

VISIONS

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For Malaysian Peugeot Enthusiasts

3008 dazzles visitors at Geneva

AT the recent 79th Geneva Motor Show, Peugeot staged the world premiere of its crossover 3008 to enthusiastic acclaim from auto observers.

The 3008 is a new crossover vehicle designed to explore new vehicle territories and approach to driving.

It offers new technological equipment such as grip control, dynamic rolling control, a heads-up display, distance alert parking and automatic electric parking brake which contribute to driving enjoyment and safety.

Its traction system, namely the Grip Control, combines an upgraded traction control system with mud and snow tyres.

Available as an option, it can be chosen by users looking for a vehicle that offers enhanced all terrain capabilities.

The aim of the Grip Control system is to optimise the traction of both front wheels by means of an improved traction control (developed and patented by Bosch), incorporated within the ECU (electronic control unit) of the ESP (electronic stability program).

Five modes are available to the driver and are accessible via a dedicated control on the centre console.

Meanwhile, the Peugeot 308 CC is the most desirable of coupe-cabriolets.

This new CC associates elegance, expressive design and dynamic performance with a blend of comfort and enjoyment, while expressing good road holding.

Its innovative comfort and safety equipment include a neck heating system (airwave system), pyrotechnic deployment bars and – with a world exclusive – the head airbag. For Malaysian introduction, Nasim Sdn Bhd informed that the specifications are not finalised yet and will only be made known closer to the launch date.



The 3008 crossover has features like grip control, dynamic rolling control and automatic electric parking brake for driving enjoyment and safety.



In the 3008, driving data can be seen via the heads-up display.

Grip Control, optimising the traction of both front wheels, allows drivers to access five modes.



The 308 CC was a highlight of the Geneva Motor Show.

Premium upholstery for the 308 CC.



More fuel savings with facelifted 407 HDi

THE new facelift for the 407 saloon and SW (station wagon) provides the model with even greater elegance, robustness and higher perceived quality.

The updated 407 also gets a new 2.0-litre HDi FAP engine immediately compatible with Euro 5 standards which is even more fuel economical at 5.6 litres/100km with power increased to 140bhp.

Meanwhile, the updated 407 with the 1.6-litre HDi FAP 110bhp engine offers a combined fuel consumption of only 4.9 litres/100 km.

Another feature that reduces fuel consumption and enhances driving enjoyment is the adoption of electro-hydraulic power steering on the 407 1.6-litre HDi FAP.

Its power steering is controlled by a hydraulic electro-pump unit in which assistance varies according to the speed of the car, the speed of rotation of the steering wheel and the temperature of the steering fluid.

This steering system, already in place on other models in the 407 range (except for six-cylinder models), optimises fuel consumption compared to traditional hydraulic steering powered by the engine.

With improved specifications, the updated 407 strengthens further its appeal to customers. The 407 continues to be acclaimed for its excellent road holding and its undiminished ability to combine active safety, driving enjoyment with a high level of comfort and convenience.

The numerous strong points of the 407 have led to the production of more than 800,000 units, in all three body styles (saloon, SW and coupe), since 2004.

Inside:

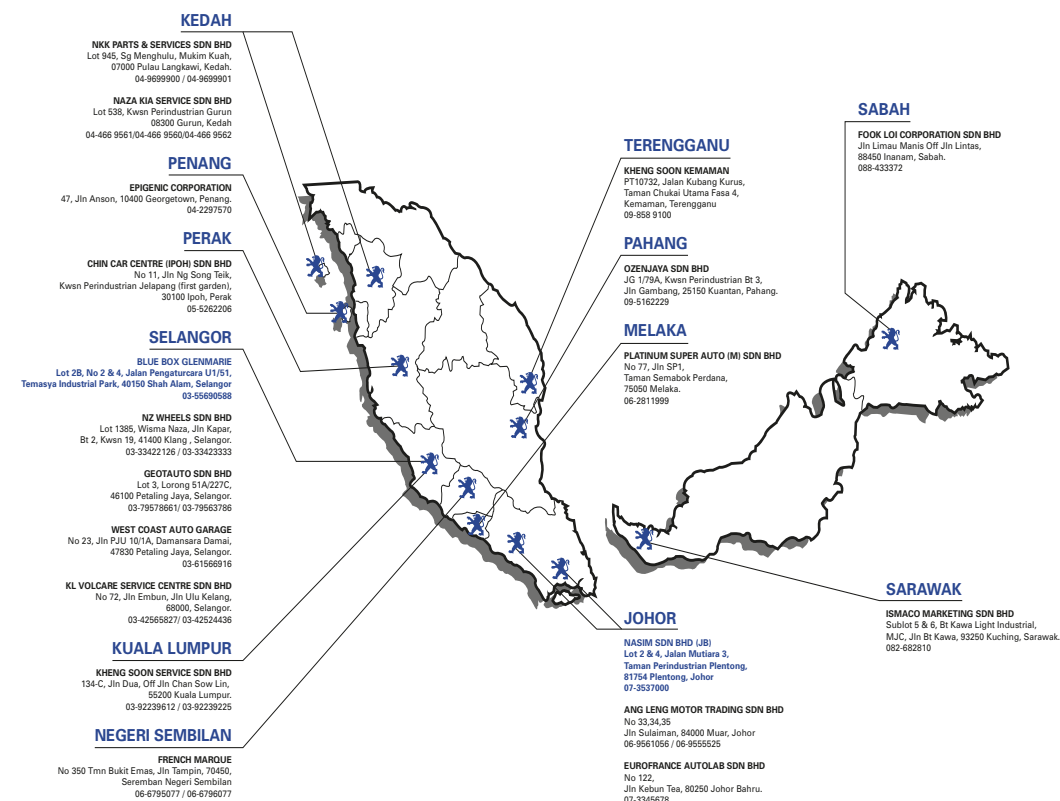
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ENGINEERED TO BE ENJOYED





Nasim exports Peugeot cars to Thailand

THIS year, Peugeot is set to soar higher in Thailand with new vehicle launches and the opening of a prestigious showroom at an upscale Soi Thong Lo address in Bangkok.

In Thailand, Peugeot automobiles are imported by European Motor Cars Co Ltd (EMC) which is owned by Pongrit Leenutaphong.

The Leenutaphong family owns the Yontrakit Group of Companies which has manufactured and distributed various automobile brands in Thailand for more than 30 years.

All Peugeot models sold in Thailand are presently imported from Malaysia and France.

EMC enjoys strong relationships with the Peugeot Regional Office in Petaling Jaya and Nasim Sdn Bhd, the official franchise holder of Peugeot automobiles in Malaysia.

“We began importing the 206 hatchback (called the Naza 206 Bestari here) and the 407 from Malaysia late last year. In Thailand, the 206 has been selling well as it is the most affordable European car in the market - competing only with Japanese rivals such as the Honda Jazz and Toyota Yaris,” said EMC general manager Ronnie Mercado, adding that there were tax benefits to be enjoyed by importing cars from Malaysia. A point to note is the that new 407 facelift imported from Malaysia has the GPS unit available in Thai language. This makes the new 407 the only European car sold in Thailand with the Thai language. Development was carried out between EMC and NZ Galaxy.

Despite the present economic gloom, EMC is targeting a higher than 100 per cent growth in Peugeot vehicle sales this year.

Last year, the company sold a total of 126 Peugeot units.

“This year, we aim to sell 300 Peugeot cars. We will be introducing the facelifted 407, 308 VTI and Turbo as well as the 308 CC. These will expand our range that already includes the 206, the 207 CC and the Expert,” said Mercado.

According to Mercado, Thailand is the best market for the Peugeot CC (coupe-cabriolet) range in the Asean region.

“The 207 CC has been the most successful here, selling over 150 units within its first 18 months,” said Mercado.

While the head office for Peugeot in Thailand will remain at Sukhapiban

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- Ronnie Mercado.



A plush-looking and spacious interior for the Peugeot showroom in Sukhapiban 3.

3 in Bangkok, a new Blue Box flagship showroom is due to be opened in September at Soi Thong Lo.

“Soi Thong Lo is one of the most fashionable (not to mention expensive) addresses in Thailand today. Although the project cost is quite high, we believe that Peugeot belongs here, like many other luxury brands that call Soi Thong Lo home,” said Mercado.

Once completed, the Soi Thong Lo showroom will have two floors of showroom space, three vehicle parking floors, a floor for customer activities and another floor for car servicing.

Also, the Peugeot sales and service network will be expanded in Thailand this year.

The company recently appointed two new Peugeot dealers in the south of Thailand, which will comply with the Peugeot global Blue Box template, and offer 3S (sales, service and spare parts) facilities.

The new Peugeot dealers are located in Surat (between the islands of Phuket and Koh Samui) and Hat Yai.

Beyond cosmopolitan Bangkok, another important Peugeot market is



Mercado pointed out that all future dealers will have Peugeot Planet System (PPS) diagnostic equipment with current subscriptions, Blue Box showrooms, adequate inventories of original Peugeot parts, fully trained technical and sales staff as well as integration with an existing 24-hour customer call center.



The 207 CC and Naza 206 Bestari have been very successful in Thailand.



Chiang Mai where EMC is in discussions with several interested vehicle dealers.

The company expects to appoint five new Blue Box dealers by the end of this year.

“Our expansion plan involves only Blue Box 3S dealers for the future,” said Mercado, adding that this was in line with global Peugeot standards and high customer expectations.

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staff as well as integration with an existing 24-hour customer call center.

Meanwhile, Mercado also invited Malaysian owners of Peugeot cars to visit the new Blue Box showroom in Hat Yai when it opens in May.

Peugeot customers in Thailand can just contact a 24-hour call center at +66 2 203 9796 which provides vehicle assistance and services such as news, Peugeot model inquiries and customer activities.

“Malaysian owners of Peugeot cars can expect the same high level of service they are used to in their home country or around the world,” said Mercado.

The Leenutaphong family has a 37-year-old history with Peugeot cars, and was involved in the assembly of cars like the 406 sedan in the past.

Sales volume for the French automaker hit heights of 4,000 cars annually before the assembly of Peugeot cars in Thailand came to an end in 2000.

Mercado explained that it was partly because Peugeot began to introduce newer, updated and increasingly stylish passenger models within shorter time spans.

“This was unlike past Peugeot models which had around 10 years or more of product life cycles. Thus, it was more advantageous for us to import Peugeot passenger cars while commercial vehicles, with longer product life cycles, can be considered for CKD (completely knocked down) operations,” said Mercado, who felt that there was great growth potential for the prestigious French marque in Thailand.

“We have yet to scrape the surface of the potential for Peugeot in the Thailand market. With Peugeot, we offer new segments in specific markets that are untapped by other automobile brands. In fact, the economic slowdown can actually assist our plans by heightening vehicle dealers’ need for growth and new opportunities that are not possible for other automobile brands at this time.”

> Testimonial



Family comfort with the 308 VTI

■ By Syawal Ahmad

MAKING the right choice when buying a family car can often leave one in a quandary.

Lee Kok Heng had many options to consider for a few months, and among his top initial choices was the locally assembled Peugeot 407.

However, the 42-year-old information technology security engineer lost little time in making a final decision when the 308 VTI was introduced.

Lee placed a booking for the 308 VTI without even seeing the car in person, and was the first to receive the car in Malaysia.

He has enjoyed driving the 308 VTI after taking delivery of his new set of wheels in mid-February.

“I needed a car that would provide comfort for my family. The 308 VTI really attracted me as I felt that its build and interior quality is superior compared with locally assembled Japanese and Korean cars, with similar price tags, in the market. I was quite taken with its nice interior and marvelous exterior design. The 5-star Euro NCAP safety rating and the high level of safety features were also important factors,” said Lee.

Lee, who resides in Puchong and works in Cyberjaya, likes the power and fuel economy of the 308 VTI.

The 308 VTI is running on PSA-BMW Prince 1.6-litre dual variable valve lift and timing injection engine that produces 120hp at 6,000rpm and 160Nm of torque at 4,250rpm.

“Taking the daily drive to my office is a breeze. The 308 VTI is definitely not underpowered as some people might suggest. If I need a little more response from the engine, there is always the Porsche Tiptronic mode or the ‘S’ mode. I am also very happy with the fuel consumption of my 1.6-litre car. The sound insulation is good. It is very quiet inside the cabin when I am driving at 110km/h,” said Lee.

He has found his new car being observed and admired often on the road.

“Other drivers would slow down and drive parallel to me to get a better view of the 308 VTI,” said Lee, who used to drive a popular Japanese hatchback based sedan car.

Lee is looking forward to sending his new car for its first scheduled service session.

“The Nasim staff was very helpful when I was buying the 308 VTI at the Peugeot Peugeot Blue Box Glenmarie, Shah Alam. I will definitely be sending the car for servicing when the mileage hits 2,500km.”

Extensive Peugeot service network



Peugeot cars providing 24-hour assistance in the Klang Valley.

THE Toll-free Peugeot Assistance (1 800 88 0747) is another customer-friendly service offered by Nasim Sdn Bhd.

This 24-hour service, which began operating last July, is available to all Peugeot owners, regardless of car model.

Live traffic updates, vehicle towing services as well as information on road tax and insurance are available via Peugeot Assistance.

Meanwhile, the Peugeot Careline (1 800 88 6292) also operates on a 24-hour basis.

“Our Careline accommodates customers’ inquiries and feedback around the clock, regardless of the time. Interested parties can always call to inquire about car models or book appointments at our showrooms,” said Peugeot Blue Box Glenmarie department head (client

interaction center) Dennis Michael. Also, Peugeot customers can be assured of an extensive after-sales network with 19 service centres in the country.

About 30 per cent of the Peugeot service coverage is located in the Klang Valley, and all service centres are fully equipped with spare parts and comprehensive diagnostic equipment as well as experienced technicians.

Extensive technical support is also provided by the Automobiles Peugeot Regional Training Centre (APRTC) in Petaling Jaya.

“In line with the Peugeot policy of providing the best possible customer support, APRTC conducts between 15 and 20 sales/commercial, after-sales and technical training sessions for Asia Pacific personnel annually,” said APRTC manager Sumitra Chan.

Recently, a successful Peugeot customer oriented service campaign was held at the Plentong 3S centre in Johor Baru.

The campaign, held from February 28 till March 8, provided free vehicle checks amongst other attractions such as gifts as well as snacks and beverages for customers.

Working relentlessly, the technical team at the Plentong 3S centre successfully serviced a total of 97 cars during the campaign period.

Visitors who benefited from the campaign at the Plentong 3S centre included Peugeot owners from Singapore.

The campaign also had the support from Good Year tyres Malaysia which also had a special promotion for their tyres during the event.



Warmer welcome for Peugeot visitors

THE Peugeot showroom in Taman Tun Dr Ismail, Kuala Lumpur was recently renovated as part of a commitment to provide a higher level of customer satisfaction.

The ground floor now houses the Peugeot models from Nasim Sdn Bhd (NSB), the official franchise holder of Peugeot automobiles in Malaysia, while the top floor is maintained as office space and showroom for Naza Corporation Sdn Bhd.

The newly renovated showroom incorporates elements of Peugeot Avenue detailing.

These elements include the bright and airy customer lounge as well as classic Peugeot pictures that adorn the walls.

To ensure uniformity in the NSB network, Peugeot Avenue elements will also be incorporated during ongoing upgrading of Peugeot showrooms for greater customer comfort.





VISIONS
For Malaysian Peugeot Enthusiasts

> Peugeot landmark

■ By Andrew Suresh

A MAJOR success for Peugeot was the introduction of the 405, the historical heir to the famous 4 series (403 and 404), more than two decades ago.

A strong feature of the model was its captivating CAD (computer aided design) which evolved from the passionate joint styling finesse of the Peugeot Styling Centre in La Garenne and Pininfarina studios in Italy.

Its good looks were complimented by solid performance and high construction quality.

The 405 was described as the best French designed passenger car of that era.

Naturally, it won the coveted European Car of the Year award in 1988.

At the time, the 405 was said to have garnered the highest number of points scored in the award's 25-year-old history.

The mid-sized front-wheel drive sedan, which replaced the 305, has contoured proportions and smooth uncluttered lines.

The steel panels on most parts of the 405 were either galvanised or electro-zinc coated to form maximum resistance against corrosion.

For a mid-sized car, the 405 was designed with adequate headroom, generous legroom and a large boot

Peugeot 405 a popular choice



The 405 has a captivating design and a rally edition was renowned for victories in the Paris-Dakar Rally championships.

space to accommodate the needs of families.

It had a combination of engines ranging from 1.6-litre carburetted versions to 1.9-litre carburetted and fuel injected motors that were given the designations of GL, GR, GTXi, SR, SRi and GTi according to specifications and trim.

In 1992, the 2.0STi version was introduced and it was capable of pushing out 123bhp.

In Malaysia, the CKD (completely knocked down) GTX variant was introduced in March 1989.

This resulted in vehicle dealer Ibis Automobile chalking up a 50 per cent increase in the sales of the 405 that year.

A few years later, the impressive 1,905cc GTi variant was brought in and retailed at a reasonable price of about RM86,000 by new franchise dealer MBF Peugeot.

The 405 SRi saloon, which was also sold here, was a popular buy with its 125bhp fuel-injected engine.

Peugeot is renowned for designing

ordinary road-going automobiles that can also weather a fair bit of rough terrain use.

Comfort, road handling, stability and ruggedness are features which are synonymous with this French marque and the 405 proudly inherits that DNA for the driving pleasure of enthusiasts.

The top-of-the-range model was the Mi16 which was a sports sedan that could churn out 150bhp through its 16-valve, 2-litre double overhead camshaft four-cylinder motor.

The 4x4 405 was developed in response to Audi's Quattro and was 'bolted' on to the GL, Mi16 and turbocharged T16 variants. These are the rare and desirable 405 variants.

In race competitions, the 405 T16 dominated in Paris-Dakar Rally championships and registered wins from 1987 till 1990 with Ari Vatanen and Juha Kankkunen piloting the 'lion of the desert'. Today, many 405 units are still seen running well on Malaysian roads.

NOTE: The Peugeot 405 cannot be categorised as a classic Peugeot yet. Classic cars are vehicles which are not only 25 years and older but also those which are rare and desirable. We believe that certain variants of the 405 may attain classic status in the future should they pass the rarity and desirability criteria.

> Motorsports



Innovative 307 rally car

AS a replacement for the multiple championship-winning Peugeot 206 WRC car in the 2004 season, the 307 WRC was an innovative entry at the World Rally Championship.

At the time, many observers thought it was strange that Peugeot chose the 307 CC (coupe-cabriolet) version as a WRC car base.

By bucking the trend of using three-box saloons or two-box hatchbacks,

Peugeot Sport came up with a new breed of World Rally Car that was sleek and also, drew enthusiastic attention from rally fans.

In early 2004, world drivers' champion Marcus Gronholm christened the debut of the 307 WRC with the best possible start by winning the first stage of the Rallye Monte Carlo.

The 307 WRC triumphed in the series during the 2004 and 2005 seasons.



A stylish silhouette

THE Peugeot 407 Silhouette concept showcases the styling possibilities of the popular French passenger car.

Shown at the 2004 Geneva Motor Show, the 407 Silhouette concept had a V6 2.9-litre petrol engine generating 320bhp, located in a rear-central position, mated to a 6-speed sequential transmission.

With a carbon fibre body structure, the 407 Silhouette is subtly imposing due to extended front and rear fenders.

A wide white stripe runs over the

length of the 407 Silhouette, with the lion's head displayed proudly on the front and rear of the car.

In the cabin, red and black leather upholstery dominates while equipment such as a central glossy panel and bucket seats shows off the car's sporty nature.

The 407 Silhouette, with its exterior light gray metallic paint and sporty curves, is a detailed study for the customising and exterior design possibilities of modern Peugeot passenger cars.

PEUGEOT PRICE LIST (on-the-road)

- Naza 206 Bestari (M) RM63,888
- Naza 206 Bestari (A) RM68,877
- Naza 206 Bestari (A premium) RM71,888
- Peugeot 207 CC RM158,888
- Peugeot 308 VTI RM96,500
- Peugeot 308 Turbo RM111,000
- Peugeot 308 GT RM159,888
- Peugeot 407 2.0 VVT (standard) RM128,888
- Peugeot 407 2.0 VVT (premium) RM136,888

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