

306



PEUGEOT
THE DRIVE OF YOUR LIFE



The latest Peugeot 306 range features a number of refinements to provide even higher standards of driving pleasure. All models are now totally colour coordinated with body coloured side rubbing strips, bumpers, door mirrors and handles. The 306 range also has many standard features which might otherwise be expensive extras on other cars - front fog lights, electric front windows, remote control central locking and front passenger airbag with deactivate switch - and all models now have sports bumpers and side skirts. The range also includes the remarkable high performance HDI engine which is both more economical and cleaner than traditional diesel units and the ABS brakes, which are standard on all versions benefit from an Electronic Brake Force Distributor (EBFD) system which is designed to enhance their dynamic performance and improve control. The Peugeot 306. The best made better.

Model shown is 206 GLX in China Blue (initially part extra cost)



The elegant, curved bonnet and stylish front grille enhance the dynamic appeal of the 306, a car that is now not only more contemporary, but still streets ahead of any other car in its class.



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 brilliant crystal side indicators, the 306 is every inch a winner.



Contemporary design that's ahead of its time.

The inherent refinement and style of the Peugeot 306 has been enhanced by some subtle touches that will please the purist. There is now an exciting choice of new cloth, velour or leather trims according to model and air conditioning is included in the price of the model you choose*.

Nothing expresses a car's personality quite as well as colour - and the 306 is now available with the choice of four stunning new finishes - China Blue, Astor Grey, Sherwood Green and Moonstone to complement the existing range of distinctive and original colours.

*Except L.



The striking almond shaped halogen headlights are made from brilliant, crystal clear polycarbonate which is highly resistant to impact.

Every model in the range now has body coloured sports bumper aprons and sideskirts to inject a new dynamism and enhance its sporty appeal.



Higher fidelity. The RDS Stereo radiocassette has steering column remote control - delivering abundant pure sound through 4 built-in speakers.



Model shown is 306 GTi - 6



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

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

Welcome to the comfort zone.

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, wraparound 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 soundproofed and specifically designed to reduce 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.

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



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.



*Equipment shown varies according to model. Please refer to the latest 306 specification supplement for details.

Model shown is 306 XS in Moenstone (metallic paint extra cost)



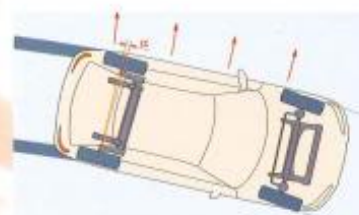


There are times when even the most careful drivers are required to brake suddenly - and times when wet or icy roads make braking particularly hazardous, especially when cornering. Every model in the 306 range is now equipped with ABS braking with the new Electronic Brake Force Distributor (EBFD) system to provide truly exceptional handling and control in all conditions - and at all times.

Everything under control, nothing you can't handle.

EBFD is a high technology system which is designed to enhance the dynamic performance of the 4-sensor ABS brakes now fitted as standard in all models in the 306 range. When braking or cornering, there is a shift of weight from the rear to the front or from side to side. Although the suspension system in the 306 is designed to cope with this transference of weight, it nonetheless has an effect on the handling characteristics. EBFD effectively neutralises this effect by optimising the brake

pressure distribution to the front and rear wheels. Sensors continually monitor the loading and speed for each wheel. When cornering, the system maintains the maximum grip for the inside wheel as the weight is transferred to the outside wheel. When braking, it maintains maximum grip for the rear wheels as weight is transferred to the front. The result is better control, more precise handling, greater stability and safer driving.



A highly advanced rear suspension system 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.

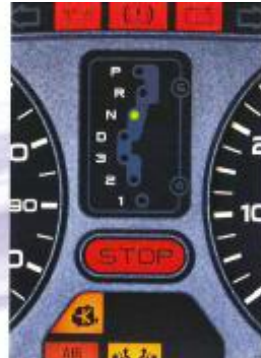


Rain activated front wipers. A sensor automatically detects rain and adjusts wiper speed according to the rate of downpour - giving drivers one less thing to worry about and making it easier and safer to get around. (Not available on L).



Turbo facia featuring 3-spoke steering wheel with driver's airbag and air conditioning

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



The new 1.6 automatic gearbox features "intelligent" transmission with microchips that analyse your driving style and the prevailing road conditions - and preselect the most appropriate gearchange speed. The result is safer, more relaxed and more enjoyable driving. For even greater precision and control, you can select a Sport programme for high performance motoring or the Winter programme which gives the high degrees of grip and traction you need when the road is frosty and treacherous.



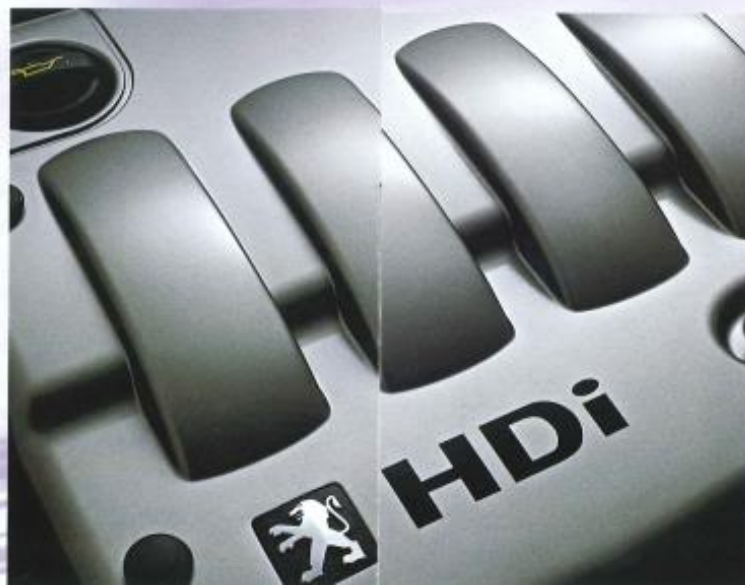
High technology power. Peugeot's 16-valve petrol engines provide responsive performance, excellent torque and impressive fuel economy.

From the first name in automotive engineering, the last word in power and economy.

The 1.4 and 1.6 litre petrol engines produce impressive fuel consumption* and the 1.8 litre, 16-valve power unit is a byword for dependability and stamina producing as much as 112 bhp at 5,500 rpm. The jewels in the crown are the remarkable, high technology 2 litre 16-valve powertrain which produces 135 bhp to accelerate the XSi to the legal speed limit in around 11 seconds*. The engine in the GTi-6 coupled to a 6-speed transmission does even better - 167 bhp and 0-62 mph in a mere 8.8 seconds.

The diesel engines are no less impressive. There is a choice of the normally aspirated 1.9 litre unit which produces

abundant power, high torque at low revs and outstanding fuel economy - or the remarkable, new 2 litre HDi engine. This powertrain is a masterpiece of modern engineering and uses the finest fuel injection technology currently available to generate more torque - it's also one of the quietest and cleanest engines on the road. The HDi engine also reduces carbon monoxide emissions by 40%, unburned carbons by 50% and particulate emission by 60% - as well as being about 27% more fuel efficient than the previous turbo diesel unit it now replaces. Another remarkable first from Peugeot.



Common Rail injection. The increased efficiency of the HDi engine has been achieved by a remarkable breakthrough in fuel combustion technology - Common Rail injection. A high pressure pump feeds fuel to the Common Rail at pressures of up to 1350 bar (this would be enough to drill through glass) where it is atomised and injected into a redesigned combustion chamber through minuscule, computer controlled injector holes less than 200 microns in diameter. The result is virtually perfectly controlled combustion which, in turn, reduces fuel consumption, noise and vibration - and produces fewer emissions.

*For details of performance and economy please refer to the label inside of the 200 specification supplement.



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.



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.

Protection where you need it, when you need it.

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, driver's airbag, front passenger airbag with deactivate switch. Seat mounted side airbags are available as standard on all models from the GLX and as an option on the L.



The front passenger airbag is simply deactivated by the ignition key to allow a baby seat to be fitted to the front passenger seat with greater safety.



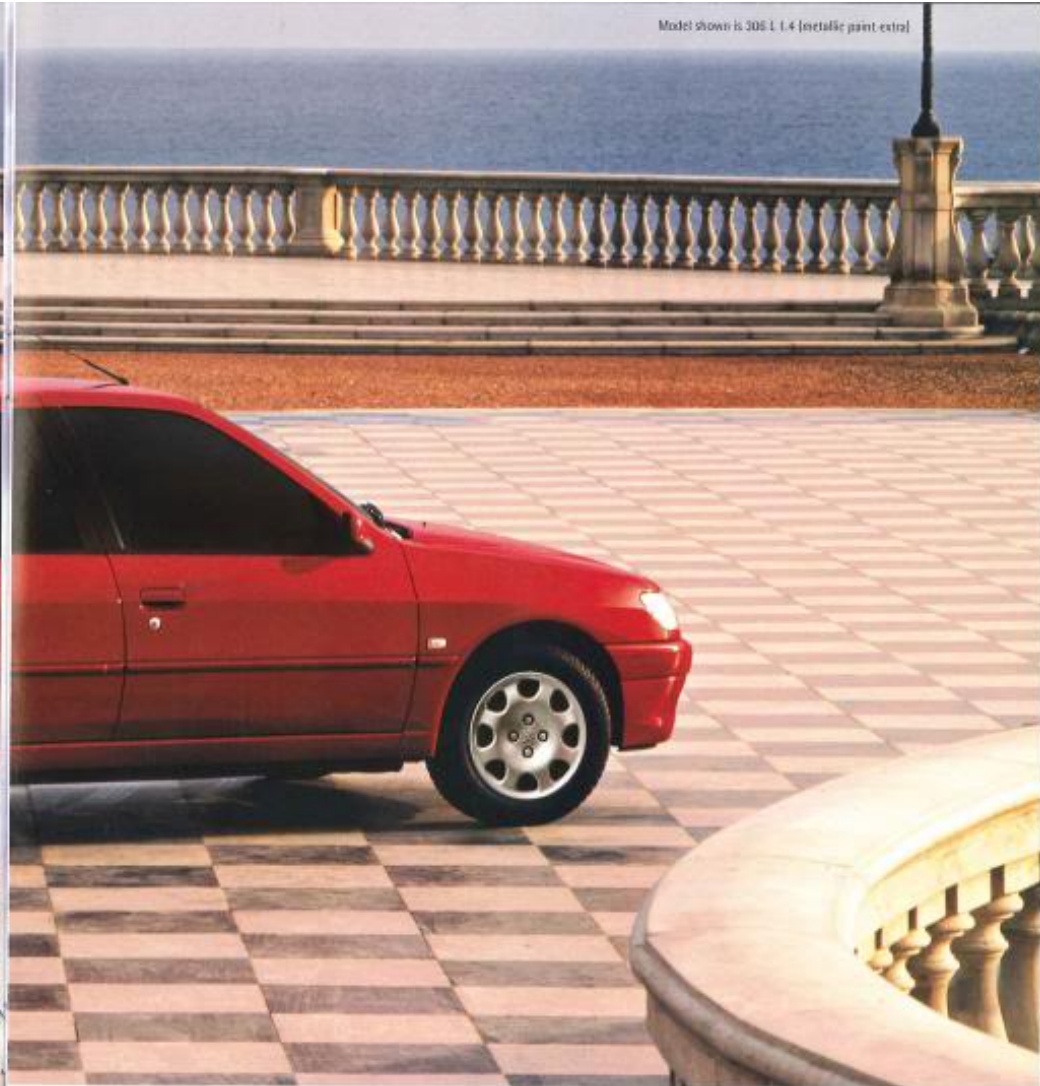
A double angle driver's side door mirror increases safety by providing a wide angle view of what's behind you.



All models in the range have driver and passenger airbags which inflate in milli-seconds to cushion the force of collision. Seat mounted side airbags are standard on all models except L.



For detailed specification by model, please refer to the latest issue of the 306 specification supplement.



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 now features ABS brakes with the new Electronic Brake Force Distributor (EBFD) system, electric front windows, electric sunroof, front fog lights, height adjustable driver's seat and rev counter - as well as power assisted steering, driver and front passenger airbags, tinted glass, remote control central locking and transponder engine immobiliser. The 14" wheels have 185/65 tyres and highly attractive wheel trims and the interior is finished in sumptuous Opata velour trim.

- 1 / Front fog lights and body coloured bumpers
- 2 / Opata velour upholstery
- 3 / LX facia featuring optional air conditioning



306 LX

The chic appeal of the 5-door hatchback LX is enhanced by body coloured sports bumpers and side skirts, 14" wheels with wheel trims, (alloy wheels are available as an option) and a 4 spoke steering wheel. The interior is trimmed in elegant Whisper velour and features remote control central locking, side airbags, air conditioning, electric front windows with a one touch facility for the driver, body colour heated door mirrors, height adjustable driver's seat and fully adjustable rear head restraints.

The LX also offers a wider choice of powertrains - 1.4 and 1.6 litre petrol engines with 5 speed transmission, the 1.6 litre petrol unit with the new generation autoadaptive "intelligent" automatic transmission and either the 1.9 litre diesel or the new 2.0 litre HDi turbodiesel engines.





306 Meridian

The Meridian is a new addition to the Peugeot range and its high equipment level offers outstanding value. The inherent appeal of this stylish model is accentuated by body coloured sports bumpers, side skirts and door mirrors. The interior has many features to make driving more enjoyable-height adjustable steering wheel, power assisted steering, tinted glass, electrically operated and heated door mirrors and electric windows. The 306 Meridian also has rain activated front wipers, halogen headlamps, remote control radio/CD with four speakers and air conditioning with temperature control. Occupant protection is provided by side impact beams with absorbent padding in the front doors, ABS, driver and front passenger airbag (with a deactivate switch) and front seat mounted side airbags. There is a choice of three petrol engines,-1.4, 1.6 and 1.8 16 valve petrol or the powerful and economical* 2.0 litre HDi 90 bhp diesel unit.

* For details of performance and economy, please refer to the latest edition of the specification supplement.



306 GLX

The GLX offers class beating levels of luxury, performance, refinement and most importantly, safety - with driver, front passenger and front seat mounted side airbags all now standard. It has automatic air conditioning, the seats are covered in luxury Whisper velour trim and the front seats are lumbar adjustable for greater comfort. Alloy wheels and body coloured sports bumpers, side skirts, door handles and mirrors also add a genuine touch of elegance and distinctiveness to this superbly equipped car. The GLX is available in 5-door body style with a choice of engines - including the sparkling 16-valve 1.8 litre petrol unit, the 1.6 litre petrol engine with optional automatic autoadaptive transmission and the new 2.0 litre HDi turbodiesel unit.

1 / Optional electric tilt/slide glass sunroof

2 / Electric front windows with 'one-touch' driver window facility and heated/electrically adjustable door mirrors

3 / Air conditioning with temperature control



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 dynamic performance* figures matched by the new sports suspension. Inside, you'll find a typically high level of standard specification with front sports seats, front and rear headrests and attractive Merlin cloth trim.

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



- 1 / Black/Blue Merlin cloth upholstery
- 2 / Rear spoiler
- 3 / Circular front fog lamps

306 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 - HDi diesel power. This highly advanced, technologically sophisticated 2.0 litre turbocharged diesel engine will produce EUDDC out-of-town Driving Consumption figures of over 65 mpg - especially impressive when you consider that it performs as well as many much more thirsty petrol powered equivalents.

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





XSi

This impressive hatchback is as sought after for its luxurious and refined interior as it is for its dynamic styling and scintillating high performance*. The XSi now has sports suspension with body colour sports bumpers, side skirts, door mirrors and handles to complement the pure lines of the bonnet and tailgate. The interior features the



elegant Firefly cloth and leather trim as well as leather covered steering wheel and gear knob, carpet mats, lumbar adjustable front seats, front side airbags, electrically operated and heated door mirrors, automatic windscreen wipers and a CD player.

1 / 15" Alloy wheel

2 / Firefly cloth and leather interior

3 / Facia featuring brushed aluminium centre console

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

GTi-6

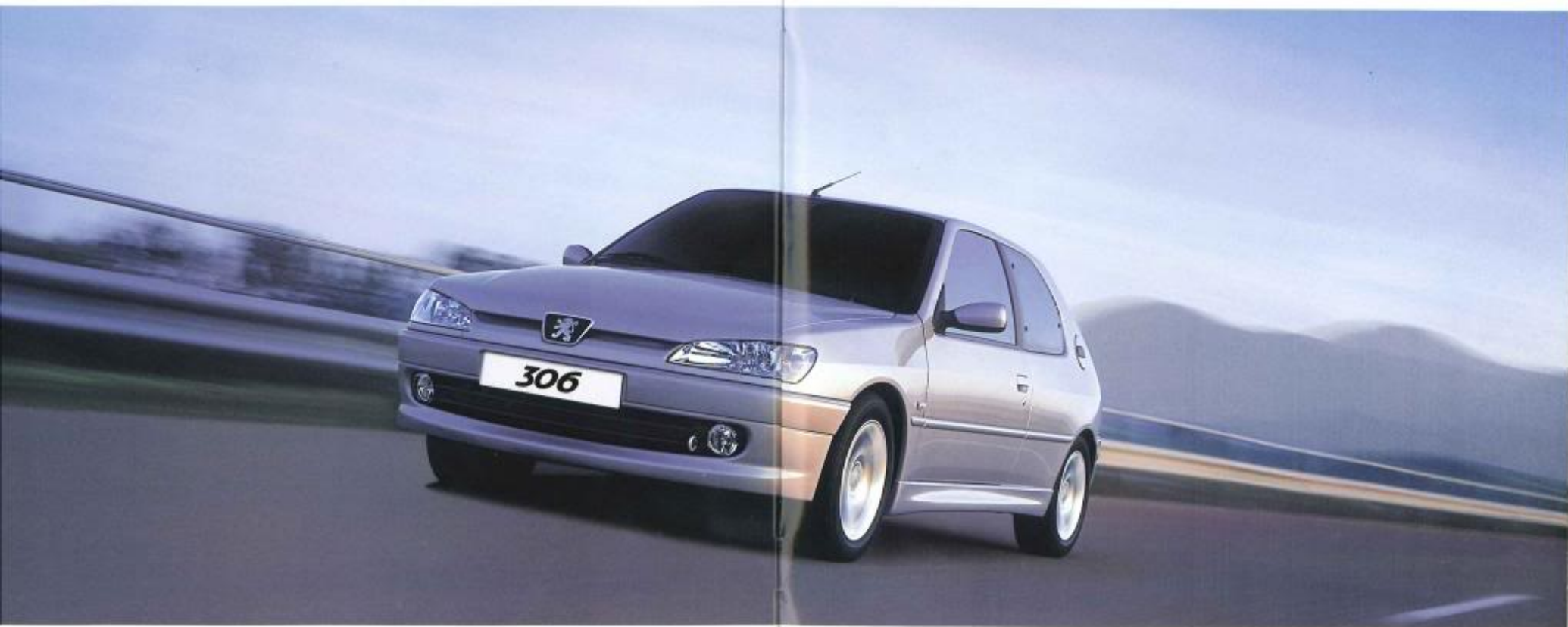
The GTi-6 is first and foremost a high performance* hatchback - and second a luxury car. When all the power of the 2.0 litre, 16-valve petrol engine is transmitted to the road via the superb 6-speed gearbox, the acceleration is blistering - and it's easy to see why the GTi-6 is regarded as the most dynamic and exciting car in its class. In terms of sophistication and comfort, the interior is more than a match for this car's performance. Security and safety features are



second to none. The GTi-6 features a transponder engine immobiliser, remote control central locking, deadlocks and ultrasonic alarm - with driver, front passenger and front seat mounted side airbags as standard.

1 / Alcantara suede and leather interior

2 / 3-spoke steering wheel with driver airbag

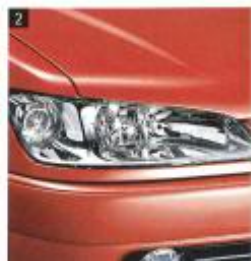


1 / Chromed exhaust extension

2 / Clear polycarbonate headlights and circular front fog lamps

3 / 6-speed transmission

4 / Electric front windows with 'one-touch' driver window facility and heated/electrically adjustable door mirrors



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



The Peugeot 306 Cabriolet is all about opening yourself up to new experiences. About opening your eyes to the gorgeous lines designed by Pininfarina and engineered by Peugeot - and opening your heart to the most beautiful and celebrated cabriolet on the road. Open the door and you enter a world of impeccable styling, safety, security and comfort. Open up the engine and experience exhilarating acceleration and abundant reserves of power for safe, controlled overtaking. And on the open road, effortless cruising and cornering distinguish it from virtually every other car in its class. And then you get to the real pleasure of the 306 Cabriolet - an electric hood which opens at the touch of



a button to enable you to enjoy the best of the weather. The Peugeot 306 Cabriolet. An open secret among people who really enjoy driving.

1 / Sahara Tan leather - SE model

2 / Electrically operated hood

