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The New Peugeot | *307 SW*



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The New **307 SW** ... feel different

What would it take to make a family car that really stands out from the rest? Something that special would need to look breathtakingly stylish. And handle like a dream. It would have to be flexible enough to fit in with your life. To transform from a sanctuary for two into a chill-out zone for seven, or even a practical load transporter, as and when you need it. And it would need to have the power to feel like no other family car you've owned.

**The new Peugeot 307 SW.
Reach new heights.**



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...feel inspired

The new 307 SW is designed to lift your spirits as soon as you get behind the wheel. Light floods in through its huge panoramic glass roof to give you an incredible feeling of freedom and space. Bringing the outside, inside. And giving you a real view with a difference.



Impact resistant glass

The new 307 SW's panoramic roof has hidden strengths. Because the glass is laminated, it's actually 30 times tougher than traditional glass. It's also designed to cut down road noise and filter out 90% of the sun's ultra violet rays. And just to make things even safer for you and your passengers, the new 307 SW comes with two curtain airbags just above the side windows to protect you and your passenger's heads* in the event of a collision.

*As far back as row 2.

Panoramic sunroof

The reflective, panoramic roof measures an impressive 1.4m², effectively extending the raked windscreen right back over the rear seats so all your passengers can experience the incredible sensation of light and space.

Electric shutter blind

When the weather gets hot, you and your passengers don't need to. The electric shutter blind can be operated at the touch of a button, to extend across all or part of the panoramic roof, as required.



...feel proud

Some curves are meant to be appreciated when you're standing still. Like the lines that define the profile of the new 307 SW's elegant, transparent roof all the way down to its highly characteristic bonnet. Or the unmistakable contour of its dynamic new face, and the way it sweeps down past the wide grille and distinctive tapered headlights. With a car as stunning as this, you'll be proud to be different.

A new, distinctive face

A totally redesigned front gives the new 307 SW a dynamic, muscular look.

Offset fog lights

Neatly fitted into the front panel, they come with chrome surrounds on selected models.

Rear lights

Fully integrated into the bodywork, these sculpted lights complete the look.

Tapered headlights

The distinctive front headlights accentuate the new 307 SW's cat-like appearance.



...feel at home

The new 307 SW is a perfect example of what technology should be all about: making life simpler and easier. There's a trip computer to keep you in touch with your car's performance, dual zone air-conditioning* to maintain everyone's cool, even an air-conditioned glovebox. Everything, in fact, that you could need to get yourself comfortable. So you can feel the difference, every time you drive.

*Depending on model.

Multiplexing

The new 307 SW boasts a totally revised electronic architecture. Featuring the very latest Bosch multiplexing for maximum reliability, all models come with a host of intelligent features, from a rear wiper that comes on when you engage reverse gear to a stereo that adjusts its volume to match the speed of the car. Smart ideas for a very clever car.



RD4 audio system

If you like your music, you'll love this CD radio system. It features an output of 4x15 Watt and a Digital Sound Processor for the best possible tone.

Satellite navigation system

Develop an infallible sense of direction. Tell the intelligent satellite navigation system, where you want to go, then sit back and let it work out the best route for you. Colour maps or mono pictograms point the way, but if you don't want to look at the screen, just follow the audio cues**.



Air-conditioning

Stay cool, no matter how sticky the situation gets. Dual zone temperature regulation* enables the driver and front seat passenger to control their own air flow and temperature perfectly – right down to within half a degree in fact.



*Depending on model.

**Optional extra depending on model.



...feel more versatile

Flexibility's a really big thing for the new 307 SW. With its long wheelbase, plus seats that fold and slide to take up to seven passengers* in comfort, it's ready for anything from a romantic picnic for two in the country to a family touring holiday. Or even to help out on moving day. Which could make a real difference to the way you organise your life.

Modular seats

The new 307 SW was designed to fit in with your day – and whatever it throws at you. Both wraparound front seats can be reclined or raised for maximum comfort and a completely personalised driving position. Move back to the second row and you'll find three individual, removable seats that can be reclined or slid backwards and forwards to meet your needs. This row also benefits from airline-style foldaway tables and pockets incorporated into the front seat backs plus numerous other storage compartments. The third row may be last, but it's certainly not least. It can accommodate up to two of the second row seats in any of three positions to create any number of convenient configurations. You also have the option of adding one or two extra accessory** seats so you can take up to seven passengers.

Storage

With clever storage solutions located all around the cabin, you'll find there's a place for virtually everything. Check out the CD compartment, or the two cup holders in the central console, or the door pockets, or the drawers hidden under the front seats... practicality certainly does come as standard with the new 307 SW.

Boot

Whatever you need to pack in, you'll find the new 307 SW is incredibly accommodating. With the rear bench seat folded and the seats in row two removed, you've got over two square metres of space to play with. And if you need more room to stow away those bits and pieces, you'll find two storage bins with a total volume of 5 litres on either side of the passenger compartment plus removable storage nets located around the boot space.

*3rd row seats are optional extras.
 **These seats are not available in leather or half leather.







...feel alive

Distance is no object in the new 307 SW. Whether you're touring with the family or just making your daily commute, the car's smooth, responsive performance is guaranteed to put a smile on your face.





Engines

With a choice of two petrol and three ultra-clean HDi diesel engines, the new 307 SW offers performance to suit all tastes. And whichever engine you go for, you can be sure it's been engineered to quicken your pulse and put real entertainment back into your driving.

	Consumptions mpg (litre/100 km)			CO ₂ emissions (g/km)
	Urban	Extra-Urban	Combined	
1.6 16v	28.5 (9.9)	44.8 (6.3)	36.7 (7.7)	178
1.6 16v Tiptronic automatic	24.8 (11.4)	44.8 (6.3)	34.0 (8.3)	194
2.0 16v	25.7 (11.0)	46.3 (6.1)	35.8 (7.9)	188
HDi 90	44.8 (6.3)	62.8 (4.5)	55.3 (5.1)	134
HDi 110	44.8 (6.3)	62.8 (4.5)	55.3 (5.1)	134
HDi 136	38.6 (7.3)	60.1 (4.7)	50.4 (5.6)	148



Speed limiter and cruise control*

Take the strain out of tiring motorway journeys. Just twist the control under the steering wheel and you can stay at the same, constant speed without touching the accelerator. Driving through built-up areas? The speed limiter lets you set your own maximum speed so you can safely stay within legal limits without having to keep an eye on the speedometer.

Manual 6-speed gearbox

Why six gears? You haven't driven the new 307 SW with its HDi 136 bhp engine yet, have you? To give you even more driving pleasure, the 5th gear has been shortened for sharper acceleration while the 6th gear has been lengthened for greater fuel economy.

*Depending on model.



Particulate Emission Filter (FAP)

Fitted as standard on the HDi 110 and 136 engines, the FAP is a porous structure integrated into the catalytic converter to trap harmful particles of carbon as the exhaust gas passes through it, reducing emissions to barely measurable amounts without affecting performance.

Automatic sequential gearbox

Enjoy the relaxed approach of an automatic combined with all the fun and control of selecting your own gears, courtesy of the "Tiptronic System Porsche" automatic sequential gearbox. Sequential mode lets you go through the four gears quickly and precisely. Automatic mode does all the gear changing for you.





...feel reassured

At Peugeot, we believe that everyone has the right to feel safe. That's why the new 307 SW's precise road-holding and advanced active and passive safety systems are designed to keep you in control. Add to that the superb, latest generation suspension, some very advanced engine and gearbox technology and you've got a real driver's car. And a very safe one too.

So you can really feel the difference on the road.

- **Electronic Stability Programme* (ESP)**

offers the driver unobtrusive and highly effective assistance.

- **Anti-locking brakes (ABS)**

eliminate the danger of the wheels locking if you have to make an emergency stop.

- **Traction control (ASR)**

prevents the wheels from spinning when you're pulling away and improves traction on slippery roads.

- **Electronic Brake Force Distribution (EBFD)**

electronically manages the distribution of braking force between all four wheels to ensure the shortest possible stopping distances.

- **Emergency Brake Assist (EBA)**

If you need to brake sharply in an emergency, the EBA automatically builds up the pressure on the brake pedal. At the same time, the **Dynamic Stability Control** comes into operation to correct any over/under steer.

*Depending on model.

6 airbags

To protect you in the event of a collision, the new 307 SW comes equipped with six airbags: two adaptive driver and passenger airbags; two front side airbags for chest and body protection; and two curtain airbags to protect the heads of the front and rear passengers.

Safety cell

The new 307 SW's reinforced structure and energy-absorbent crumple zones form a protective survival cell to keep you and your passengers safe should an accident occur.

Retractable steering column

Height and reach adjustable, the steering column is designed to retract in the event of a head-on impact – minimising the risk of injury.

ISOFIX points

The two rear side seats are fitted with ISOFIX mountings so you can install your child seat, and baby, quickly and safely without using the seat belts.

...feel original

The new 307 SW may have a look and personality all of its own. But to ensure that its character really complements yours, it comes with the choice of four interior trims, from elegant velour to refined leather. Giving you a vehicle that's custom-designed to be as individual as you are. And different from anything else on the road.



Minika Black cloth



Agave Grey velour



Astrakan Black leather*



Minika Black cloth

Alloy wheels

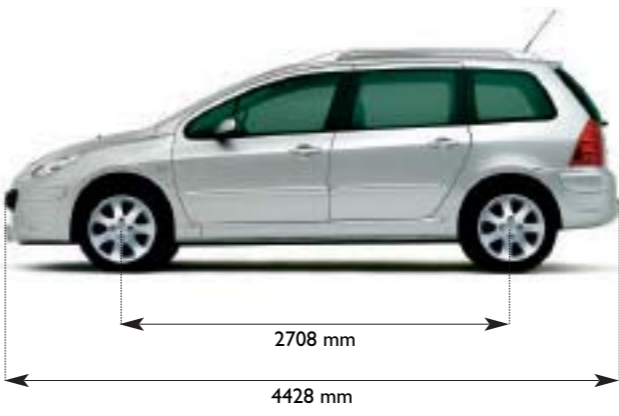


15" APOLLO
(S 1.6 and HDi 90)



16" EQUINOX
(S HDi 110 and SE)

Dimensions



Solid colour

1. Bianca White

Metallic colours*

- 2. Aluminium
- 3. Iron Grey
- 4. Diablo Red
- 5. Aegean Blue
- 6. Montebello Blue
- 7. Onyx Black
- 8. Himalayan Grey
- 9. Mulberry

*Leather trim and metallic paint are options at extra cost.



The Peugeot Customer Promise

When you buy a new Peugeot vehicle from a Peugeot Dealer in the UK and entrust your vehicle to one of them for servicing or repair, they promise: to give you the best people, with the best training and diagnostic tools, original equipment Peugeot parts and the best aftersales backup, all at a competitive price.



PEUGEOT PEACE OF MIND

Peugeot vehicles are designed and manufactured to give you worry-free motoring and peace of mind. As a Peugeot owner you are entitled to a comprehensive range of customer care services from your Peugeot Dealer who has the expertise to maintain your Peugeot to its peak performance.

PEUGEOT WARRANTIES

• 3 Years of Warranty
In addition to the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer benefit from a free optional additional 1 year of Warranty provided by the Peugeot Dealer network in the UK. This additional Warranty carries a mileage limit of 60,000 miles (100,000 miles for



• 12 Year Anti-Perforation and 3 Year Paint Warranty

Also automatically transferable on sale of the vehicle, this will maintain and enhance the resale value of your vehicle. (The Anti-Perforation Warranty is limited to 6 years and the Paint Warranty to 2 years on 206 Van, Partner, Expert and Boxer vans.)

PEUGEOT ASSISTANCE

For the first year of ownership you will automatically receive Peugeot Assistance cover for complete peace of mind. Additional Peugeot Assistance may be purchased for the second and third years. Operated by the RAC, it includes roadside assistance, vehicle recovery, free replacement vehicle or hotel accommodation and chauffeur provision in case of certain medical disabilities. Peugeot Assistance is available within the UK and Europe.

Your local Peugeot Dealer has full details of terms and conditions.

PEUGEOT SERVICE CARE

Peugeot petrol engine vehicles need servicing every 20,000 miles (10,000 miles or 1 year on 107, 12,000 on 2.0 litre 180 bhp engines) or every 2 years. Drivers of HDi diesel versions also benefit from extended servicing with 12,000 miles (20,000 on 2.0 litre HDi 206, 407 & Expert and 1.4 HDi 206) or 2 year intervals. With less time spent in the maintenance bay and fewer service visits, Peugeot have passed on the benefits of technology in engine design and lubrication. In between scheduled services your Peugeot Dealer offers you a complementary intermediate visit (level check/top up) provided the appropriate, previous full service has been carried out at an authorised Peugeot Dealership.

In order to minimise the inconvenience associated with normal servicing, Peugeot UK Dealers promise to offer you the choice of:

- while you wait servicing with a timed appointment;
- or local vehicle collection from your home or place of work;

- or alternative transport to the railway station, home or place of work; - or by arrangement, a hire vehicle at a concessionary rate. In addition they will aim to ensure that your vehicle is washed before it is returned.

PEUGEOT INSURANCE

Peugeot Insurance has been designed specifically for Peugeots and offers tailored cover at a competitive price. If you are unfortunate enough to have an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot original parts, guaranteed for 3 years. Plus we'll give you a courtesy car while yours is being repaired (subject to availability when you use an approved repairer).

When the time comes to renew your insurance cover, why not try Peugeot Insurance?

You can call Peugeot Insurance for a quote on 0870 0240 206.

Lines open 8am-8pm weekdays, 9am-5pm Saturdays. Calls may be recorded.

Peugeot Insurance is underwritten by UK Insurance Limited. Conditions apply.



'Romer' Duo child seat

Babies grow up all too quickly. So our child seat adapts to suit tots from 9 months old to 4 years. Designed for quick and easy removal, the seat can be attached directly to the ISOFIX mountings in the car to keep it secure.



...accessories

Hot or cool bag

Frequently make long journeys? Then this insulated drinks carrier is a real must have. Attached to the seat fittings, it can carry two 1 litre bottles when it's upright or three 1.5 litre bottles laid flat. It has two settings - hot or cold - and the detachable lid can be used as a tray or an additional armrest.

De-mountable swan neck towbar

Why spoil the line of your new 307 SW with a towbar when you don't have to? This well engineered, clever addition is really easy to fit and remove as and when you need it. Available with either single or double electrics.

Roof rail cross bars

Perfect for action-packed weekends away. These aerodynamic, lockable roof bars can carry everything from a surfboard to up to 100kg of luggage without risking your paintwork.

Tailgate bike carrier

It's non-stop action with the new 307 SW. This clever, folding bike carrier mounts onto the tailgate to carry to bicycles in complete safety.