



**PEUGEOT PRESENTS
THE 408X AND PEUGEOT
INCEPTION CONCEPT AT
AUTO SHANGHAI 2023**



PEUGEOT

19th of April 2023

PEUGEOT continues the international launch of the new 408, presenting its Chinese model, the 408X, at the Shanghai International Automobile Industry Exhibition from 18 to 27 April. The PEUGEOT INCEPTION CONCEPT, a concept car illustrating PEUGEOT's vision of the future, is also on display in Shanghai, for the first time in Asia.

ALLURE: With the 408X and the PEUGEOT Inception Concept, the PEUGEOT brand demonstrates its full creativity to Chinese customers.

EXCELLENCE: The 408X is produced in China at PEUGEOT Dongfeng's factory in Chengdu.

EMOTION: With its PEUGEOT i-Cockpit and hybrid engines, the 408X combines driving excitement with efficiency.

As unexpected and innovative in Asia as it is in Europe, the new 408X* is one of the stars of the 20th Shanghai International Automobile Industry Exhibition (Auto Shanghai 2023).

A car with global ambitions, the new 408X demonstrates the creativity of PEUGEOT's designers and engineers who have delivered, at the top end of the C-segment, a fastback silhouette that is unprecedented both in the history of the brand and in the current global automotive market. In China and Asia, just like in Europe, the PEUGEOT 408X is the first of its kind.

The PEUGEOT 408X is also a testament to the excellence of PEUGEOT engineering focused on efficiency and smart electrification with, as in Europe, two plug-in hybrid engines, delivering 180 hp and 225 hp, alongside the 130 hp PureTech petrol engine. With the latest generation of the PEUGEOT i-Cockpit, the 408X ignites the emotions generated by cutting-edge technologies dedicated to driving excitement and instinctive use.

The PEUGEOT 408X is produced at PEUGEOT Dongfeng's factory in Chengdu, in central China. Marketed in the country since January, the PEUGEOT 408X is arousing curiosity and interest in a large number of customers.

At Auto Shanghai 2023, PEUGEOT is also exhibiting the PEUGEOT INCEPTION CONCEPT for the first time in Asia. **Unveiled as a world premiere at CES in Las Vegas this past January, and subsequently presented in Europe, this concept car is a realistic expression of PEUGEOT's optimistic vision of the future.** With a whole new design language that exalts its feline and attractive attitude, its revolutionary interior and its promise of unprecedented driving sensations, the PEUGEOT INCEPTION CONCEPT heralds a new era and embodies the brand's vision for its future electric vehicles.

Linda Jackson, CEO of the PEUGEOT brand, spoke at Auto Shanghai 2023 : *"The PEUGEOT 408X and the PEUGEOT INCEPTION CONCEPT perfectly demonstrate PEUGEOT's capacity for innovation and are a brilliant illustration of the brand's three values: Allure, Emotion, Excellence. With their spectacular design, their allure, these two vehicles will showcase PEUGEOT in a new light that is particularly appealing to Chinese customers."*

**The new PEUGEOT 408 is named the 408X in China because the PEUGEOT range in the country already includes a model called the 408.*



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LINKS

PEUGEOT Press Site

<https://www.media.stellantis.com/em-en/PEUGEOT>

ABOUT PEUGEOT

PEUGEOT is an innovative high-end generalist brand. *The Power of ALLURE* is its new promise, reflected in each of its models and services. Allure (attractive design), Emotion (instinctive driving excitement) and Excellence (uncompromising quality and ease of use) are its values. PEUGEOT is present in more than 130 countries and the Brand sold more than 1,050,000 vehicles worldwide in 2022. By 2025, all its models, both private and commercial, will be electric. The PEUGEOT E-LION project is a 360° approach to achieving the zero carbon target by 2038. The electrified PEUGEOT 9X8 hypercar demonstrates the Brand's passion for motorsport. It is competing in the World Endurance Championship (WEC), including the 24 hours of Le Mans.

