

The electric 208 is identified only by small "e" badges and composite inserts on the wheels, and there will be a sports-orientated GT trim level with special seat stitching and fabrics.



According to figures from JATO Dynamics, the 208 ranked fourth in the European small hatchback segment in 2018, with sales down 6% to 230,000, trailing the Ford Fiesta, Volkswagen Polo, and its French rival, the Renault Clio. Renault will unveil a new generation Clio in Geneva, while VW and Ford updated their small cars in 2017.

PSA plan to produce as many as 350,000 208 models worldwide by 2020 at their plants in Trnava, Slovakia, and Kenitra, according to IHS Markit. A significant part of the expected sales increase will come from the electric version, which Peugeot expect will make up 10% of the volume. "If you have the best ingredients, you don't need to over-spice the food," Peugeot design boss Yann Beurel has said. Similar to the 508, the 208 now wears its model number on the hood, and the brand's logo lights up.