



Peugeot //

407 / 407 SW



407 / 407 SW

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Peugeot

The right chemistry

When you choose a Peugeot, you're buying more than an elegant piece of design or a superb piece of engineering, you're buying a vision – our dream of a marque that embodies your desires and meets your expectations in every way. A vehicle that is the very personification of the Peugeot spirit.

This spirit, or essence, of our marque can be summed up in four words. Style, quality, dynamism and innovation – the values that every Peugeot is created around.

So what does that mean to you? It means beauty. Stunning design, pure Peugeot lines, the very quintessence of aesthetics as seen by top Peugeot designers. Or roughly translated, a car that makes your heart beat faster every time you look at it.

It means a car that you can trust. Every new Peugeot is built to the very highest standards, ensuring technical excellence, superb handling plus peace of mind, and is engineered to achieve optimum active and passive safety.

It also means passion. Our passion for creating cars with real poise and precision, cars that communicate with the road and connect with you, lifting your spirits on every journey. Cars that reawaken your enthusiasm for driving.

And it goes without saying that it means intelligence. Innovative designs and features that answer your demands for better, safer, more comfortable and environmentally respectful vehicles (we've reduced emissions from our engines and every new car we build is 90% recyclable).

These are the strands of Peugeot DNA that you'll find running through every vehicle that bears our name today, and every car that we'll build tomorrow – just as the four lines run through the pages of this brochure. Creating the perfect chemistry between you and your 407.



407

Drive in style



If how you get there is as important as your arrival, then the striking Peugeot 407 is the perfect car for you. At first sight, you'll see that it has an assured and muscular presence. But take a closer look and your eye will be drawn to a wide chrome grille and a series of flowing dynamic curves that give the 407 an undeniably unique appeal.

Inside, the aesthetics are equally pleasing. The 407 is packed with sophisticated technology that not only gives you complete control, but also makes your time at the wheel more enjoyable than ever. A refined balance of elegance and exhilaration, the 407 is a car that is as visually exciting as it is to drive.



Touring in a whole new light



Designed to give a feeling of poise and purpose, the 407 SW has all the dynamism, refinement and capability of the saloon, but with one significant addition; an uncompromising level of versatility.

In the driver's seat, the 407 SW will give you a whole new perspective. Built perfectly around you, a series of innovative features can be found within easy reach, but it is the rest of the space that will open up brand new horizons, quite literally. Look up and you'll see a heat reflective, panoramic roof that stretches right back along the car - effectively extending the windscreen above the rear seats to give all of your passengers an invigorating sensation of both light and freedom.

Style //

See things differently

If anything's going to change the way you see things, it's the panoramic glass roof. It extends from the expansive windscreen almost seamlessly and emphasises the airy spaciousness of the 407 SW to such a degree that you'll never look at an interior in the same way again.





Comfort //

Arrive in great shape

Once inside, you can adjust the steering wheel's rake and reach, change the door mirror settings and adjust your seat with the electronic controls*, ensuring that however long your journey you'll always arrive in great shape. Your front passenger hasn't been overlooked either – their seat can be electronically adjusted too*.

*Depending on model.



Although this is a car that incorporates the most innovative systems to assist you, it also provides the reassurance of being completely in control at all times. The panoramic windscreen, for instance, gives you an unparalleled view of the road and adds to the impression of space and light. In front of you, the main instrument panel tells you everything you need to know whilst the steering column controls, and the equipment grouped on the centre console, are always to hand.

The dashboard display even tells you which of your tyres might need air* and the electrochromic rear view mirror* darkens automatically to prevent glare. The windscreen wipers activate automatically* when they detect the first drops of rain and adapt their speed if it gets heavier. The wipers themselves are extra flat so that they clear the windscreen more efficiently, improving your visibility in bad weather.

Cruise control with speed limiter is also at your disposal if you want to maintain your speed on motorways or set a maximum speed in town.

*Depending on model.

All the vital information you need is right there in front of you. Chrome-edged dials and comprehensive instrumentation tell you all you need to know.

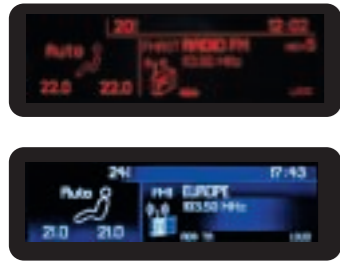


Travel in comfort

Driver and passenger comfort were at the forefront of the thinking behind our ergonomically designed interior. To make your journey completely relaxing, everything you'll need is set within easy reach, ensuring that you'll arrive at your destination fresh and ready for the challenges of the day ahead.

1. Multifunction display

Monochrome* or in colour*, it provides the information about your car radio, air-conditioning, on-board computer, date, time and temperature, all from one centrally located display screen.



2. RD4 radio/CD player

The CD radio incorporates dual tuner/antenna technology – this means that any interference is reduced to an absolute minimum. And you'll have fantastic audio reproduction from the 4 x 15 Watts output and a Digital Signal Processor, able to adapt to five different musical ambiances.

Digital air-conditioning

Where passenger comfort is concerned, air-conditioning is one the most important elements. In the 407 and 407 SW, air is gently diffused around the inside of the car, always at the selected temperature with no air currents from blowers. A humidity sensor stops any condensation forming and an active charcoal filter traps pollen, dust and exhaust fumes. It's efficient as well; an externally controlled compressor adjusts the temperature, so fuel consumption is significantly reduced.

Automatic air-conditioning - single zone

All you have to do is press the auto button and the system adjusts the temperature to the selected level.



3. Automatic air-conditioning - dual zone*

This function allows the driver and front passenger to each enjoy separate temperatures and air distribution.

4. Direct access controls

The 407 might be teeming with innovative features but they're all simple to use and easy to find. Within easy reach, you'll find controls for central locking, hazard warning lights, the ESP system, your rear parking aid*, electric child safety rear door locks and the variable damping system*.

High frequency remote control

You can lock and unlock your 407 and 407 SW from a distance, and find it at night when the indicators flash.

*Depending on model.



Stay in touch on the move

These days communication plays a vital role in our lives, so it's more important than ever to keep our fingers on the pulse. So whether you need to speak with a colleague, catch-up with the latest travel information or even the latest music, the 407 and 407 SW are fully equipped with the technology to keep you ahead.

1. 16/9 7" colour screen*

A colour screen that gives you the time, date, outside temperature and lets you know everything about the car's major systems – telematics, on-board computer, air-conditioning and car radio (only available when RT3 and colour Sat Nav is specified).

Satellite navigation*

Slide the satellite navigation CD-ROM into the RT3 and you'll know exactly where you're going. The colour screen gives you visual directions, while audio instructions tell you which way to turn.

2. RT3 radio/CD player*

In addition to the features of the RD4 on the previous page, the RT3 system also includes a hands-free GSM phone, satellite navigation and a 6 CD autochanger.

3. GSM phone*

The phone is built in to the RT3 system with full voice control, so you never have to take your hands off the wheel. Even the satellite navigation is voice activated, which means you can just tell it where you want to go. It has a Peugeot call button that puts you straight through to Peugeot Assistance or your Customer Contact Centre.

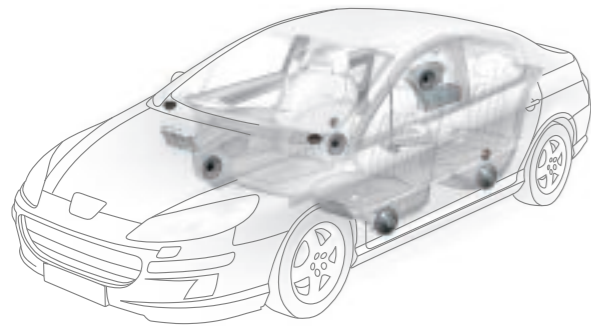
CD autochanger*

The 6 CD autochanger is compatible with the RD4 and when it's combined with the RT3 system, you can listen to audio navigation at the same time as your CDs.

JBL hi-fi system*

Specially designed for the 407 and 407 SW by JBL, one of the great names in audio entertainment, the speaker system delivers an output of 240 Watts. It gives you incredible sound throughout the whole passenger compartment; crisp and clear, with bass notes that are deep and firm.

*Optional or standard equipment, depending on model.



For all you can't leave behind

We understand that sometimes you need a flexible storage solution from your car, so that's why the load space in the 407 and 407 SW is able to adapt to almost any demand you make of it.



With the 407, you don't have to wonder whether your luggage is going to fit – you just know it will. With no wheel arch intrusion the boot space is huge, especially if you drop the rear seats.

With generous boot dimensions, space is plentiful for even the most awkward of cargo. But to give you even more room, the backs of the rear seats fold down in a 2/3 - 1/3 configuration, lengthening your load capacity significantly.

In addition, by folding down the back of the modular front passenger seat, you get an almost flat surface from the boot to the fascia panel.

And for further flexibility, the tailgate itself opens as either just the rear windscreen, or the complete door.



Rear tailgate
Getting into the boot when you're parked in a tight space or close to another car can be tricky. But it's simple when the rear tailgate window opens independently of the whole door.



Ski flap*
You can open an ingenious gap between the rear seats if you need to carry any extra long items - they just slide through and rest on the central armrest.
*Depending on model.



Rear centre armrest*
Two compartments and two cup holders provide practical and discreet space.
*Depending on model.



Front centre armrest
This armrest has a coin holder to stop loose change rolling around and a retractable cup holder, just behind the gearbox.

Exhilaration comes as standard



Performance without limitation

With a choice of four powerful petrol engines and four ultra-clean, yet equally exhilarating HDi diesel units, the 407 and 407 SW offer the level of performance you demand. And whichever version you go for, you can be sure it's been engineered to give you a breathtaking and engaging drive.

HDi 110 bhp

Equipped with the latest technology, this engine, available on S and SE, has an air/air intercooler and a variable geometry turbocharger.

HDi 136 bhp

Also equipped with state-of-the-art diesel engine technology, including an 'overboost' function, this engine, coupled with a six-speed gearbox exemplifies the 407's dynamic performance.

HDi 170 bhp*

Using the very latest HDi technology, this new twin-turbocharged engine offers exceptional performance and economy, with responsive acceleration for complete driving pleasure.

*Only available on Sport and GT models.

V6 HDi 205 bhp*

With our very latest common rail injection system with Particulate Filter; plus our advanced variable-geometry twin turbochargers, the V6 HDi has been engineered to combine driving pleasure with impressive fuel-efficiency.

*Only available on Sport and GT models.



Petrol 1.8 litre 16v 125 bhp (S)

Combining outstanding performance with excellent fuel consumption this engine provides a rewarding driving experience. It comes with a 5-speed manual gearbox.

Petrol 2.0 litre 16v 143 bhp (SE)

Comfortable and economical, this engine comes with either a 5-speed manual gearbox, or a 4-speed automatic, auto adaptive gearbox with "Porsche Tiptronic System" control.

Petrol 2.2 litre 16v 163 bhp (Sport)

The adoption of a variable timing control (VTC) system on the intake camshaft provides power and high torque, ensuring brisk acceleration at all engine speeds. It comes with a 6-speed manual gearbox.

Petrol 3.0 litre 24v 211 bhp (GT)

This engine incorporates a variable valve timing system (VVT) that allows more linear acceleration, plus an exhaust with an active dual-mode system offering superior performance at high engine speeds and improved noise insulation. It is combined with an all-6-speed automatic gearbox as standard, equipped with the "Porsche Tiptronic System" to enhance overall performance.



With 407 and 407 SW comes a choice of responsive transmissions designed to help you get the most of your car's performance, whatever your driving style.

5-speed manual gearbox

A transversely mounted gearbox with a proven track record that provides a thoroughly enjoyable experience through fluid gear changes.

6-speed manual gearbox

This gearbox gives the 407 more responsiveness when starting off, and a surprising briskness through the mid-range.

Sequential 4-speed automatic gearbox

This gearbox has an auto adaptive mode, so it can adapt to your driving style as well as taking things like the road surface and gradient into consideration. The "Porsche Tiptronic System" also gives you sequential control of the gears.

Sequential 6-speed automatic gearbox

The ultimate in gearbox technology, allowing you to make the most of the 407's dynamism, especially with the complete control afforded by the "Porsche Tiptronic System". Nothing else combines all the fuel economy and performance advantages of a 6-speed gearbox with an integral electronic management system. This management system takes your driving style, and the road conditions, into account so you'll really know what your engine's capable of.

Consumption MPG (l/100km)		407				407 SW			
Engine	Gearbox*	Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO ₂ emissions (g/km)	Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO ₂ emissions (g/km)
1.8 16v	5-speed manual	26.9 (10.5)	47.0 (6.0)	36.6 (7.7)	183	26.4 (10.7)	46.3 (6.1)	35.7 (7.9)	187
2.0 16v	5-speed manual	25.6 (11.0)	44.1 (6.4)	34.8 (8.1)	192	24.9 (11.3)	43.4 (6.5)	34.0 (8.3)	196
2.0 16v Auto	4-speed auto	22.5 (12.5)	44.8 (6.3)	32.8 (8.6)	204	22.2 (12.7)	44.1 (6.4)	32.1 (8.8)	208
2.2 16v	6-speed manual	22.5 (12.5)	41.5 (6.8)	31.4 (9.0)	214	21.5 (13.1)	40.9 (6.9)	30.7 (9.2)	219
3.0 V6 Auto	6-speed auto	19.4 (14.5)	40.3 (7.0)	28.8 (9.8)	233	19.3 (14.6)	39.8 (7.1)	28.5 (9.9)	236
HDi 110 FAP	5-speed manual	41.5 (6.8)	64.2 (4.4)	53.2 (5.3)	140	39.2 (7.2)	60.1 (4.7)	50.4 (5.6)	148
HDi 136 FAP	6-speed manual	36.7 (7.7)	57.6 (4.9)	47.9 (5.9)	155	35.7 (7.9)	56.5 (5.0)	47.1 (6.0)	159
HDi 136 FAP Auto	6-speed auto	28.2 (10.0)	51.3 (5.5)	39.7 (7.1)	189	27.9 (10.1)	50.4 (5.6)	39.2 (7.2)	192
HDi 170 FAP	6-speed manual	34.8 (8.1)	56.5 (5.0)	46.3 (6.1)	160	34.4 (8.2)	55.3 (5.1)	45.5 (6.2)	165
V6 HDi FAP	6-speed auto	24.1 (11.7)	43.4 (6.5)	33.6 (8.4)	223	23.7 (11.9)	43.4 (6.5)	33.2 (8.5)	226

Protection for you and your passengers

Active and passive safety are always major considerations and your 407 and 407 SW work hard to put your mind at rest.



On the road

To maintain optimum grip on the road, the 407 and 407 SW possess a suspension system which is as innovative as it is effective. The front double wishbone suspension sets new standards in performance and steering, while at the same time providing a comfortable ride.

The multi-arm rear suspension, with horizontal dampers, provides enhanced guidance and stability. A variable damping system (AMVAR)* independently controls each wheel's suspension and adapts the shock absorbers to your driving style.

The result is a car that sets new standards in its class for road holding and manoeuvrability.

Active security

The 407 and 407 SW come equipped with intelligent active safety systems that inspire confidence and provide complete protection for all on board. The highly efficient braking system utilises large diameter discs to make sure your vehicle remains perfectly balanced in difficult situations.

They also feature the latest-generation ESP (Electronic Stability Programme) that combines:

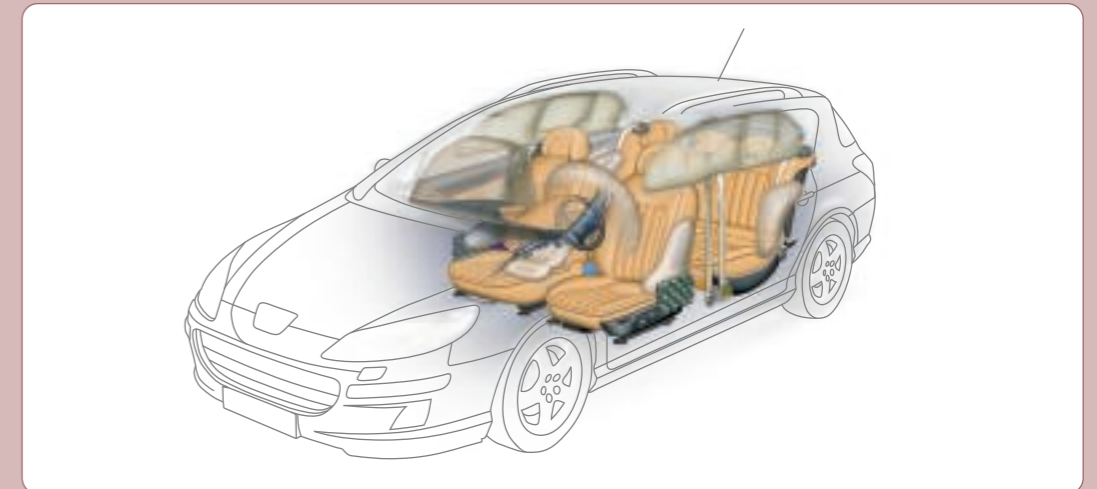
- ABS (Anti-lock braking system) allows the trajectory to be controlled by preventing the wheels locking during emergency braking

- EBA (Emergency Brake Assist) gives your braking maximum power
- ASR traction control prevents the wheels skidding in the event of loss of grip
- Electronic Brake Force Distributor controls the braking of each individual wheel for more efficiency
- Dynamic Stability Control returns your vehicle to its trajectory if the ECU detects any understeer or oversteer.

Other features, such as electronic warning messages and hazard lights that automatically activate if you decelerate too sharply, also help to maintain your peace of mind.



To find out more about the 407 technology visit: www.peugeot.co.uk



Passive security

Reinforced body structure

By basing the design of the 407 and 407 SW around a predominantly aluminum sub-frame, the chassis has an integral strength, and its comparative lightness also means that performance isn't compromised.

Its built-in crumple zone is designed to absorb impact so that the passenger compartment remains intact. In addition, each door has been strengthened with padding and side impact protection beams, and the engine is anchored to the chassis to be as safe as possible in the event of a head-on collision.

Air bags

Passive safety is of paramount importance, that's why the protection of you and your passengers is ensured by up to nine* air bags.

- At the front, the driver and passenger have 2 front air bags protecting their heads and chests.
- 2 side air bags also protect their pelvis and abdomen.
- 2 further curtain air bags give specific protection to the heads of those in the front of the car.
- The driver also has a steering column airbag to protect his lower limbs.
- At the rear, the curtain and side air bags specifically protect the head and chest of the passengers (part of the Security Pack option*).

Headrests

The front seats are fitted with active 'anti-whiplash' head restraints; if there's a crash, your momentum instantaneously activates them, to prevent injury to your neck. In the rear, the three passengers each have a head restraint.

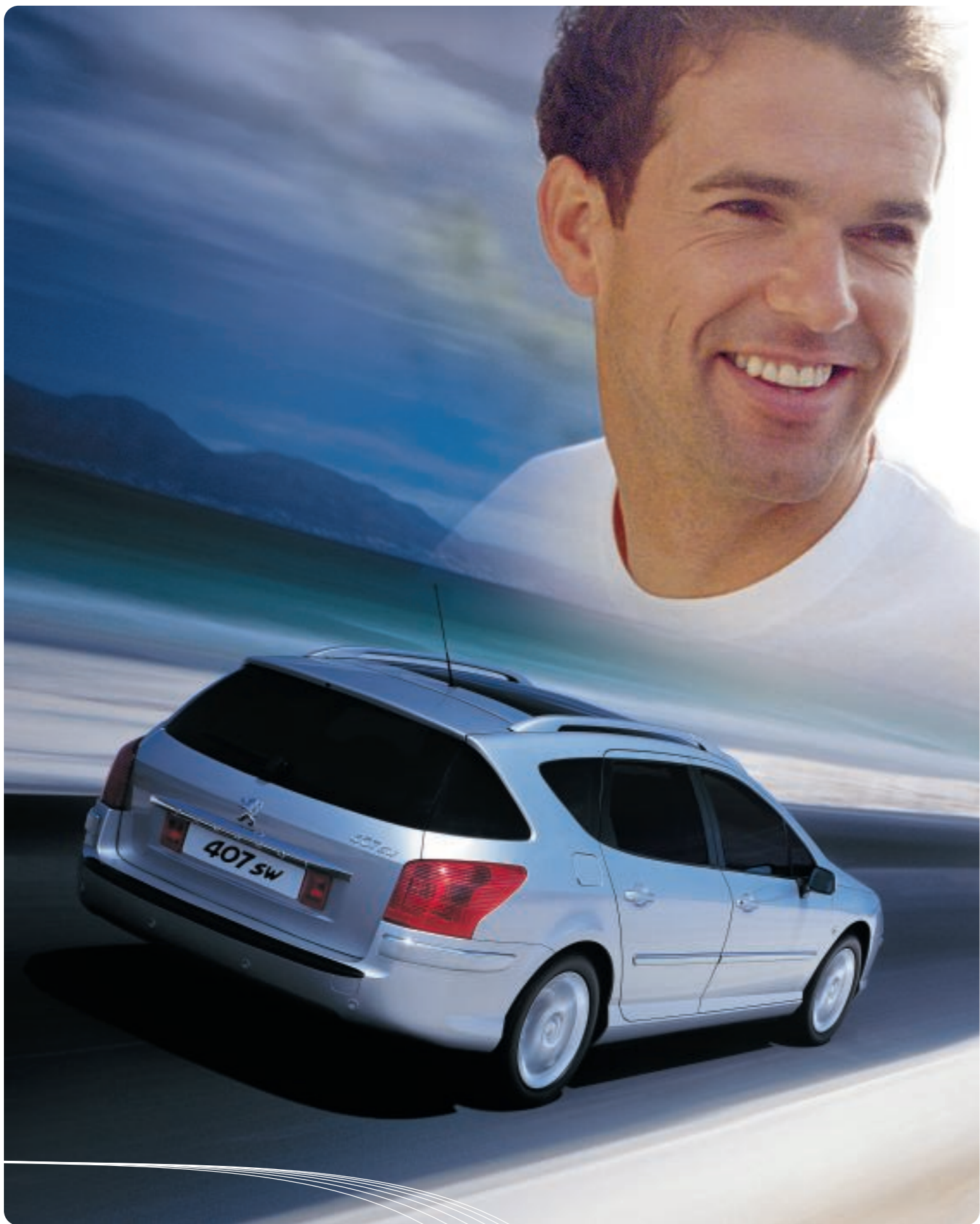
Seat belts

This is in addition to the pre-tensioning seat belts with force limiter, fitted to the front and rear* side seats. The rear side seats also have Isofix fixings designed to accommodate 2 child seats if required.

*Depending on model.

Security

The 407 and 407 SW feature the very latest security fittings so you can be sure that your car is well protected. Every model comes complete with deadlocks, as well as automatic door and boot locking, an Ultrasonic alarm, and locking wheel bolts for your alloy wheels. What's more, for even more protection and reduced levels of outside noise the 407 and 407 SW GT models have laminated side windows fitted as standard.



Get away from it all
www.peugeot.co.uk

You've just discovered the different sides that make up the personality of the 407 and 407 SW. Their expressive lines have no doubt caught your eye. The elegance of their spacious and refined interiors has already won your approval. The technology of their dynamic engines has no doubt strengthened your desire to get behind the wheel.

Along the way, you should also have come to understand how we've used our expertise to develop a car that not only looks great, but combines performance with agility and responsive handling to make it the drive of your life.

And as part of the journey, you're sure to have gained an insight into the way we think and how our values are continuing to shape the marque. We also hope you've come to trust the quality and value that the Peugeot brand represents.

But the ride doesn't have to stop here. If you'd like to get to know the 407 better, either go to www.peugeot.co.uk or visit your nearest Peugeot Dealer to book a test drive. The journey has only just begun.

Are you ready?

Interiors

S

Standard equipment

- Digital air-conditioning with climate control
- Leather steering wheel
- Cruise control with speed limiter
- 7 air bags
- ABS with EBFD
- ESP
- RD4 radio/CD player with MP3 playback
- Front fog lights
- Trip computer

Plus, on 407 SW

- Opening tailgate window
- Panoramic glass roof
- Roof bars
- Modular passenger seat



Bamba Black cloth

SE

Standard equipment

S features +

- Bluetooth hands-free telephone kit
- 17" alloy wheels (16" on SE HDi 110 versions)
- Tyre pressure sensor
- 5-dial instrument panel
- Electrically folding door mirrors
- Automatic windscreen wipers
- Automatic headlights on
- Rear centre armrest
- Rear electric windows
- Dual zone climate control



Zagros Black cloth

The inside of the 407 and 407 SW is all about comfort. Whether you choose a classic cloth trim or perhaps the full leather option, you can be sure that you'll be travelling in style.

Interiors

Sport

Standard equipment

SE features +

- Half leather interior
- Colour display screen
- Electric seat adjustment
- Rear parking aid
- CD autochanger
- Luxury carpet mats
- Colour coded bumpers and bodyside mouldings



Mistral Black leather/Zino cloth



Mistral Black leather (optional)

GT

Standard equipment

Sport features +

- Colour satellite navigation and hands free phone
- Xenon headlights
- Laminated side windows
- Rear side airbags and pyrotechnical rear seat belts
- Rear side window sunblinds (and rear screen on saloon)
- Heated seats



Cerbere Red leather with 'Chrome Squares' inserts on doors and dashboard



Mistral Black leather with 'Chrome Squares' inserts on doors and dashboard

Communicate with the road



Colours and dimensions

Once you've chosen between the dynamic 407 and the versatile 407 SW, you have an enviable choice of colours to make the car every bit your own.

Metallic colours (option at extra cost):



Solid colour:



Please check specification leaflet for colour and trim combinations and availability.



16" Andante wheel trim (S)



16" Hortaz alloy wheels (SE HDi 110 only)

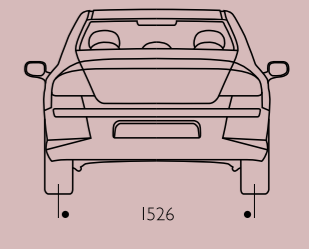
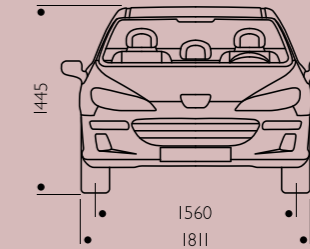
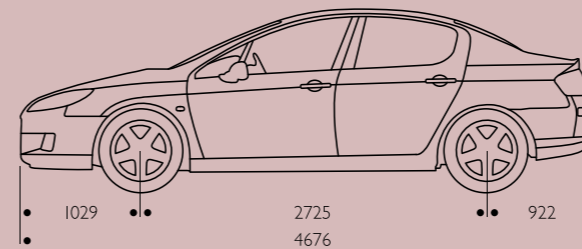


17" Cosmos alloy wheels (SE, Sport & GT)

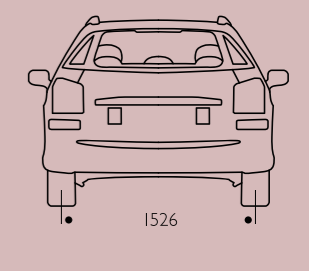
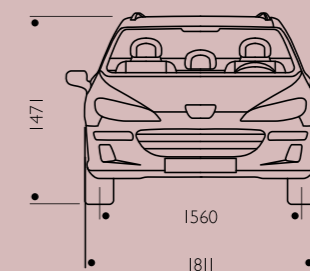
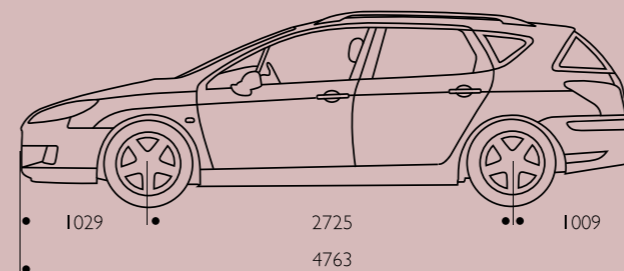


18" Soleil alloy wheels (Sport & GT V6 HDi only)

Saloon



SW





Peace of Mind 407 / 407 SW

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and manufactured to give you years of worry-free motoring. What's more, as a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer. So you can be sure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original Equipment Parts.

Peugeot Warranties

As well as the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer come with a free, optional additional year of Warranty through the Peugeot UK Dealer network. The mileage limit on this additional Warranty is 60,000 miles (100,000 miles for Boxer vans excluding Motorhomes and other converted vehicles) from first registration. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. Our cars also come with a 12 Year Anti-Perforation and 3 Year Paint Warranty (6 and 2 years on vans). For full terms and conditions on all of these, please contact your Peugeot Dealer.

Peugeot Assistance

All new Peugeots come with 12 months' Peugeot Assistance – our breakdown assistance service (36 months for the 607). This covers all incidents involving vehicle-based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year.

Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or hotel accommodation if required. It can be extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling **0870 752 7050**.

Peugeot Service Care

Peugeot vehicles benefit from extended service intervals of up to 20,000 miles or 2 years (12,000 miles for 1.6 HDi diesel and 2.0 litre 180 bhp petrol engines; 10,000 miles or 1 year on the 107). Please refer to the maintenance book for details of the service intervals for specific models.

To minimise the inconvenience often associated with servicing, our Dealers promise to offer you a number of options.

- A while-you-wait service, with a timed appointment.
- Local vehicle collection from your home, or from your work.
- Alternative transport to a train station, home, or work.
- By arrangement, a hire car at a concessionary rate.

What's more, they will aim to ensure that your vehicle is cleaned before you get it back.

Peugeot Insurance

Peugeot Insurance is designed specifically for Peugeots. It offers tailored cover at a competitive price. Should you be unfortunate enough to be involved in an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot Original Equipment Parts. We'll even give you a courtesy car while yours is being repaired (depending on availability) when you use an approved repairer. **Why not call Peugeot Insurance now for a quote at 0870 0240 206**

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

Peugeot and the Environment

Our website has full details on all Peugeot products, and offers available in the UK. You'll also find information about our environmental and recycling policies.

Peugeot Boutique

The Boutique offers a wide choice of original Peugeot merchandise designed to suit your Peugeot and your lifestyle. Be sure not to miss our **Ligne de style** Peugeot merchandise catalogue – it's a great place to look for treats or gifts for any Peugeot owner. To download the latest catalogue visit www.peugeot.co.uk/merchandise

Peugeot online

Discover more about us at www.peugeot.co.uk

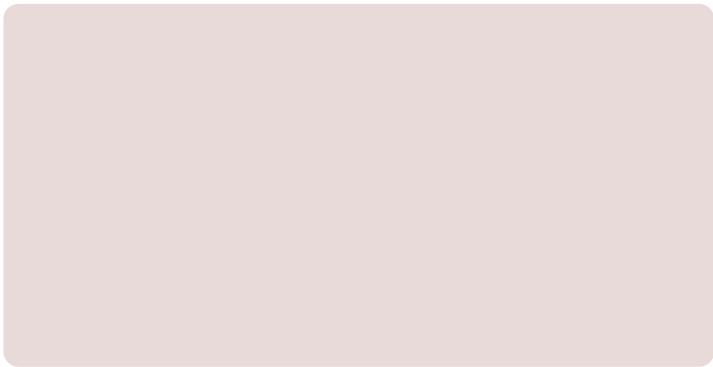
About this brochure

The information and images in this brochure are based on the technical data available at the time of printing. All equipment shown is factory fitted, or available as an option at extra cost (depending on model). Where you see a feature described as an option, you should assume that it is available at extra cost, unless specifically stated otherwise. Some feature combinations may not be available in the UK. Also, some photography may feature vehicles which are left hand drive. As part of our policy of continuous specification improvement, Peugeot reserve the right to modify technical equipment, the options available, and colours at any time. For full specification ask your Peugeot Dealer, or click on www.peugeot.co.uk. Please note that current print and photographic techniques do not allow us to accurately represent the full depth and tone of the colours available in this brochure. This brochure is not a contractual document or offer of sale. For current information please contact your authorised Peugeot Dealer. The details in this brochure cannot be reproduced without the expressed authorisation of Peugeot.

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For all other enquiries please call 0845 200 1234 (Calls will be charged at local rate and may be recorded for training or quality purposes.)



For more information visit
www.peugeot.co.uk



Dealer stamp



PEUGEOT THE DRIVE OF YOUR LIFE