

2026 PARIS MOTOR SHOW: PEUGEOT UNVEILS TWO WORLD PREMIERES AND PUTS EMOTION, ELEGANCE AND DRIVING PLEASURE AT ITS CORE

12th October 2026

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- **At the 2026 Paris Motor Show, PEUGEOT will present three concept cars, including two world premieres: PEUGEOT RCZ VISION and PEUGEOT E-T16 CONCEPT. All three feature the revolutionary Hypersquare® steering control, placing emotion at the heart of the Brand's future.**

- **A spectacular and immersive experience on an entirely new 1,300 m² stand, featuring daily activities open to everyone to experience the passion of PEUGEOT.**

- **PEUGEOT performance across the generations, with the new PEUGEOT E-208 GTi displayed alongside the iconic PEUGEOT 205 GTI and the FIA World Endurance Championship competing PEUGEOT 9X8.**

- **The entire PEUGEOT range, from the 208 to the 5008, with electric and hybrid powertrains to meet every need.**

- **A PEUGEOT press conference will be held on the stand on Monday 12th October at 10:00 am and will be streamed live on the PEUGEOT YouTube channel: PEUGEOT Press Conference**

PRESS RELEASE

A loyal participant in the Paris Motor Show, PEUGEOT will be at Paris Expo Porte de Versailles from 12th to 18th October for the 91st edition of this major celebration of automobiles. As one of the show's headline brands, PEUGEOT is delighted to present the many visitors expected on its stand, with its vision of the present and future, taking driving pleasure and French charisma further than ever.

A NEW STAND CONCEPT

At the 2026 Paris Motor Show, PEUGEOT is unveiling a completely new stand concept **designed to showcase driving pleasure, French charisma and PEUGEOT's vision of the future.**

Spectacular, instantly recognisable and resolutely immersive, this architectural concept is set to become PEUGEOT's signature at its major automotive events. It reflects a strong ambition: to create a brand experience capable of generating emotion, sparking interest and bringing every visitor closer to PEUGEOT's products, innovations and vision.

Located in Hall 4 and covering nearly 1,300 m², the new stand showcases three worlds in which to experience PEUGEOT, each topped by an overarching black structure that defines the space, giving it a strong visual identity which focuses attention on the vehicles on display. At the centre, the concept cars express PEUGEOT's vision of the future. Nearby, sporting driving pleasure is celebrated with the new E-208 GTi, displayed alongside its iconic predecessor, the 205 GTI, which are accompanied by the PEUGEOT 9X8 which competes in the FIA World Endurance Championship. Finally, broad walkways punctuated by a trail of light guide visitors through the entire PEUGEOT range.

To find out more about PEUGEOT's new stand concept at the Paris Motor Show, see the dedicated press release here.

ACTIVITIES OPEN TO EVERYONE TO EXPERIENCE THE PASSIONS OF PEUGEOT

Every day, the PEUGEOT stand will offer the public a different programme centred on themes close to the Brand's heart, with one guiding principle: discovering and sharing the passions of PEUGEOT.

Tuesday 13th October: French craftsmanship takes the spotlight. The central stage will be transformed into an interactive creative workshop illustrating the partnership between PEUGEOT, the Meilleurs Ouvriers de France and the Meilleurs Apprentis de France.

Wednesday 14th October: PEUGEOT and Stade Toulousain celebrate 30 years of partnership. During this day which celebrated a shared history, club executives and players will meet the public and take part in an autograph session.

Thursday 15th October: discover the reflexes of performance with PEUGEOT Sport. Visitors will be able to test their reflexes through challenges inspired by professional driver training and compare their performance with that of PEUGEOT Sport drivers, including pilot Dorian Pin, who will be present on the stand.

Friday 16th October: French cinema takes centre stage. PEUGEOT loves cinema and will highlight its partnership with producer and distributor Pathé by inviting visitors to take part in several interactive cinema-themed games such as a major music and film-themed quiz, to celebrate 100 years of cinema.

Saturday 17th October: PEUGEOT GTi heritage lives on. During this day dedicated to the history of PEUGEOT GTi, from the 205 to the New E-208 GTi, visitors will be able to get behind the wheel of two driving simulators and try to beat the times set by two big PEUGEOT GTi fans on the stand: content creator Etienne Moustache and Formula 1 commentator Julien Fébreau of Canal Plus.

Sunday 18th October: a surprise to bring the Paris Motor Show to a close.
On the final day of the show, PEUGEOT will treat visitors to an exclusive reveal, creating an entirely new atmosphere on the stand.

To find out more about PEUGEOT activities at the Paris Motor Show, see the dedicated press release here.

THREE CONCEPT CARS STEERING THE FUTURE OF PEUGEOT

At the centre of the PEUGEOT stage at the 2026 Paris Motor Show, PEUGEOT E-T16 CONCEPT and PEUGEOT RCZ Vision, both make their world premieres, and embody two complementary expressions of the Brand's future. This vision is also represented by the well-known PEUGEOT POLYGON Concept, which will be displayed nearby.

PRESS RELEASE

- **PEUGEOT E-T16 CONCEPT: the icon reinvented**

PEUGEOT E-T16 CONCEPT celebrates the 40th anniversary of the 205 T16's double victory in the 1985 and 1986 World Rally Championships, an icon of French automotive history.

PEUGEOT E-T16 CONCEPT reinvents the hatch for the electric era, transforming the legend into an unprecedented, futuristic experience offering exceptional driving pleasure. Highly technological and developed with PEUGEOT SPORT, PEUGEOT E-T16 CONCEPT combines a beast-like stance, radical and avant-garde elegance, extraordinary performance (816 hp, 0–300 km/h in 16 seconds) and mastery of cutting-edge technologies that heighten the instincts.

PEUGEOT E-T16 CONCEPT offers the ultimate vision of the next PEUGEOT E-208 through its light signature and the new generation of Digital i-Cockpit®, incorporating the revolutionary Hypersquare® steering control.

E-T16 CONCEPT creates its own "Hyperhatch" segment, unveiling **the most powerful PEUGEOT in history,** challenged only by the 208 T16 Pikes Peak prototype, which set the record for the famous American hill climb in 2013.

- **PEUGEOT RCZ Vision: a sensory vision of design and technology for the future of PEUGEOT**

PEUGEOT RCZ Vision is a brand manifesto placing pleasure, sensation and French charisma at the heart of its innovation strategy. It reflects bold, uncompromising creativity.

PEUGEOT envisages the future by drawing on its history and exceptional heritage. **PEUGEOT RCZ Vision is the successor to the iconic RCZ coupé** (2009–2015), a bold expression of PEUGEOT style and performance that has become a collector's car.

PEUGEOT RCZ Vision carries PEUGEOT's "Feline Future" design language and reinterprets the Brand's DNA while expressing a futuristic vision with elegance, simplicity and emotion.

PEUGEOT RCZ Vision introduces technologies designed for the PEUGEOT models of tomorrow. Based on an architecture using the

PRESS RELEASE

STLA One platform and **combining a solid-state battery designed in collaboration with Factorial Energy with a 1,000 V** electrical architecture, it embodies PEUGEOT's vision of high-performance, efficient electric mobility, with 500 hp, **a range of up to 600 km and consumption of just 11.5 kWh/100 km,** without compromising driving pleasure.
PEUGEOT RCZ Vision reinvents the PEUGEOT onboard experience by making technology more intuitive, ergonomic and immersive, notably through Hypersquare® and an **ingenious PEUGEOT i-Cockpit® featuring transparent MicroLED displays.**

• PEUGEOT POLYGON Concept: the near future

PEUGEOT POLYGON Concept is a genuine rolling laboratory that has enabled PEUGEOT to test numerous innovations over the past year, ahead of their introduction from 2027, particularly Hypersquare® and Steer-by-Wire technology.

Thanks to POLYGON Concept, PEUGEOT Hypersquare® has become a tangible reality, allowing visitors to discover the benefits and unique driving pleasure offered by this new technology.

Hypersquare® is more than a new shape: it introduces new PEUGEOT i-Cockpit® ergonomics and fully electronic vehicle control through steer-by-wire technology, which removes the mechanical link between the wheels and the steering control. Combining Hypersquare® with steer-by-wire delivers exceptional responsiveness and precision at high speed, unprecedented comfort during manoeuvres and a unique sensation of hyper-agility.

Visitors to the Paris Motor Show will be able to experience this new driving gesture and unprecedented pleasure through the two Hypersquare® simulators located near POLYGON Concept.

PEUGEOT POLYGON Concept also introduced a new interpretation of the Brand's emblematic three-claw light signature, with a horizontal treatment that powerfully and modernly reaffirms PEUGEOT's identity while emphasising the car's solid stance on the road.

Beyond the new front end, **POLYGON CONCEPT previews the overall design of tomorrow's PEUGEOT models:** pure, simple and geometric forms for a more feline stance than ever.

To find out more about PEUGEOT POLYGON CONCEPT, see the dedicated press release here.

PRESS RELEASE

THE NEW PEUGEOT E-208 GTi AT THE HEART OF THE SPORTING AREA

Models on display:
PEUGEOT E-208 GTi, Okenite White, with panoramic roof option.
PEUGEOT 205 GTI 1.9 130 hp (1986), colour Vallelunga Red.
PEUGEOT 9X8 competing in the 2026 FIA World Endurance Championship.

More than ever, PEUGEOT driving pleasure is expressed through sustainable performance. Its most emblematic expression is the new PEUGEOT E-208 GTi, with the production version unveiled in June ahead of the 24 Hours of Le Mans, the 2026 Paris Motor Show will see it appearing at a motor show for the very first time.

The new PEUGEOT E-208 GTi continues the GTi legend launched four decades ago with the iconic 205 GTI, an example of which is displayed alongside it on the PEUGEOT stand. The new PEUGEOT E-208 GTi reinterprets PEUGEOT's GTi DNA by injecting modernity, pleasure and technology.

The new PEUGEOT E-208 GTi is the first-ever 100% electric GTi. It delivers exceptional driving sensations **and the best performance in its segment,** including an impressive **0 to 100 km/h time of just 5.5 seconds**, thanks to a **281 hp** electric motor.

Designed and developed in France by PEUGEOT Sport and PEUGEOT Design, the PEUGEOT E-208 GTi demonstrates that PEUGEOT places driving pleasure more than ever at the heart of its priorities, opening an entirely new era for GTi.

Near the PEUGEOT GTi models, **an area highlights PEUGEOT's involvement in the FIA World Endurance Championship with the PEUGEOT 9X8.** This Hypercar embodies the exacting standards, innovation and expertise of PEUGEOT SPORT in one of the world's most prestigious motorsport competitions. Visitors can admire its spectacular livery, created by PEUGEOT Design in collaboration with PEUGEOT Sport. It offers an original and dynamic interpretation of the "Hypergraphs" expressing PEUGEOT Sport's performance language, while paying tribute to the Brand's iconic claw motif.

To find out more about the new PEUGEOT E-208 GTi, see the dedicated press release here.

PRESS RELEASE

THE FULL PEUGEOT RANGE ON DISPLAY

On the stand in Hall 4, visitors to the Paris Motor Show can discover the full PEUGEOT passenger-car range.

From the PEUGEOT 208 to the 5008, **all models ordered since 1st October benefit from a significant enhancement in standard equipment with no price increase whatsoever.** This remarkable effort focuses particularly on the heart of the range: Allure and GT trim levels are replaced by Allure Plus and GT Plus (details by model below).

PEUGEOT is also improving its connected services offer. Across the entire PEUGEOT range and all trim levels, for vehicles fitted with navigation as standard or where it is selected as an option, the Connect PLUS* subscription included with purchase is extended from six months to four years.

All of this comes in addition to the PEUGEOT CARE warranty of up to eight years already enjoyed by all PEUGEOT vehicles in major markets.

A DEEPER DIVE INTO THE PEUGEOT VEHICLES ON STAND

- **PEUGEOT 208**

Model on display: PEUGEOT 208 Hybrid 145 e-DSC6 GT Exclusive, 4

Successor to the Brand's iconic 2 Series, the 208 is PEUGEOT's best-seller thanks to its charismatic design, driving pleasure, wide range of electric (136 hp or 156 hp), hybrid (110 hp or 145 hp with e-DCS6 automatic transmission) and petrol powertrains (Turbo 100 hp with six-speed manual transmission), together with its ability to evolve constantly to meet customer needs precisely.

All 208 models now benefit from optimised ergonomics, including a new instrument-cluster display design inspired by models from the segments above and an updated compact steering wheel with all controls grouped on the front, facing the driver.

On the 208, **the new Allure Plus trim** adds a reversing camera, keyless entry and start, and a tyre repair kit as standard. **The new GT Plus trim** adds connected navigation, the Highway Assist 1.0 semi-autonomous driving system and a wireless smartphone charger as standard. **GT Exclusive** now receives a Black Diamond roof as standard.

PRESS RELEASE

The new ENVY special series adds an extra touch of refinement to the PEUGEOT 208. It combines the generous equipment of Allure Plus with a gloss-black contrasting roof, 16-inch NOMA two-tone diamond-cut alloy wheels with Black Mist lacquer, seats from the higher GT Plus trim upholstered in exclusive three-material Tremezzo trim with Opalite blue-green stitching and a PEUGEOT shield on the headrests, PEUGEOT-branded aluminium front door sills, and a Mistral Black headlining with LED lighting.

The refined personality of the PEUGEOT 208 ENVY is expressed through **a new exclusive colour available at no extra cost: Alvao Green.** This new shade can be seen on the 208 displayed on the PEUGEOT stand at the Paris Motor Show.

- **PEUGEOT 2008**

Model on display: *PEUGEOT 2008 Hybrid 145 e-DSC6 GT Exclusive, Nazaré Blue, with sunroof option.*

A benchmark in the B-SUV segment, **the PEUGEOT 2008 appeals through its assertive design, driving pleasure and the versatility of its complete powertrain range:** Electric 156 hp, Hybrid 110 hp and Hybrid 145 hp with e-DCS6 automatic transmission, and Turbo 100 hp petrol with six-speed manual transmission.

Like the 208, **every 2008 now benefits from optimised ergonomics,** including a new digital instrument-cluster display design inspired by models from the segments above and an updated compact steering wheel with all controls grouped on the front, facing the driver.

On the 2008, **the new Allure Plus** trim adds a reversing camera, keyless entry and start, and a tyre repair kit as standard. **The new GT Plus trim** adds connected navigation, the Highway Assist 1.0 semi-autonomous driving system, a wireless smartphone charger and a tyre repair kit as standard.

The new ENVY special series further enhances the unique character of the PEUGEOT 2008. In addition to the comprehensive equipment of Allure Plus, it offers gloss-black roof bars, 17-inch KARAKOY two-tone diamond-cut alloy wheels with Black Mist lacquer, seats from the higher GT Plus trim upholstered in exclusive three-material Tremezzo trim with Opalite blue-green stitching and a PEUGEOT shield on the headrests, PEUGEOT-branded aluminium front door sills, and a Mistral Black headlining with LED lighting. The 2008 ENVY also receives a two-level adjustable boot floor to optimise loading according to requirements.

PRESS RELEASE

The PEUGEOT 2008 ENVY is available in a **new exclusive colour at no extra cost: Nazaré Blue.** This new shade can be seen on the 2008 displayed on the PEUGEOT stand at the Paris Motor Show.

- **NEW PEUGEOT 308**

Model on display: *new PEUGEOT E-308 GT Exclusive Electric 156 hp, Lagoa Blue, with sunroof and wireless smartphone charging options.*

PEUGEOT has always been a major player in Europe's C segment, offering benchmark models distinguished by their distinctive design and driving pleasure, particularly through their dynamic road behaviour. The PEUGEOT 308 continues this heritage and ranks among the segment's best-selling models in many countries.

The new PEUGEOT 308 illustrates the French charisma of PEUGEOT design with **a redesigned front end incorporating an illuminated shield, a new three-claw light signature and a new grille,** giving it an even stronger presence on the road.

The new PEUGEOT 308 meets the needs of every customer **with a particularly broad powertrain range:** Hybrid 145 hp e-DCS6, Plug-in Hybrid 195 hp e-DCS7, Diesel BlueHDi 130 hp S&S EAT8 and Electric 156 hp. The 100% electric new PEUGEOT E-308 offers an extended range of up to 450 km (WLTP combined cycle. It provides a simple and reassuring experience through its connected services and new V2L and Plug & Charge functions.

The new Allure Plus trim adds keyless entry and start, front parking sensors, connected navigation, customisable i-Toggles, driver's-seat lumbar adjustment, a wireless smartphone charger and a tyre repair kit as standard. **The new GT Plus trim** includes Highway Assist 1.0, long-range blind-spot monitoring, rear cross-traffic alert, a wireless smartphone charger and a tyre repair kit as standard.

- **NEW PEUGEOT 308 SW**

Model on display: *new PEUGEOT E-308 SW GT Exclusive Hybrid 145 hp e-DCS6, Ingaro Blue, with sunroof, premium FOCAL® Hi-Fi system and wireless smartphone charging options.*

A model in its own right within the range, the new PEUGEOT 308 SW stands out through its **sleek profile and sophisticated rear, combining elegance with practicality.** Loading is optimised by a three-part

PRESS RELEASE

(40/20/40) split second-row bench with folding controls accessible from the boot. From Allure Plus trim, the two-position boot floor helps make ideal use of the available space, ranging from 598 to 1,487 litres.

Like the 308 hatchback, the 308 SW is a benchmark for dynamic road behaviour and offers a broad choice of powertrains: Hybrid 145 hp e-DCS6, Plug-in Hybrid 195 hp e-DCS7, Diesel BlueHDi 130 hp S&S EAT8 and Electric 156 hp. The 308 SW is therefore **one of the few C-segment estates available with a 100% electric powertrain.**

The new Allure Plus trim adds keyless entry and start, front parking sensors, connected navigation, customisable i-Toggles, driver's-seat lumbar adjustment, a wireless smartphone charger and a tyre repair kit as standard. **The new GT Plus trim** includes Highway Assist 1.0, long-range blind-spot monitoring, rear cross-traffic alert, a wireless smartphone charger and a tyre repair kit as standard.

- **NEW PEUGEOT 408**

Model on display: *new PEUGEOT 408 GT Exclusive Plug-in Hybrid 240 hp e-DCS7, Flare Green, with sunroof option.*

Unveiled in 2026, the new PEUGEOT 408 powerfully asserts the Brand's expressive design, a true embodiment of French charisma. It is the first PEUGEOT to illuminate the "PEUGEOT" lettering at the rear, paired with the illuminated shield at the front. This unprecedented visual signature further reinforces the character of the PEUGEOT 408, one of the strongest expressions of PEUGEOT design, with a fastback silhouette introducing a new concept to the segment.

The new PEUGEOT 408 introduces an exclusive colour: Flare Green. Intense and refined, this colour reveals spectacular nuances depending on the light, asserting its unique character and contemporary elegance.

Combining dynamism with everyday comfort, **the new PEUGEOT 408 offers driving pleasure suited to every need,** with three powertrains: Hybrid 145 hp e-DCS6, Plug-in Hybrid 240 hp e-DCS7 and Electric 210 hp. The new 100% electric PEUGEOT E-408 introduces battery pre-conditioning, Vehicle-to-Load (V2L) and Plug & Charge.

The new Allure Plus trim adds 19-inch alloy wheels as standard on hybrid powertrains, along with front parking sensors, connected navigation, customisable i-Toggles, driver's-seat lumbar adjustment, a wireless smartphone charger and a tyre repair kit. **The new GT Plus trim** gains long-range blind-spot monitoring, rear cross-traffic alert, a wireless smartphone charger and a tyre repair kit as standard.

PRESS RELEASE

- **PEUGEOT 3008**

Model on display: *PEUGEOT E-3008 GT Plus Electric 230 hp Long Range, Tyresta Green, with sunroof, Alcantara® upholstery, Focal® Hi-Fi Pack, 360° Vision & Drive Assist Pack and heat-pump options.*

Since its launch, the new PEUGEOT 3008 has won customers over with its unique fastback SUV design, spectacular Panoramic i-Cockpit® featuring a 21-inch curved display and benchmark electric performance. **An emblematic expression of French charisma according to PEUGEOT, assembled at the Brand's historic Sochaux plant, the 3008 continues to confirm its commercial success in Europe month after month.**

Every customer can find the right level of electrification and performance in the PEUGEOT 3008 range: Hybrid 145 hp e-DCS6, Plug-in Hybrid 225 hp e-DCS7 and no fewer than three electric versions — PEUGEOT E-3008 210 hp, 230 hp Long Range offering the best electric range on the SUV market at 701 km (WLTP combined cycle), and 325 hp with four-wheel drive.

The new Allure Plus trim gains front parking sensors, connected navigation, the 21-inch PEUGEOT Panoramic i-Cockpit®, automatic high-beam switching, adaptive cruise control, a wireless smartphone charger and a tyre repair kit as standard. **The new GT Plus trim** gains Highway Assist 1.0, long-range blind-spot monitoring, rear cross-traffic alert, a wireless smartphone charger and a tyre repair kit as standard.

- **PEUGEOT 5008**

Model on display: *PEUGEOT E-5008 GT Exclusive Electric 230 hp Long Range, seven seats, Ingaro Blue, with sunroof and Nappa leather upholstery options.*

The PEUGEOT 5008 offers a unique proposition, with exceptional living space making it the family SUV par excellence. Customers can choose between a configuration seating up to seven passengers in comfort and a five-seat configuration prioritising load capacity, with an exceptional volume of up to 2,310 litres with the rear seats folded.

The PEUGEOT 5008 is the only SUV in its segment capable of seating up to seven passengers and available with 100% electric powertrains: 210 hp, 230 hp Long Range offering 668 km of range (WLTP combined cycle), and 325 hp with four-wheel drive. Two hybrid powertrains are also available: Hybrid 145 hp e-DCS6 and Plug-in Hybrid 225 hp e-DCS7.

PRESS RELEASE

The new Allure Plus trim gains front parking sensors, connected navigation, the 21-inch PEUGEOT Panoramic i-Cockpit®, automatic high-beam switching, adaptive cruise control, a wireless smartphone charger, a tyre repair kit and roof rails as standard. **The new GT Plus trim** includes Highway Assist 1.0, long-range blind-spot monitoring, rear cross-traffic alert, a wireless smartphone charger and a tyre repair kit as standard.

***CONNECT PLUS** brings together a range of connected services designed to simplify vehicle use, enhance safety and enrich the driving experience. The offer includes:

- remote vehicle control and monitoring: remote operation of the doors, horn and lights, journey reports and vehicle location;
- safety and alert services: theft alert and stolen-vehicle tracking assistance;
- voice and artificial-intelligence functions: natural voice recognition and an onboard AI assistant;
- connected navigation: real-time traffic, weather and speed-camera information, on-street and off-street parking availability, location of fuel stations and charging points, points-of-interest search, Send2Nav, over-the-air map updates and geolocation;
- services dedicated to electric vehicles, including an onboard route planner.

PRESS CONTACTS
presse@peugeot.com

LINKS
PEUGEOT Press Site
https://www.media.stellantis.com/em-en/peugeot

ABOUT PEUGEOT

PEUGEOT offers the widest EV lineup of any European mainstream brand, covering all needs from urban cars to commercial vehicles. The French charisma, the driving sensations and the Designed to last constitute the brand values of PEUGEOT. Established in over 140 countries, PEUGEOT sold almost 1.1 million vehicles worldwide in 2025. Already the leader in electric B-segment and LCV vehicles in Europe, PEUGEOT is now offering a complete lineup of 12 models, of which 9 Passenger cars and 3 LCV. PEUGEOT offers 8 years/160,000 km Peugeot Care warranty on the battery and the vehicle, as well as the On-the-go Pass on all its electric passenger cars for complete peace of mind. PEUGEOT products incorporate the latest technology, showcased by the Panoramic i-Cockpit and ChatGPT on board across the entire range. PEUGEOT is also committed to educating younger generations by supporting initiatives such as Born Free and Under The Pole to bring them closer to nature. Furthermore, PEUGEOT's passion for performance and innovation is showcased through the PEUGEOT 9X8 Hypercar, which competes in the World Endurance Championship (WEC), including the 24 Hours of Le Mans.

PRESS RELEASE