

Peugeot promotes health with AGR-tested seats

Ergonomic comfort seats in the new Peugeot 3008

Ulrich Bethscheider-Kieser | PEUGEOT DEUTSCHLAND GMBH

The new Peugeot 3008 sets healthy signs in the growing segment of compact SUVs: since the end of October 2016, the French car manufacturer offers the new Peugeot 3008 with seats that have been awarded the AGR seal of approval. These seats are available as an option in the Active and Allure specification variants and in the GT Line package. The top version of the model family, the Peugeot 3008 GT, is fitted with the AGR-tested seats as a standard feature.

Peugeot has its own design guidelines that take account of people's changing body shapes, vehicle usage requirements and general habits. These aspects vary from continent to continent and impact on seat construction. For example, while America and China give equal priority to comfortable seats at the front and rear of the vehicle, Europe tends to focus on comfortable front seats. European customers are also interested in correct, natural posture and good lateral support.

Design follows comfort

Comfort is therefore crucially important in the development process for a car seat. At the same time, due consideration also has to be given to the car brand's design stipulations, which at Peugeot concentrate on criteria such as "dynamic" and "strong support". Even so, the Peugeot seat design is adapted to certain basic criteria to warrant a high standard of sitting comfort. These include a

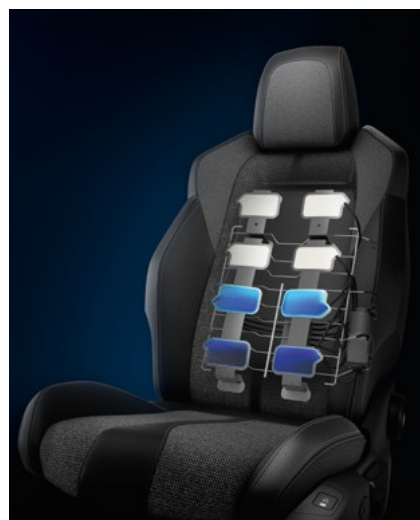
comfortable seat structure with a seat shape adapted to the human body and special foam properties.

Rick Hermanns, CEO Peugeot Deutschland: "As car manufacturers, we give special priority to back health. It therefore made sense to cooperate with the AGR to pool expertise in two areas. We are very pleased that the seats in our Peugeot 3008 meet the high demands of the AGR seal of approval, adding a further element to promote the health and safety of our customers."

First import car brand with AGR-tested seats

Peugeot is the first import brand to offer the possibility of ordering the new Peugeot 3008 with AGR-tested car seats. The car manufacturer has worked in accordance with the key AGR criteria and designed its seats with diverse individual adjustment possibilities such as longitudinal, height and

backrest adjustment together with seat surface tilt and headrest height. A pull-out thigh support extends the depth of the seat, while driving comfort is also enhanced by the 4-way lumbar support. On the inside, the seats are padded with medium-soft foam for improved vibration damping, homogeneity and well-being. Hard foam is used in the side upholstery to give greater support. The seats with AGR seal of approval are also available with a massage function at a surcharge in the corresponding specification variants. In the Active specification variant, the AGR seats can also be supplied in black leather. The Peugeot 3008 is available in this specification variant with heated front seats, electrically adjusted driver's seat with memory function, a pull-out thigh support for both driver and passenger, and electric lumbar support, again for both driver and passenger. All these functions are also available in the Allure specification version and the optional GT Line package with standard fabric/imitation leather combination; in this case, a massage function is also available at a surcharge. These variants can also be supplied with AGR-tested seats in black leather "Claudia" (Allure) and with "Nappa" seat coverings in the GT Line package.



Contact information

PEUGEOT DEUTSCHLAND GMBH
Ulrich Bethscheider-Kieser
Edmund-Rumpler-Straße 4
51149 Köln,
GERMANY
Phone +49 2203/29721419
Fax +49 2203/29727137
ulrich.bethscheider-kieser@peugeot.com
www.peugeot.de