0 8 9 5 6 7 8 9 0 4 2 7 6 8 9 0 2 4 5 6 1 8 0

Acceleration + 7.1 = GTi 180

High levels of standard equipment

The 206 GTi 180 has a high level of standard equipment, including: digital air conditioning with climate control, heat reflective windscreen, CD autochanger, automatic windscreen wipers with rain sensor, automatic 'headlights on', electrically retractable door mirrors, and luggage net in the boot.