



**THE NEW PEUGEOT LANDTREK
TAKES ON THE CHILEAN MARKET**



PRESS RELEASE



PEUGEOT

22 November 2021

The new PEUGEOT LANDTREK takes on the Chilean market

After Mexico just a year ago, and then Ecuador, Peru, Guatemala, Panama, Paraguay, the Dominican Republic and Uruguay, it is now Chile's turn to launch the new PEUGEOT LANDTREK pick-up truck, marking a new stage in the brand's international development.

With the new LANDTREK pick-up truck, PEUGEOT is stepping into the medium-sized pick-up truck segment. This constantly evolving segment represents more than 2.4 million annual sales worldwide, including more than 400,000 in South America alone.

With attributes that set it apart from its competitors, the PEUGEOT LANDTREK pick-up truck offers a record cargo bed capacity, a towing capacity of up to 3t, advanced modularity, and the latest generation of equipment from the brand's SUVs, all with a benchmark level of on-board comfort.

The new PEUGEOT LANDTREK is available in Chile in a double-cab version, with petrol and/or diesel engines, and in 4x4 and 4x2 traction.

Its arrival in Chile coincides with the latest edition of the "Conectando las Américas¹" raid, which, at the end of its journey through the incredible diversity of the South American continent, will reach Ushuaia, one of the southernmost cities in the world, on 24 November.



New PEUGEOT LANDTREK

¹ "Connecting the Americas"

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The new PEUGEOT LANDTREK marks the Brand's return to the pick-up market in Chile.

The one-ton pick-up truck segment, which has the largest coverage outside Europe, represents almost half of the light commercial vehicle market in Latin America. It is in this constantly growing segment that PEUGEOT has chosen to position the new LANDTREK. This segment alone represents 2.4 million vehicles, of which nearly 400,000 have been sold on the South American continent.

In Chile, PEUGEOT is one of the top 10 car brands, with a market share of 4.5%, and is the leader in the Light Commercial Vehicle segment with the PEUGEOT Partner.

The arrival of the new LANDTREK Pick-up truck on the Chilean market allows PEUGEOT to increase its sales volumes by relying on a now complete range of Light Commercial Vehicles and to strengthen its reputation by attracting new customers.

PEUGEOT's return to the One ton Pick-up truck segment - which represents 16% of the total market, with the launch of the New LANDTREK, is therefore a major step for PEUGEOT's growth in Chile, aiming for a segment share higher than the brand's overall performance.

For Vincent FORISSIER, Director of the PEUGEOT brand in Chile, *"the launch of the new PEUGEOT LANDTREK reaffirms the brand's objective of internationalisation, by bringing a genuine pick-up truck to the Chilean market, complete with all the assets needed to successfully position itself in the segment.*

Being the first region to market this new vehicle is an unprecedented event, proving the importance of Latin America for the PEUGEOT brand. This new pick-up truck completes our successful product range by covering a segment in constant growth".

Crossing the Deep South of America with the *"Conectando las Américas"* raid

In order to highlight the reliability, quality, robustness and comfort of the new PEUGEOT LANDTREK, the *"Conectado Las Américas"* expedition, which began a year ago in Los Cabos, Mexico, has been renewed.

After crossing Chile and Argentina, where it will reach Ushuaia, one of the two southernmost cities in the world, on 24 November, it will continue its incredible journey to other countries in the region.

This epic is a technological and human adventure, in which the PEUGEOT LANDTREK pick-up truck will have to tackle all types of terrain, climate and altitude, proving its remarkable adaptation to this plural continent. By going out to meet users, it demonstrates that its attractive style, advanced modularity and unprecedented body size meet the needs of a demanding customer base.



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"Conectando las Américas" expedition

The "Conectando Las Américas" expedition was postponed due to the COVID-19 pandemic after it had crossed Mexico and is now able to resume its second leg in Chile in the first days of November. The start of this second leg was given in Iquique, a large city located in the Atacama Desert in the north of the country.

The three crews (two women and four men) covered 6,000 km and passed through San Pedro de Atacama, Antofagasta, La Serena, Valparaíso, Santiago de Chile, Rancagua and Temuco before turning towards the Argentinean border.

Since 14 November, the crews have been in Argentina, where they will cover 2,500 km, visiting the most iconic places in Argentinean Patagonia, discovering its history and its inhabitants. The caravan of three PEUGEOT LANDTREKs will pass through Villa Angostura, San Carlos de Bariloche, El Calafate and finally reach Ushuaia in the south of the large island of Tierra del Fuego on 24 November.

When the expedition arrived in Argentina, Gabriel CORDO MIRANDA, PEUGEOT Brand Director, said: *"The arrival of the new PEUGEOT LANDTREK in Argentina gives us the opportunity to discover it in a concrete, different and dynamic way, in a local and familiar setting, which reflects the commitment we have with all our customers. The "Conectando las Américas" expedition also gives us the opportunity to discover a modern, technological and robust vehicle. A real PEUGEOT! This pick-up truck, which will be launched next year in Argentina, complements our wide range of products and PEUGEOT's leadership in the Light Commercial Vehicle market, alongside the PEUGEOT PARTNER, EXPERT and BOXER.*



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PRODUCT INFO: PEUGEOT LANDTRECK, a robust and reliable pick-up truck

PEUGEOT brand designed the vehicle in close collaboration with numerous international reference suppliers (Europe, Japan, USA, etc.). An entirely new pick-up that meets the best standards on the market is the result of this collaboration.

In addition to attractive styling, the brand's specifications underscored the importance of a robust design so that the new PEUGEOT LANDTREK would be a functional, hard-wearing work tool, as well as being at home in the outdoors. Without compromising on reliability, with more than 2 million kilometres of testing on all terrains and in all weather conditions, notably in Argentina, Brazil and Mexico.

The body size is a core design element of the architecture and ensures:

- 2 "Euro-pallets" in Double Cab (1.63m x 1.60m x 500mm body and 1.22m wheel arch width),
- 3 Euro-pallets in Single Cab (2.43m x 1.60m x 500mm and 1.22m wheel arch width).

Modern and attractive styling

The exterior design is outstanding, with a strong personality. Perfectly integrated into the brand's current range, it echoes all its usual codes: vertical grille with the Lion in its centre and vertical LED light signatures, depending on the version.

Its dimensions confirm that it belongs to the medium-sized pick-up truck segment: 5.33 m long and 1.92 m wide, with a load capacity of 1 ton.

Inspired by the brand's other vehicles, the style of the aluminium wheels has been optimised to ensure they are reliable during heavy use: 4x4, heavy load or motorway.

Technology, modularity and safety

The interior of the new PEUGEOT LANDTREK has received a great deal of attention, incorporating many of the features found on other PEUGEOT models, and offering unique comfort whatever the road conditions or vehicle load.

The New Peugeot LANDTREK features the latest generation of comfort equipment from the brand's SUVs, such as a 10-inch HD touchscreen compatible with Apple CarPlay™ /Android Auto™ and a 10 GB hard drive.

It is also equipped with an innovative off-road camera system, implanted in the passenger mirror, and a 360° panoramic vision, which help the driver when driving over obstacles or in narrow passages.

The rear seat's modularity is unique in the One ton Pick-up segment, as you can fold the backrest 60/40 or 100%. When folded, the backrests can support a load of 100kg.

The 6 airbags and an ESP with the following functions ensure passenger safety:

- Hill Descent Control: a system that keeps the vehicle at a very low speed and allows you to concentrate solely on steering, providing control and safety in situations that are known to be anxiety-provoking,
- ASR (enhanced traction control) for 4x2 and 4x4 versions,
- Trailer Swing Control with ESP that acts automatically at the onset of swerving.



Suitable for all uses and all terrains

Wherever you're using it: city, road or off-road, the New PEUGEOT LANDTREK is available with a petrol and/or diesel engine, with 4x4 and 4x2 traction.

- Petrol: 2.4 litre turbo engine with 210 bhp and 320 Nm of torque,
- Diesel: 1.9-litre turbo engine with 150 hp and 350 Nm of torque.

These engines can be combined with a Getrag manual or Punch 6-speed automatic gearbox with manual, Sport or Eco modes.

On the 4x4 versions, there are three traction modes to choose from:

- 4x2: 100% rear-wheel drive,
- 4H (4 High speed): for standard off-road use,
- 4L (4 Low speed) with short ratios: thanks to a 2.7 to 1 reduction gearbox, torque at low speed is increased for use in low-grip terrain or when negotiating steep slopes.

The 4x4 version offers gives the new PEUGEOT LANDTREK its versatility and allows it to be at ease everywhere, all the time and in any weather:

- Angle of attack: 29°,
- Departure angle: 27°,
- Central angle: 25°,
- Ground clearance: up to 235mm (17"/18" wheels).

The Mud and Snow (M+S) tyres are suitable for all terrains. The vehicle comes with a standard spare wheel and different protections: sheet metal under the engine, front and rear mud flaps as standard.

And in the event of a major obstacle, the 360° camera also acts as an off-road camera.

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LINKS

PEUGEOT Press Site

<https://www.media.stellantis.com/em-en/peugeot>

ABOUT PEUGEOT

PEUGEOT is a creative and global top-of-the-range generalist brand. Its values are Excellence, Allure and Emotion. Present in more than 160 countries with 10,000 points of sale, PEUGEOT sold nearly 1,200,000 vehicles worldwide in 2020. In 2021, after celebrating its 210th anniversary, PEUGEOT is ushering in its new identity with a coat of arms that emphasises its personality and timelessness. In addition to a full range of electrified passenger and commercial vehicles, PEUGEOT has developed a new concept of Neo Performance. The 508 PEUGEOT Sport Engineered is the first in this new line of efficient and high-performance vehicles.

