

MOTORING MATTERS *by Anthony Goodwin*

CROSSOVER TO THE PEUGEOT 3008

The new Peugeot 3008 has achieved a lot in a short space of time, with “What Car” Car of the Year and Best Crossover 2010 awards to start. I was not entirely sure what was meant by crossover but once I had driven the 3008 for a week I knew for certain. Crossover means the low emission of a hatchback with the space of an MPV and the high driving position of an SUV, a real multi tasker. With technology advanced for its class, the 3008 is a great car for today’s demanding driver.

So looks wise it is not going to win a beauty pageant but then what SUV style vehicle is? It has got very robust looks, kind of go anywhere styling. With a large front grille and Peugeot style headlights you can see the family resemblance but it is more of a cousin look, not a brother. I think it looks good and the visibility inside from the large all round windows is great, one of my favourite styling choices are the rear lights. They have a honeycomb design and wrap round the rear quarters of the car and onto the rear boot lid. As for the rear boot, it is a split opening tailgate and split level boot. The rear tailgate can hold up to 200 kg in weight, great for taking the kid’s wellies off on or making loading cases into the boot much easier. Another Peugeot innovation is the multi-flex interior; there is the 3 position boot floor which can be changed easily by hand.

Inside the 3008 Peugeot have added loads of useful tech along with tactile interior finishes.



For the driver it’s a cockpit style with all instruments cocooned around you. Innovation and safety feature a lot in the brochures for the 3008 and believe me there is a lot to talk about. From a head up display, a retractable screen that has the essential driving info on it such as speed, distance alert settings and cruise control, so you don’t have to take your eyes off the road. Then there is the choice of audio and navigation equipment to include a JBL hi-fi music system! Safety wise there is an electronic parking brake with hill assist, parking assistance front and rear, when you have front parking assist you also get a new feature which helps with parallel parking. The system will identify and then indicate if a space is big enough to park in. Then there is distance alert, this system helps to maintain a safe distance from the car in front. Standard across the range you



get 6 airbags, ESP with EBFD, front electric windows and air conditioning. There are three trim levels to choose from Active, Sport or Exclusive.

There are two diesels and two petrol engines to choose from. Petrol variants mean you can have either a 1.6 VTi 120 bhp with Co2 emissions of 165g/km and is already at Euro 5 standard or 1.6 THP 150 bhp with Co2 of 176 g/km. The diesels are either a 1.6 HDi 110 FAP with Co2 137 g/km or 2.0 HDi 150 FAP with Co2 of 146 g/km this engine also satisfies euro 5 standards. This means road fund licence for the 1.6 HDi of £90 per year and the 1.6 THP petrol of £200 per year.

The model we had on test was the 1.6 HDi 110 in active trim level. It also had optional Sat Nav and alloy wheels. Prices start from £16,700 for the Active with the range topping Exclusive starting from £19,100.

FELIZ CUMPLEAÑOS SEAT!

SEAT is celebrating its 60th birthday. The Sociedad Española de Automóviles de Turismo, S.A. was originally established on 9 May 1950, and an eventful history thus far sees the Spanish carmaker with a distinctive character and a dynamic model line-up, state-of-the-art technology and exciting design. The brand is also gearing up for an exciting and successful future with its flagship Technical Centre in Martorell host to exciting and intensive development work. The SEAT IBE Concept, for instance, is a strong pointer to how well-placed the Spanish will be in the age of electro-mobility.

The British President of SEAT, S.A. James Muir said: ‘SEAT is heading on a clear course towards the next phase of its development. With the introduction of the Ibiza ST and the new Alhambra, in the autumn the SEAT product line-up will become the newest in its history. Every SEAT is unmistakable in its design, is incredibly sporty and offers innovative technology and outstanding value-for-money.’ Mr Muir added: ‘The most important thing, however, is our highly motivated teams in design, development and production.’ The hi-tech work going on at SEAT’s headquarters in Martorell near Barcelona is, of course, a far cry from the earliest days of the Spanish firm. Yet 60 years after it was founded the company is better prepared for the future than ever. The workforce at its headquarters in Barcelona stands at 11,000 with around 1,300 people working at the Technical Centre, the brand’s bespoke research and development facility. The central production site is the Martorell plant, one of the most advanced in Europe,

with its highly developed logistics systems and flexible production processes. Around 2,000 cars are built there every day.

Since the first SEAT 1400 rolled off the Zona Franca line in 1953 SEAT has produced more than 16 million vehicles, with 2009 contributing 337,000 of those.

Two thirds of production is exported; the majority going to the European market. SEAT has become an even more prominent brand since its integration within the Volkswagen Group – a process which began in 1982 and was completed eight years later when the Group became its sole shareholder.

When the company was set up in the post-war period Spain was in a precarious state; there were precious few working factories and personal transportation needs were largely taken care of with motorcycles or microcars running on motorcycle engines. After several unsuccessful attempts, the SEAT project finally began to take shape in 1948 through an initiative taken by the Spanish government and a conglomerate of private investors. Contacts with several foreign manufacturers finally resulted in an agreement with Fiat and, as we know, in May 1950 SEAT was ‘born’.

