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A new step in the commercialisation of the **Peugeot iOn: 100% electric, 100% real**

With the iOn, the 100% electric car launched at the end of 2010, Peugeot offers a concrete and accessible response to the challenges of urban mobility and environmental responsibility.

With its battery and its innovative services, including Peugeot Connect (emergency call and data feedback) and Mu by Peugeot (à la carte mobility), the Peugeot iOn will be available for a monthly rental of less than €500, with a running cost of less than 1.50€ per 100km.

Peugeot is on the offensive, taking concrete action on the electric vehicle market with:

- **2 letters of intent signed with Veolia and Greenwheels**
- **a partnership with the European project Electric Vehicles for Advanced Cities**
- **2500 contacts with private customers.**

The Peugeot iOn can be fully charged in 6 hours and offers a 30-minute quick charge.

Environmentally-friendly mobility: lithium-ion batteries rechargeable in six hours, quick charge in 30 minutes.

The city will be the iOn's preferred territory. With four doors, four seats, a length of 3.48 m and a turning circle radius of 4.50 m, this 100 % electric Peugeot develops a maximum power of 47 kW (64 bhp) and a torque of 180 Nm, offering a level of performance perfectly suited to 90% of car journeys, with in particular:

- a maximum speed of 130 kph
- a comfortable range of 130 km in the European standardised cycle
- lithium-ion batteries rechargeable in six hours using a traditional 220 V socket,
- a 30-minute quick charge system ensuring 80 % capacity.

These characteristics make this "zero emission" city run-around very versatile to use, comparable in terms of performance and capacity to a small conventionally powered vehicle.

Its environmental-friendliness, compactness, safety and simplicity of use will be its main strengths... but not the only ones.

Indeed, inside the vehicle there will be innovative services:

- **Peugeot Connect** authorises the emergency call, of which Peugeot is the leader in Europe, but also feedback of valuable data for professional fleet management: battery status, mileage, distance before next service.
- **Mu by Peugeot**, currently being deployed in Europe, providing easy access to products and accessories in the Peugeot range: cars, light commercial vehicles, scooters, bicycles ...



Accessible mobility: Peugeot is off to a flying start on the emerging electric vehicle market.

At the Brussels Motor Show, Peugeot signed two **letters of intention (L.O.I.)** with Veolia and Greenwheels, companies operating in Europe, with a view to the purchase of electric vehicles and the development of mobility services.

In addition, a partnership has been agreed to join **the European EVA project** (Electric Vehicles for Advanced Cities), a consortium which to date brings together more than 20 European cities, car manufacturers and electricity suppliers from many countries.

Buoyed by 2500 customer contacts and this intensification of its approach to B to B customers, Peugeot is off to a flying start on the emerging electric vehicle market.

Today, the Marque takes a new marketing step by fixing its minimum monthly rental at under €500, **a simple and accessible electric offer as the vehicle's running cost is below that of a conventional vehicle.**

Other offers adapted to the requirements of different customers will be added to this initial commercial proposal.

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Peugeot

Peugeot is the only manufacturer to offer an integral mobility package complete with cars, light commercial vehicles, scooters, bicycles, and a wide range of services. Present in 160 countries with 10,000 contact points, Peugeot combines strong design and emotion throughout the world. In 2009, Peugeot sold 1,842,000 cars, becoming the leading French manufacturer [in terms of registrations] in the world and the 10th ranked car manufacturer. 50% of Peugeots sold around the world have a rate of emissions of less than 140 g of CO₂. Backed by 200 years of inspiration, Peugeot is renewing its style and its visual identity in 2010, at the same time extending its mobility offer and affirming its international ambition. The Marque is continuing its development with the launches of the RCZ, a limited edition vehicle, the iOn, a 100% electric car, the 408 in China, plus three new models in Latin America and the deployment in Europe of its Mu by Peugeot à la carte mobility offer.

Characteristics

Urban/semi-urban vehicle 4 doors - 4 occupants, environmentally-friendly, compact and easy to handle

No exhaust emissions
Silent
Meeting 90 % of daily travel requirements
Reduced running costs: less than €1.50 per 100 km
Reduced servicing

Dimensions:

Compact: L=3.48 w = 1.475

Roomy: Wheelbase 2.55 m
Height: 1.60

Easy to handle: Turning circle radius between walls 4.5m

Powerful and efficient

Synchronous electric motor with permanent magnets

Maximum power: 47 kW 2500 to 8000 rpm

Maximum torque: 180 Nm 0 to 2500 rpm

Maximum engine speed: **8500rpm**

Maximum speed: 130kph

Performance (half payload)

0 - 400 m : 19.9 sec

0 - 1000 m : 36.9 sec

Battery, range and recharging

Lithium-Ion battery

Range: 130 km

Fully charged in 6 hours from an earthed domestic socket

Rapid charge using a special terminal from 0 to 80% in 30 minutes

Services

Peugeot Connect – thanks to a localised communication system - including
Peugeot Connect SOS, for emergency calls
Peugeot Connect Assistance, for breakdown assistance
Peugeot Connect Fleet, for fleet management

Mu by Peugeot: à la carte mobility

A single specification level - 2 levels of finish

ABS – ESP – 6 air bags

Electric power steering

15" alloy wheels

Fog lamps

Central locking

Electric windows – electrically-operated door mirrors

Automatic switching-on of headlamps

Semi-automatic air conditioning

RDE radio (MP3, Bluetooth, USB)

Telematics unit for Peugeot Connect services

Height-adjustable driver's seat

50/50 separate and tilting rear bench seat (6 positions)

Isofix in both rear seats