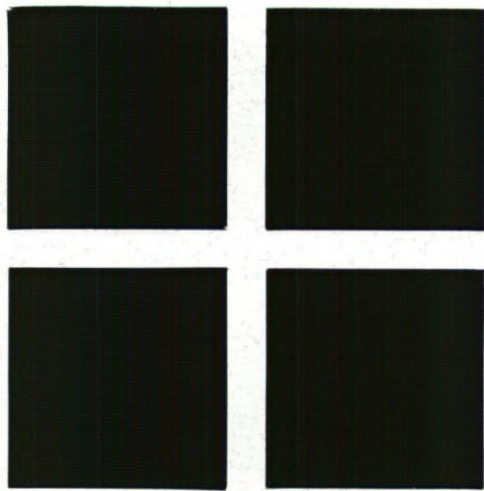


306



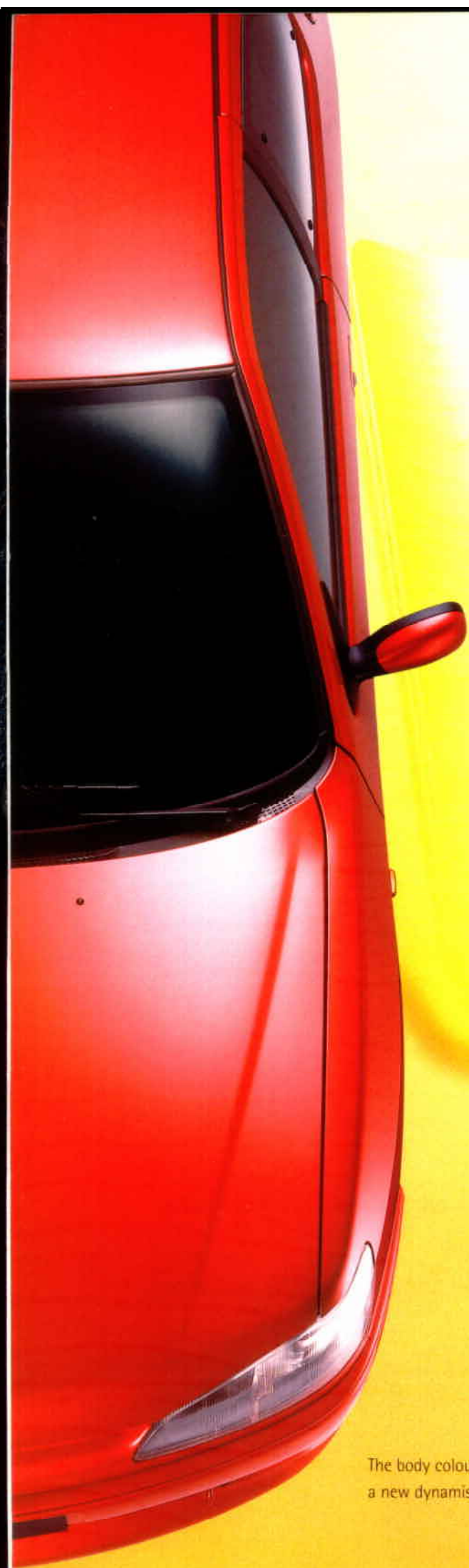
PEUGEOT
THE DRIVE OF YOUR LIFE



The enduring appeal of the 306 can be summed up in the way Peugeot designers have combined performance, comfort and safety without compromise. Instead of being isolated characteristics, these three features merge into one to give the 306 its unmistakable identity. In the latest Peugeot 306 range, these key characteristics have been further refined and improved to provide even higher standards of motoring excellence and



driving pleasure. And because Peugeot engines are now so advanced and reliable, the service intervals have been extended to make significant cuts in service costs. And so it goes – a gradual evolution of subtle modifications which are not only significant improvements in their own right but also make the 306 the fully rounded, complete car it is. The Peugeot 306. Much more than a question of balance, more like perfect poise.



Contemporary
that's ahead



The striking almond shape twin halogen headlights with faceted glass not only look great, they help you see better too.

The body coloured sports bumper aprons on some models inject a new dynamism and enhance the sporty appeal of the range

There is little doubt that its sheer aesthetic appeal is what attracts most people to the 306. From elegantly proportioned rear light clusters to the integral front fog lamps featured on some models, the 306 is every inch a winner.



design of its time

The inherent refinement and style of the Peugeot 306 has been enhanced by some subtle touches that will please the purist. The badging on the steering wheel and tailgate is now finished in chrome, whilst the

rear parcel shelf and speakers have been modified. Nothing expresses a car's personality quite as well as colour – and the 306 is available in a striking range of distinctive and original colours.

The elegant, curved bonnet and stylish front grille enhance the dynamic appeal of the 306. Badges are now finished in gleaming chrome to add a contemporary design touch to this class leading performer.



Higher fidelity. The RDS Stereo radio/cassette is CD compatible and has steering column remote control – delivering abundant pure sound through 4 built-in speakers.



Welcome to the comfort

Exceptional comfort has remained a constant throughout the evolution of the 306. Drivers enjoy the gentle support of the ergonomically designed, height adjustable seating and head restraints, the luxury of electric windows and the curved, wrap-around fascia and centre console that allows the operation of all the important controls virtually by instinct alone. Passengers are also pampered with extremely comfortable seating, generous legroom, luxurious carpeting,

armrests – and a boot large enough to hold plenty of luggage. The 306 interior is easy on the eye too – elegant trim with matching cloth door inserts, green tinted glass and meticulous attention to detail throughout. And when it comes to in-car entertainment, the 306 really comes into its own.

The interior has been sound-proofed and specially designed to reduced vibrations and resonance, keeping road noise out and hi fidelity in – so the sound you hear is as pure as it gets. Perfection from Peugeot. The Peugeot 306. Pure comfort, pure sound, pure pleasure.

Electric front windows (with one touch operation of driver's window on some models) and electrically operated and heated door mirrors help make the 306 easier and safer to control.





The height adjustable steering wheel allows the driver to select the optimum position for the greatest visibility, control and comfort.

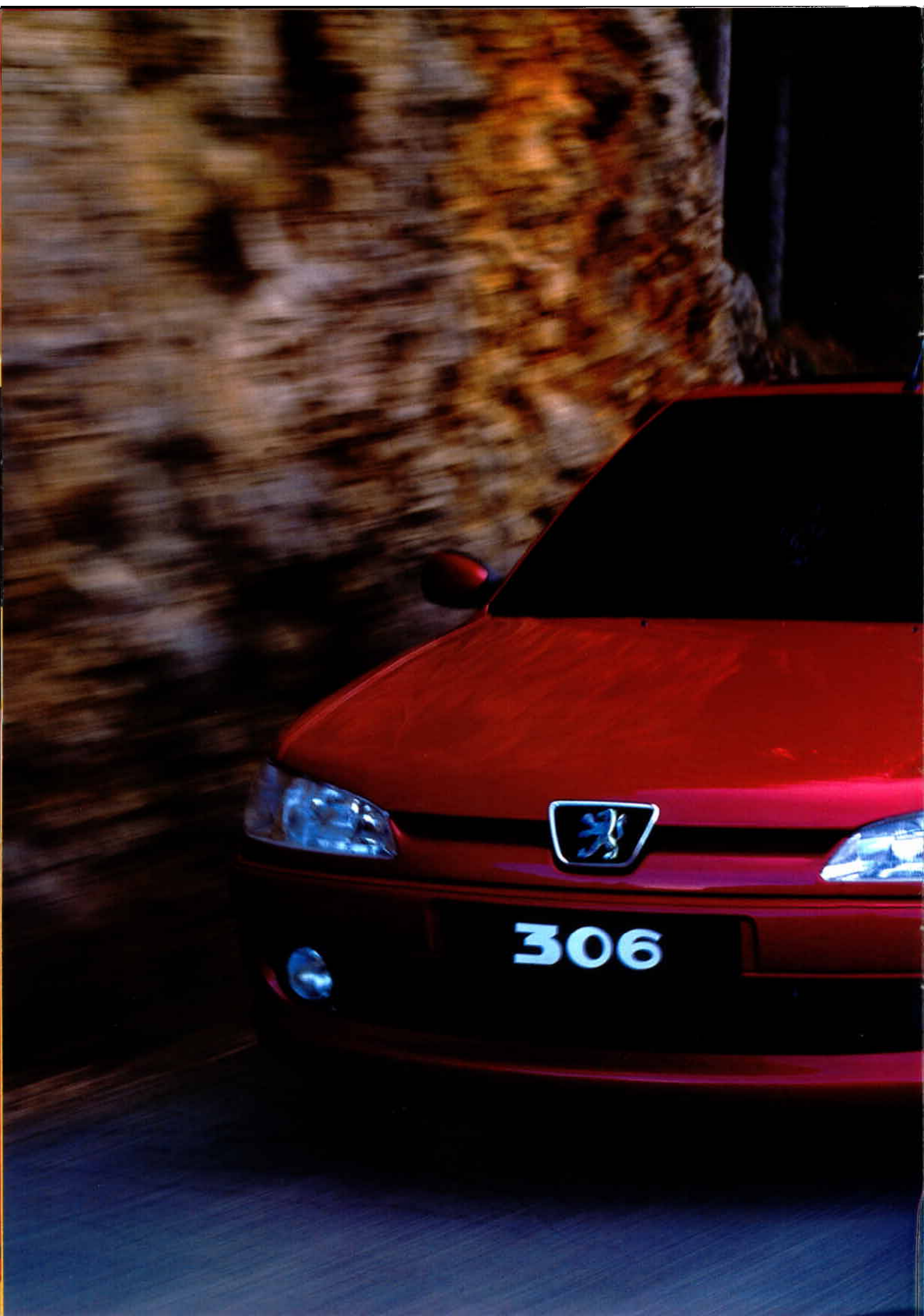
The interior of the 306 is extremely spacious with generous legroom for driver and passengers alike.

ort zone

The sports front seats in the XS, D Turbo, XSi and GTI-6 models are ergonomically designed to give the support the body needs for high performance motoring.



Specification differs according to model. Please refer to the latest edition of the 306 specification supplement.



306





Peugeot gearboxes are precision engineered to provide smooth operation and enhance driving pleasure. The gear ratios of the automatic transmission are carefully selected to ensure the optimum combination of performance and economy - and the gear and final drive ratios of the manual gearboxes are adapted to the exact torque and power characteristics of the different engines for maximum efficiency. All the gearboxes in the 306 range are mounted transversely - a sophisticated feat of engineering which saves space and helps Peugeot designers create the beautifully proportioned, distinctive bonnet of the 306.

The one car that suits every style of driving



Rain activated front wipers. Sensors automatically detect rain and adjust wiper speed according to the rate of downpour - a valuable feature, an essential thing to worry about and making it easier and safer to get around.

Specifications differ according to model. Please refer to the latest edition of the 306 specification supplement.



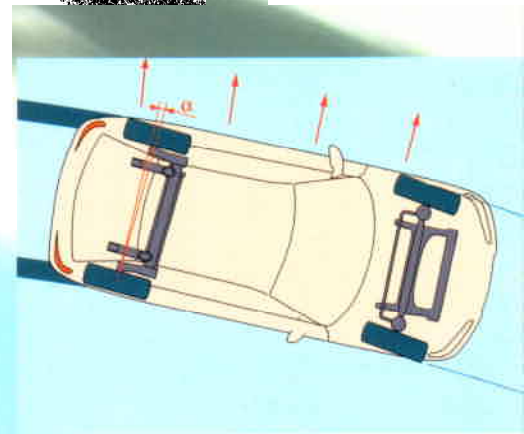
A precisely balanced chassis, advanced McPherson type front suspension and highly advanced rear suspension- coupled with pin point steering and ABS braking all combine to provide truly exceptional handling and control. The 1.4 and 1.6 litre petrol engines have been upgraded and the 1.8 litre, 8-valve power unit is still a byword for dependability and stamina, - with the 16-valve version producing as much as 112 bhp at 5,500 rpm. The jewel in the crown is the remarkable, high technology 2 litre 16- valve powertrain which produces 135

bhp to accelerate the XSi to the legal speed limit in around 10 seconds.* The 2 litre engine coupled to a 6-speed transmission in the GTI-6 does even better - 167 bhp and 0 - 62 mph in a mere 8.8 seconds. The diesel engines are no less impressive - a choice of normally aspirated or turbocharged 1.9 litre units which produce abundant power, high torque at low revs and outstanding fuel economy. Best of all, all these engines have become so advanced and reliable, the mileage between services has been extended. This reduces the

number of visits you will have to make to your Peugeot dealer during the lifetime of the vehicle - so reducing service costs significantly. Another great first from Peugeot.

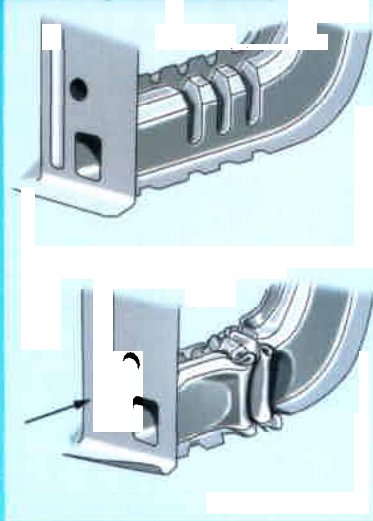


Peugeot's 16-valve petrol engines provide responsive performance, excellent torque and outstanding fuel economy.*



Highly advanced rear suspension uses a degree of passive steering to adjust to variations in the road surface and maintain maximum tyre contact with the road - a new dimension in safe, stable handling and control.

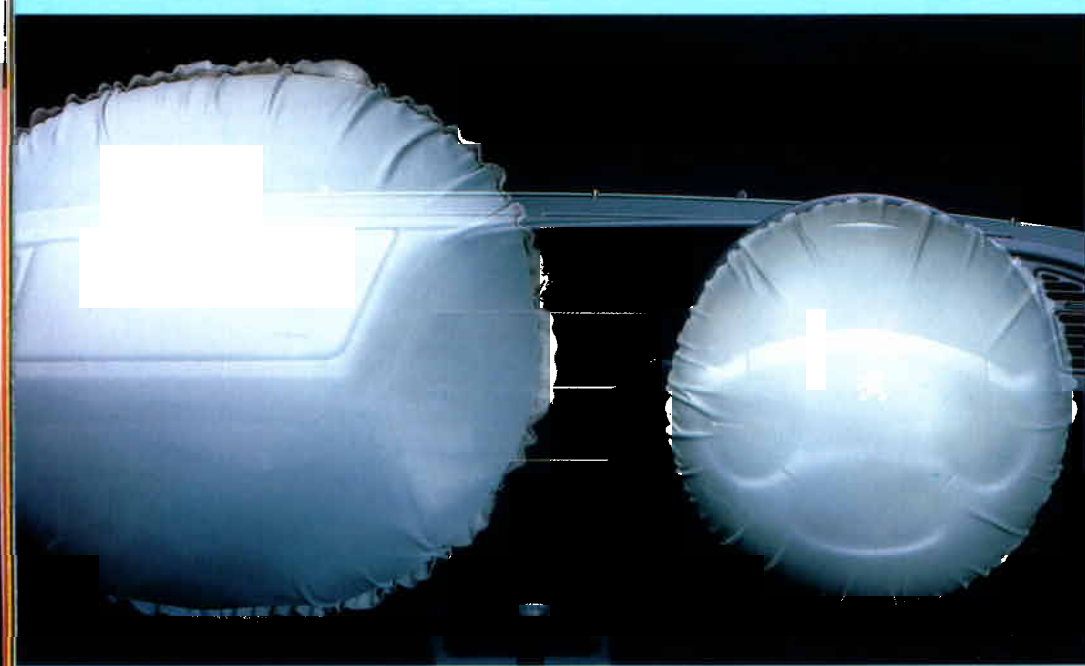
*Based on the 2 litre 16 valve petrol engine. The 2 litre 16 valve petrol engine is available with a 6 speed manual transmission.



Occupants are enclosed in a strengthened steel cage which is protected by a crumple zone which collapses in programmed stages to absorb the force of front and rear impact. Side impact beams and impact absorbent padding provide lateral protection.



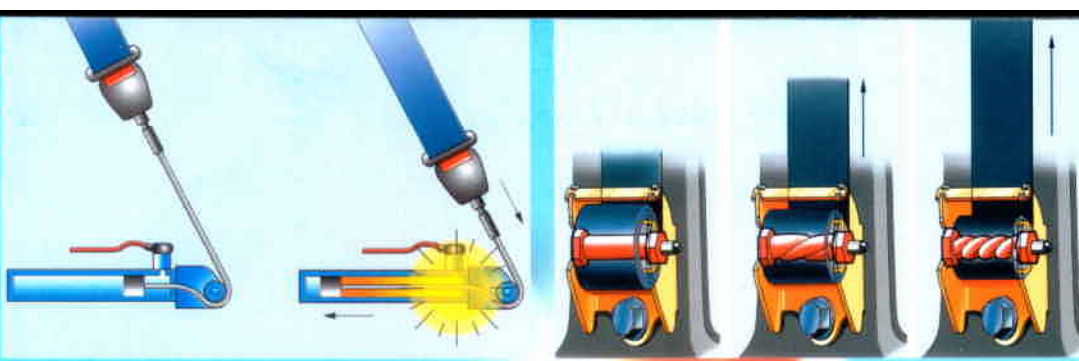
Protection where you need it, when you need it



Airbags which inflate in milli-seconds to cushion the force of collision are available on all models. Seat mounted side airbags are available as standard on the GTI-6 and as an option on all other models.

Specification differs by model. Please refer to the latest edition of the 306 specification leaflet for details.





Pre-tensioned pyrotechnic seatbelts are the most sophisticated and effective examples of their kind. In the case of a sudden impact, an electronic pulse sets off a small charge which pulls and tightens the seat belt – holding you tightly in your seat and restricting forward movement. At the same time, seatbelt pretensioners slowly release the belt to prevent it becoming too tight and uncomfortable – the ultimate seatbelt system.

The Peugeot 306 is ingeniously designed and built to offer high standards of passive and active safety. Although Peugeot engineers have gone to great lengths to ensure controlled, safe driving, even the most careful drivers are sometimes involved in incidents beyond their control – and that's when active safety comes into its own. The 306 is better equipped than most to protect occupants from the effects of collision. The driver and passengers are enclosed in a rigid steel cage which is itself protected by

programmed crumple zones that absorb the force of front and rear impact – and strengthened steel side impact beams with impact absorbent padding in the front doors provide lateral protection. The 306 also features state-of-the-art pyrotechnically pre-tensioned front seat belts with an airbag for the driver standard on all models. Front passenger airbag and front seat mounted side airbags are available as an option on all models (standard on GTI-6). The Peugeot 306. You're in good hands.



A high level third brake light is an important safety innovation which makes it easier for the drivers behind you to know when you are braking.

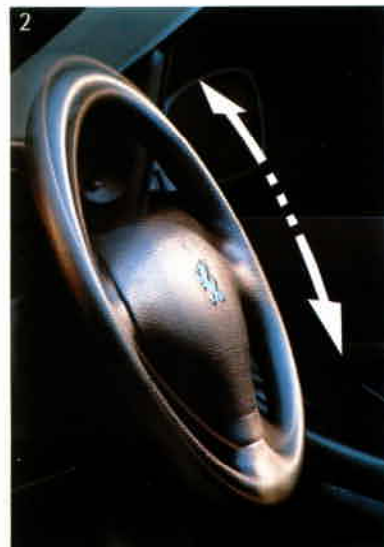


A double angle driver's side door mirror increases safety by providing a wide angle view of what's behind you.



306 L

Peugeot's commitment to quality is exemplified by the high level of specification in the introductory model to the 306 range. The latest 306 L features ABS brakes, height adjustable driver's seat, digital clock and rev counter – as well as power assisted steering, tinted glass and transponder engine immobiliser.





The larger 14" wheels have 185/65 tyres and highly attractive Mica covers and the interior is finished in the sumptuous new Atlantis cloth trim.

- 1 Height adjustable seat belts
- 2 Height adjustable steering wheel
- 3 Atlantis cloth trim
- 4 Height adjustable driver's seat



306 LX

The 306 LX offers a wider choice of powertrains – 1.4 and 1.6 litre petrol engines with 5 speed transmission, a 1.8 litre petrol unit with 4-speed automatic transmission and either the 1.9 litre diesel or 1.9 litre turbodiesel engines. A new 4-spoke steering wheel looks the part in an interior that features remote control central locking,





optional automatic air conditioning, electric front windows, height adjustable driver's seat and rear head restraints. The 306 LX is available as a 5-door hatchback or 4-door saloon (1.6 litre petrol or 1.9 litre turbodiesel only).

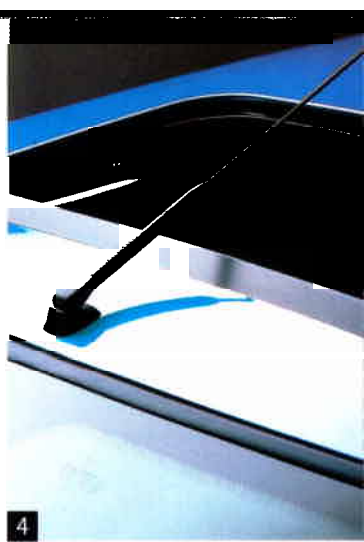
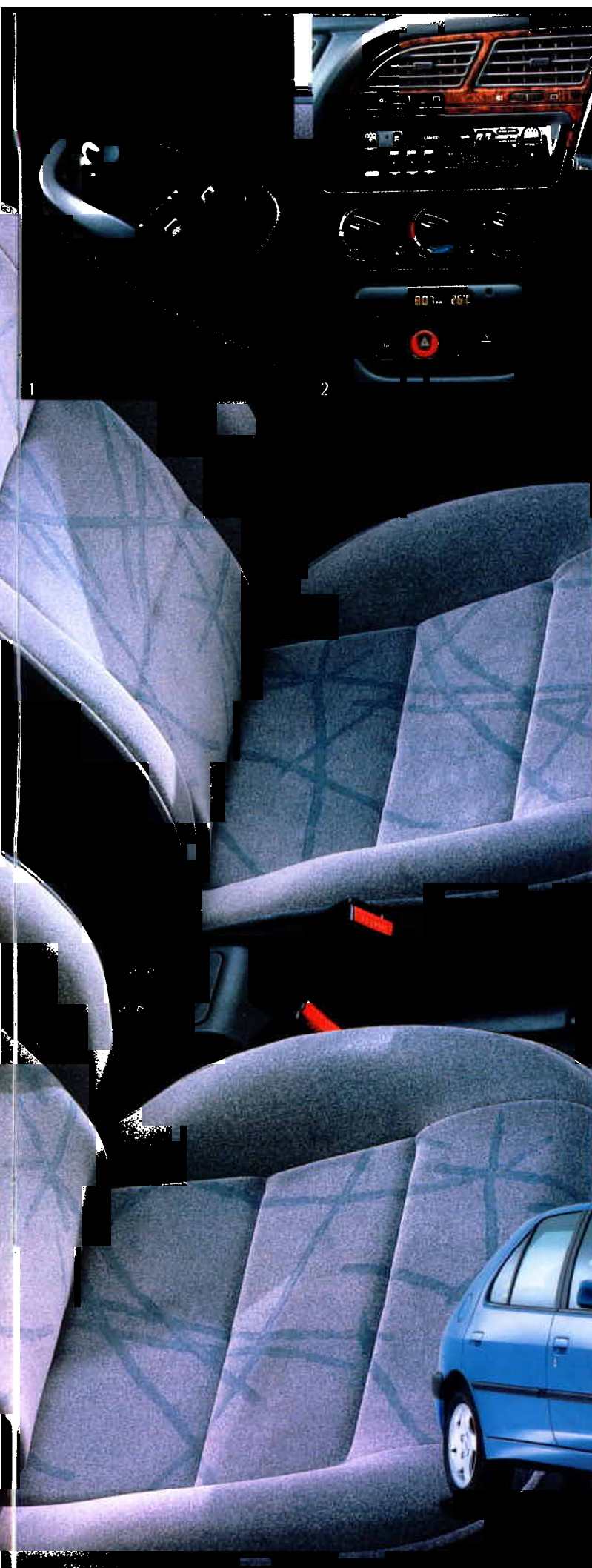
1 Integral front fog lamps

2 Fascia with stereo radio/cassette and heating controls

3 Renour velour trim

4 4-spoke steering wheel





GLX

The GLX offers class beating levels of luxury, performance and refinement. The central console is finished in wood veneer with automatic air conditioning, the seats covered in luxury Whisper velour trim, the driver's seat is lumbar adjustable for greater comfort – and the short sport aerial, alloy wheels, body coloured door handles and mirrors add a genuine touch of elegance. The GLX is available with a choice of manual or automatic transmission and petrol or diesel engines – including the sparkling 16-valve 1.8 litre petrol unit.

- 1 Electrically operated front windows
plus electrically operated and heated door mirrors
- 2 Air conditioning with
automatic temperature control
- 3 Alloy wheels
- 4 Optional electric tilt/slide sun roof



D Turbo

From the dynamic rear spoiler to the integral front fog lamps, the 306 D Turbo is identical to the XS model except for one important difference – diesel power. Same tenacious road holding and the same exciting handling characteristics. The exceptionally reliable, 1.9 litre engine will produce consumption of over 54 mpg* – especially impressive when you consider that it performs as well as many much more thirsty petrol powered equivalents.



1 Electronic rev. counter



2 Electronically operated front windows

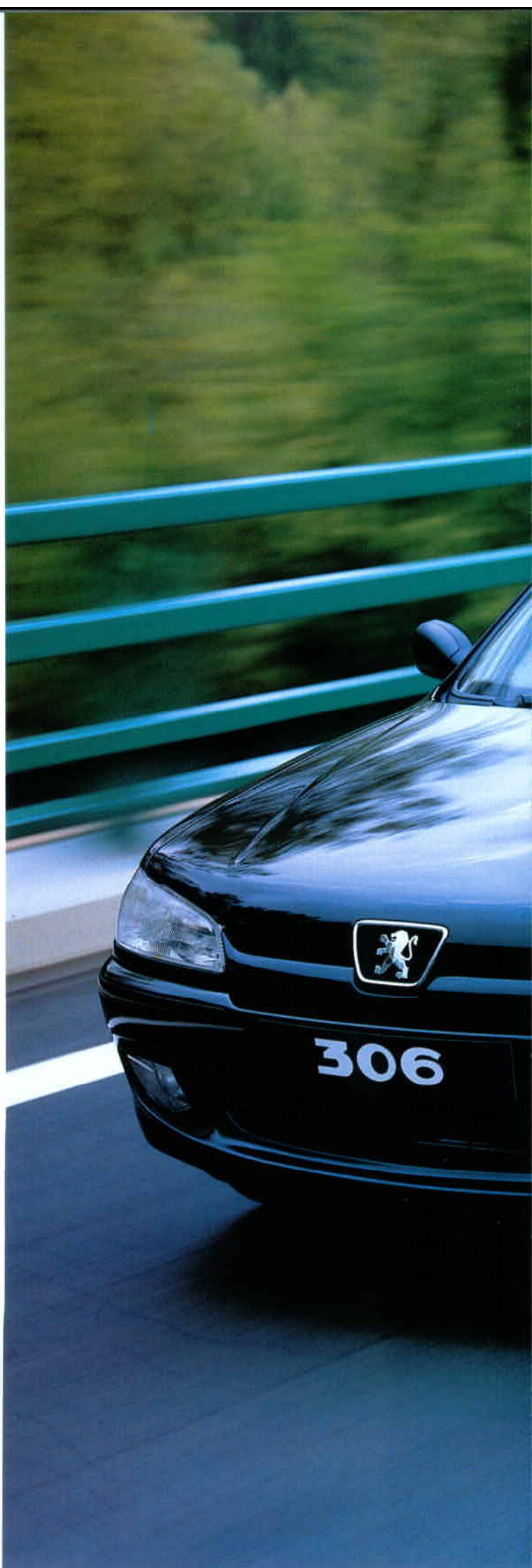


3 Three spoke steering wheel

4 Sports front seats with Mustang cloth upholstery



4



* For details of performance and economy please refer to the latest issue of the 306 specification supplement.



306 XS

The 306 XS is bound to have an appeal to those looking for an exciting introduction to sports motoring. This vivacious 3-door hatchback is powered by the lively and responsive 16-valve 1.8 litre petrol engine which produces performance figures* that would match many a bigger





car. Inside, you'll find a typically high level of standard specification with sports front seats and attractive Mustang cloth trim.

- 1 Sports front seats with Mustang cloth upholstery
- 2 Dynamic rear spoiler
- 3 Integral front fog lights
- 4 4-sensor computer controlled ABS brakes.

* For details of performance and economy please refer to the latest issue of the 306 specification supplement





306 XSi

This impressive hatchback is as sought after for its luxurious, refined interior as it is for its dynamic styling and scintillating high performance.* The XSi has body coloured bumper aprons, door mirrors and handles. The interior features elegant Mustang cloth trim, as well as a leather covered steering wheel and gear knob, electrically operated and heated door mirrors, automatic windscreen wipers and a 6 disc CD autochanger to give an extra dimension of in-car entertainment.

- 1 The powerful and responsive
16-valve 2 litre petrol engine
- 2 Integral front fog lights
- 3 60/40 split folding rear seat
- 4 Body colour door mirrors



* For details of performance and economy please refer to the latest issue of the 306 specification supplement



306 GTI-6

The GTI-6 is first and foremost a high performance hatchback – and second a luxury car. When all the power of the 2 litre, 16-valve petrol engine is transmitted to the road via the superb 6-speed gearbox, the acceleration is blistering – and it's easy to see why the GTI-6 is regarded as the most dynamic and exciting car in its class. In terms of sophistication and comfort, the interior is more than a match for this car's





3



4

performance. Security and safety features are second to none - with transponder engine immobiliser, remote central locking and deadlocks, ultrasonic alarm, - ABS brakes, driver's and front passengers airbags and revolutionary, front seat mounted side airbags as standard equipment.

1 Air conditioning with automatic temperature control

2 Sports seat covered in Alcantara suede with leather trimming

3 6-speed gearbox

4 Integral front fog lights



The family of cars
that's perfect
for every family



The universal appeal of the 306 range is largely due to its enormous versatility and the choice it offers. You can enjoy the undeniable pleasure of open top motoring in one of the most stylish and distinctive Cabriolets on the road, the practicality and luxury of the superbly equipped Estate or a selection of dynamic 3, 4, or 5-door 306 saloons. Whatever you're looking for in a car, you'll find it in the 306 range - together with outstanding engineering, excellent design and superlative performance.



PEUGEOT ACCESSORIES

- 1 ■ Roof bars and luggage carrier: 2 ■ Roof bars and cycle carrier: 3 ■ Mudflaps.
4 ■ Clarion 6-disc CD multiplayer: 5 ■ Alloy wheel. 6 ■ Rear spoiler: 7 ■ Carpet mats. 8 ■ Towbar.



A wide range of accessories is available for every Peugeot model. These accessories are designed to increase already high standards of style, comfort and security — as well as providing you with the opportunity to customise your Peugeot with that little extra, personal touch. All Peugeot accessories are produced with the same attention to detail and same high quality standards for which Peugeot is renowned. The accessories shown here are just a sample of those available for your Peugeot. Information on the complete range is available within the Finishing Touches Accessory Presenter at your local Peugeot dealership.

PEUGEOT PEACE OF MIND- YOUR PEUGEOT DEALER HOLDS THE KEY

Peugeot cars are designed and manufactured to give you trouble free motoring and total peace of mind. As a Peugeot owner you are immediately entitled to a comprehensive range of customer care services - all available from your Peugeot Dealer. Your local Dealer has the expertise to maintain your Peugeot to its peak performance. Each Dealer employs a Master Technician with at least 7 years experience who has access to the latest technical information and diagnostic equipment developed for Peugeot vehicles. There's no way your car could be in better hands. To get the very most from our commitment to service, just ask about any of the benefits listed below. Your Dealer will also keep you up to date on any new product innovations that could add to your driving pleasure. It's all Part of the Service.

■ UNLIMITED MILEAGE 12-MONTH WARRANTY

Complete parts and labour coverage in the first 12 months, irrespective of mileage. During the period, you will also automatically receive Peugeot Assistance cover for complete peace of mind (subject to conditions outlined in the warranty maintenance book.).

■ PEUGEOT EXTENDED WARRANTY

Extended Warranty cover for a further 12, 24, 36 or 48 months after the original 12 month warranty expires. (Not available for taxis, driving schools or self drive hire operators). Peugeot Extended Warranty is one of the most comprehensive schemes available and is exclusively available to Peugeot owners. Customers wishing to extend their warranty benefits can concurrently extend their Peugeot Assistance cover at extremely advantageous rates. This will of course extend their European Cover.

■ EXTRACARE

Optional Tyrecare Insurance can be added to Peugeot Extended Warranty. It covers the cost of repairs and/or replacement, resulting from accidental or malicious damage, to all insured tyres fitted to the vehicle. Cover commences on the policy application date and expires at the same time as the vehicle Extended Warranty.

■ PEUGEOT INSURANCE

Peugeot Insurance has been specifically arranged for Peugeot owners. Offering discounted premiums and a fast and efficient claims service, it is another benefit of owning a Peugeot. Your Dealer can provide a proposal form for a free quotation. Alternatively you can call the Peugeot Insurance Centre direct on 0345 333500 for a free quotation. Whatever Peugeot you drive, we guarantee to beat your current renewal premium on a like for like basis.

■ 6 YEAR ANTI-PERFORATION WARRANTY

Transferable on change of ownership and will maintain and enhance the the resale value of your car. (Subject to conditions outlined in the Warranty/ Maintenance book).

■ Peugeot Service Plan

Peugeot Service Plan is an innovative customer benefits package, which has been specially developed by Peugeot to offer the best and most comprehensive vehicle protection available for Peugeot motorists. The three major features of Peugeot Service Plan are:

Extended Warranty

A warranty scheme with additional benefits of Car Hire, Continental cover, repairs and hotel expenses where necessary, the full details of which can be found in the new vehicle Extended Warranty Policy document.

Peugeot Assistance

Please refer to next paragraph.

Routine Servicing

Covering full parts and labour costs of routine servicing, as recommended by Peugeot in their official servicing schedules.

■ PEUGEOT ASSISTANCE

Whatever it takes to get you going again, it only takes a Freephone call to make it happen. Peugeot Assistance is free for the first year of ownership. Operated by the AA it includes the roadside assistance, vehicle recovery, free replacement car or hotel accommodation and chauffeur provision in the case of medical disability. Peugeot Assistance is available within the UK and Europe (your Peugeot dealer has full details of all terms and conditions).

■ PEUGEOT LIONCARE GOLD

Designed to eliminate the inconvenience even a routine service can cause, features include a choice of while-you-wait service, vehicle collection and delivery, competitive hire car costs and free transport to local destinations. Furthermore your car will be washed before its return.

■ PEUGEOT GENUINE PARTS PROMISE

If your Peugeot is in for a service or repair at an authorised Peugeot Dealer, the parts required to keep your vehicle on the road are normally available from stock. However, when a part is not immediately available we guarantee that the parts the Dealer identifies (before 5.00pm) needed to complete the job will be delivered from the Peugeot central warehouse by 8.00 a.m. the following morning. If the part does not arrive on time you receive it free of charge. (Your Peugeot Dealer has full details of the terms and conditions of this offer). This offer does not apply outside mainland Britain.





YOUR PEUGEOT DEALER:

**ISSUED BY SALES AND MARKETING, PEUGEOT MOTOR COMPANY PLC,
ALDERMOOR HOUSE, ALDERMOOR LANE, COVENTRY CV3 1LT.**

**For details of Diplomatic & Export Sales contact Peugeot Export,
454-490 Mile End Road, London E1 4PE. Tel: 0171 265 8844.
www.peugeot.co.uk**

It is our policy to continually improve our vehicles in every way and we reserve the right to modify our vehicles' specification (including colour), equipment, accessories and characteristics or to discontinue any model, without notice, at any time.

Every endeavour has been made to ensure that the information, details and descriptions set out in this literature are correct, at the time of going to press. However, we are unable to guarantee that no changes have subsequently taken place to the specification (including colour), equipment, accessories and characteristics of, or relating to, any Peugeot vehicle, after the publication of this literature.

Although every effort is made to bring this literature up to date, from time to time, in order to avoid any misunderstandings, you are advised to check with your Peugeot dealer the specification (including colour), accessories and equipment relating to any Peugeot vehicle, prior to ordering.

M/CP 1101 OCTOBER 1998

