

# Bigger, higher and longer. The Peugeot Landtrek - here for the long haul!

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There is a new bakkie on the landscape. Peugeot has thrown their hat into the South African one-tonne bakkie segment and early indications point to the Landtrek being well received by Mzansi. But why is that? Well, for one, the constantly evolving segment represents more than 2.4 million annual sales and why would a tried and trusted brand like Peugeot not be part of it?



The brand's international expansion is intensifying with the new Peugeot Landtrek, and driving the bakkie was a whole lot of fun, on and off-road. More so, the Peugeot Landtrek aims to please a demanding client who may want a petrol or diesel engine, single or double cab, a vehicle for the city hussle and the weekend getaway.

Add to this, a plethora of accessories to meet the needs of a multitude of clients. It is based on the fundamentals of the one-tonne bakkie segment, i.e. 3.5 t towing capacity, versatility, different body shapes, real off-road and overtaking capabilities with unbeatable robustness and ease of repair.

## International standards

The design provided by the Peugeot brand in very close collaboration with numerous international suppliers ensures a pickup 'truck' meeting the best international standards and an entirely new vehicle, to take on their competitor's and with that a good percentage of market share. In addition to an attractive style, the brand's specifications imposed a robust design so that the new Peugeot Landtrek is functional and enduring, while being well suited for outdoor leisure activities. Imagine this: before being launched in any country, the Peugeot Landtrek had to endure 2 million kms of testing on all terrains and in all weather. And that in itself shows that the bakkie is robust and reliable.

## One tonne of fun

The dimensions remain within the limits of the market, with a length of 5.33m for the double cab version and 5.39m for the single cab versions, all with a width of 1.92m. Higher, longer and wider. As a one-tonne pick-up, customers want real transport capacity, the Peugeot Landtrek has the most accommodating cargo box in the segment! The size of the cargo box is a central design element of the architecture and makes it possible to load the bin. In any case, the payload exceeds 1T and can even reach 1.2T on some versions. In addition, this loading area is illuminated via LEDs and allows you to connect accessories via a dedicated 12-volt socket. Note, a towing capacity up to 3T to satisfy all uses.



## Pick-up essentials

Essential in the pick-up segment, a complete range of customised accessories for the new PEUGEOT LANDTREK will be available in the PEUGEOT network. Whether they are aesthetic, practical, technical or electronic, they have all received validation and endurance tests identical to the standard equipment and will enable the PEUGEOT LANDTREK to be adapted to all situations! Running boards, thermoformed body protection, hard top glass, chrome roll bar, alarm, protective mats, in total, more than 40 dedicated accessories will be available!

## But how does it look?

Unmistakable Peugeot I'd say. It is modern and attractive. The exterior design is imposing with an assertive personality. It incorporates all the brand's current codes, with a vertical grille featuring the Lion in the centre and also vertical LED light signatures (depending on the version). The style of the aluminium wheels is taken from the other vehicles of the brand while guaranteeing their robustness in intense use: 4x4, heavy-duty or motorway use.

The interior is adapted to the one-tonne pick-up segment with, in particular, a two-spoke steering wheel echoing that of the Peugeot 3008 and a 10" HD screen at the top of the dashboard inspired by that of the brand's flagship vehicle, the Peugeot 508.

## Connected and safe

The Peugeot Landtrek has the latest-generation comfort equipment from the brand's SUVs, advanced connectivity (USB / Bluetooth sockets), automatic dual-zone air conditioning, 10" HD touch screen compatible Apple CarPlay /Android Auto



and 10 GB hard drive.

Safety is ensured by six airbags and an ESP with the functions:

Hill Descent Control, a system that keeps the vehicle at a very low speed and allows you to concentrate solely on steering, bringing control and safety in situations known to be anxiety-provoking, ASR (enhanced traction) for 4x2 and 4x4 versions, Trailer Swing Control, to avoid cold sweats when towing a trailer: ESP acts directly as soon as a weave occurs. Drivers can also rely on Lane Departure Warning, an audible and visual lane departure warning.



The vehicle can be fitted with 1 to 4 cameras to facilitate manoeuvring both in town and on the road. The off-road camera (in the passenger rear-view mirror) and 360° vision support the driver when negotiating obstacles or narrow trails. In addition, they can be set to automatically activate when obstacles are detected.

## **Yes, all terrains**

Whatever your use is: City, road, motorway or rough terrain, the new Peugeot Landtrek has a range of engines. Diesel: 1.9L displacement and 150 hp thanks to a variable-geometry 16-valve turbocharger. This engine has a combined fuel consumption of 7.8L/100kms. Petrol: turbocharged with 2.4L displacement and a comfortable power output of 210 hp. Both engines can be combined with a mechanical gearbox or a six-speed automatic gearbox with sequential, Sport or Eco

modes.

## Final thoughts

The new Peugeot Landtrek offers record capacity of the body, the advanced modularity, the comfort worthy of a saloon car and its strong design make it a benchmark proposal in the segment. The new bakkie in town is set to turn heads. You're not just buying a Peugeot, you're joining the pride.

## Pricing

- Allure - R579,900
- 4Action - R669,900

Sold with a five year/ 100,000km warranty

## ABOUT NARESH MAHARAJ

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