



Peugeot //

407 / 407 SW



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.

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*All 407 Sport and GT models from July 2007 production are supplied with a sports mesh front grille.



*All 407 Sport and GT models from July 2007 production are supplied with a sports mesh front grille.
Model shown fitted with optional Xenon headlights, available at additional cost

Discover 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 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.





*All 407 Sport and GT models from July 2007 production are supplied with a sports mesh front grille.
Model shown fitted with optional Xenon headlights, available at additional cost.

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 glass 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.

*Standard on SE, Sport and GT.

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.

*Standard on SE, Sport and GT.



Discover 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*. In addition, the space available in each seat and the almost flat floor in front of the central rear passenger mean all occupants have real freedom of movement in seats that encourage relaxation.

*Depending on model.

Visual comfort is also to the fore thanks to the exceptional glazed surface area and, on the 407 SW, the panoramic glass roof* that opens up space above your head. In this very special atmosphere where light is always present, calmness is more than just a word: you will feel its benefits.

*According to versions.

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.

The many storage spaces, in both the front and rear, are there so that everything is always within reach: refrigerated glove box, cup-holder, door pockets, pockets in the backs of the front seats, storage space in the front and rear armrests, etc. 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.

*According to version.



Rear tailgate (SW models)

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.

*All 407 Sport and GT models from July 2007 production are supplied with a sports mesh front grille.



Discover Freedom of movement and spirit

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 electrochrome 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.



Discover 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.

Multifunction display (1)

The monochrome screen provides the information about your car radio, air-conditioning, on-board computer, date, time and temperature, all from one central location



RD4 radio/CD player (2)

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.



Automatic air-conditioning - dual zone* (3)

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

*According to version



Direct access controls (4)

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*.

*According to version

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.



Discover 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.

Your partner for mobile luxury

With a variety of audio and multimedia functions, a hands-free GSM telephone and a GPS satellite navigation system covering all of Europe, thanks to the RT4 Multi Media System, Peugeot offers you the ultimate in entertainment and communication technology.

The system features an alphanumeric keypad, controls conveniently positioned on the steering wheel and voice recognition. It also includes a 7-inch colour widescreen, which is stylishly incorporated in the design of the fascia panel.

The RT4 Multi Media System includes a hard disc drive, enabling you to take up to 180 hours of music on your travels, thanks to the exclusive Jukebox function, and also be able to access detailed maps for the whole of Europe at the same time. Simply choose your destination, select your musical companion, relax and enjoy the ride.

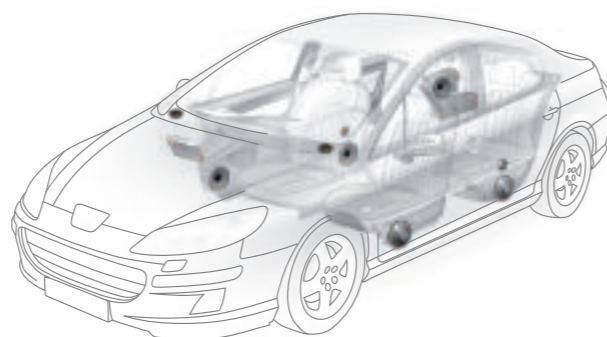
The RT4 Multi Media System includes a hard disc drive with a capacity of 10 GB reserved exclusively for your music and gives you the option of playing CDs in audio or MP3 format. Alternatively, you can store them on the hard disc in MP3 format and say goodbye to CDs forever, freeing up even more storage space. You'll find auxiliary sockets located in the glove box, enabling you to connect an MP3 type audio source. And that's not all: the radio is equipped with a 3rd tuner, so you can enjoy optimal reception and quality when listening to your favourite stations.

The RT4 Multi Media System comes with GSM hands-free phone system** as standard. Using a remote microphone and your vehicle's speakers, the RT4 Multi Media System's hands-free function lets you enjoy conversations in crystal clear quality. The dual band GSM phone module is also compatible with all European GSM operators, with the appropriate SIM card. No more need for map CDs

clogging up your glove box. With the GPS satellite navigation of the RT4 Multi Media System, the whole of Europe is at your fingertips at any time, thanks to the complete and detailed Navteq cartography installed as standard. The 7-inch, colour widescreen and the modern graphic style of its map menus, in particular a 3D display option, complement its contemporary design. Address inputs (simply by entering the destination post code for example) and route calculation have been designed for optimal speed. Updates to UK mapping and that of other European countries proposed by our partner, Navteq, will be available via the Peugeot dealer network.

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 equipment, depending on model.
**Use of the hands-free telephone is the responsibility of the driver, who must remain vigilant under all circumstances. For safety reasons, drivers should only write text messages whilst at a standstill.





Particulate Emission Filter (FAP)

Every diesel engine generates particulates. At Peugeot, we should know. We pioneered the use of particulate filters (FAP) for diesel engines as standard equipment. How does the FAP work? Basically, it's a porous structure which is

integrated into the catalytic converter to trap harmful particles of carbon as the exhaust gases pass through it. This reduces emissions to barely measurable amounts helping to preserve the environment without spoiling the performance of your 407.

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	21.9 (12.9)	41.5 (6.8)	31.4 (9.0)	214	21.5 (13.1)	40.9 (6.9)	30.7 (9.2)	219
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

Drive

Performance without limitation

1.6 HDi 110 bhp FAP

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

2.0 HDi 136 bhp FAP

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.

2.2 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.

2.7V6 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 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.

Transmissions

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.



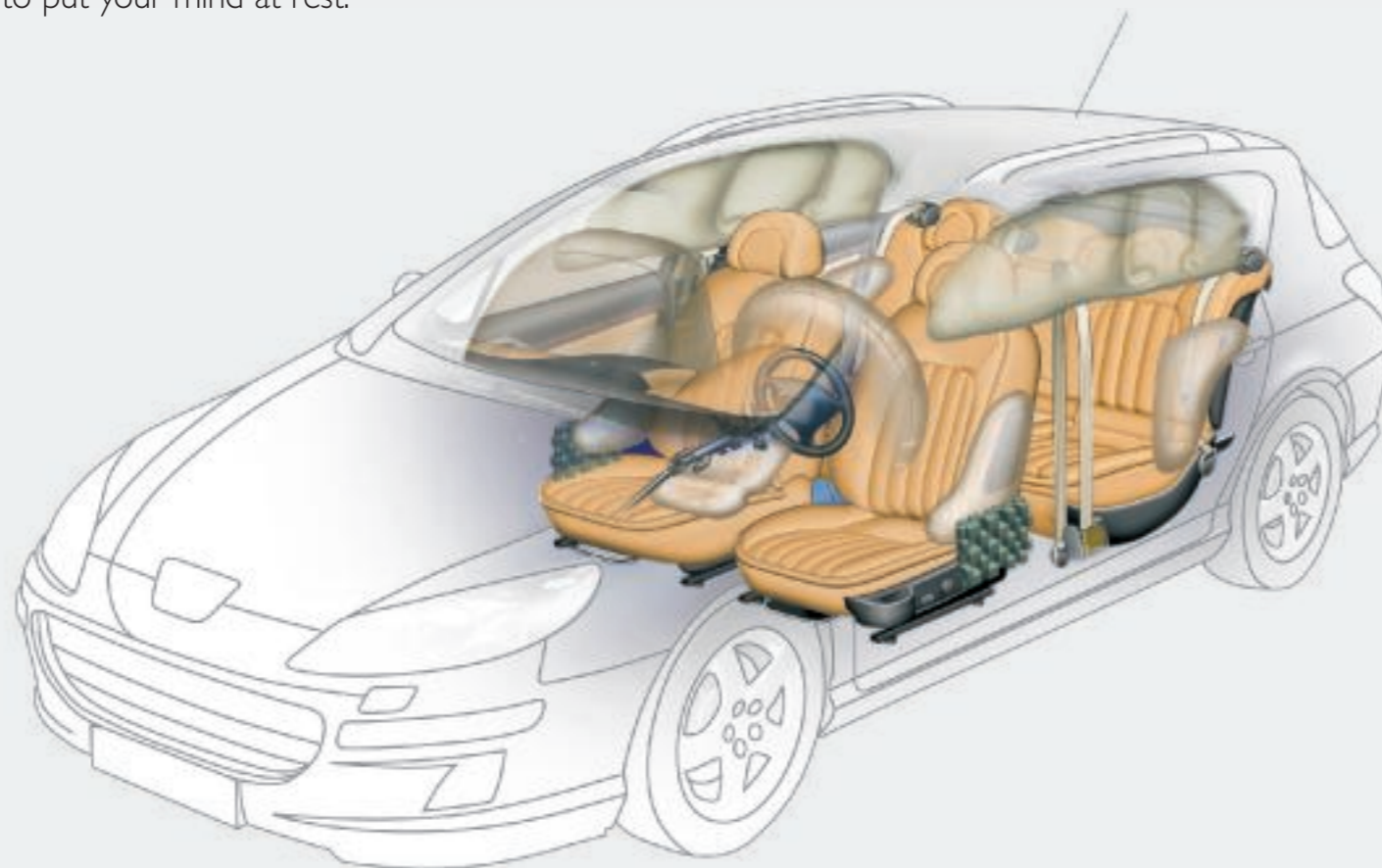
5-speed/6-speed manual gearbox



4-speed/6-speed sequential automatic gearbox

Trust

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



Vehicle tested: 407 Saloon

The Peugeot 407 has been awarded 5 stars in the Euro NCAP tests* for protection of the adult occupants of the vehicle (ADULT OCCUPANT PROTECTION). That is the "excellent" level, the maximum it is possible to obtain. Created in 1997, EuroNCAP is an independent European organisation that assesses the safety of the vehicles available on the market through the following tests: front impact, side impact, pole test, pedestrian impact, impact with a pedestrian, etc. The association makes the results obtained public in the form of a "star" rating.

*European New Car Assessment Program.

Anticipate

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.

*V6 versions only.

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.

Protect

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

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.

Theft protection

The 407 and 407 SW feature the very latest security equipment 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.

Choice Interiors

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.

S

Standard equipment

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

Plus, on 407 SW

- Opening tailgate window
- Roof bars



Bamba Black cloth

Sport

Standard equipment

SE features +

- RT4 Multi Media System
- Colour display screen
- 17" alloy wheels
- Rear parking aid
- Sports mesh grille
- Colour coded bumpers and bodyside mouldings



Zagros Black cloth

SE

Standard equipment

S features +

- Bluetooth hands-free telephone kit
- 16" alloy wheels (17" on SE HDi 136 auto versions)
- 5-dial instrument panel
- Electrically folding door mirrors
- Automatic windscreen wipers
- Automatic headlights on
- Rear centre armrest
- Rear electric windows
- Dual zone climate control

Plus on SW

- Panoramic glass roof
- Modular front passenger seat



Zagros Black cloth



Mistral Black leather/ Zino cloth (optional interior trim for Sport models at additional cost)

Choice

GT

Standard equipment

Sport features +

- Leather upholstery*
- Heated seats
- 17" alloy wheels (18" on GTV6 HDi versions)
- Tyre pressure sensors



Cerbere Red leather



Mistral Black leather



16" Steel wheels with Andante wheel trims. S versions only.



16" Hortaz alloy wheels. SE versions only.



17" Quasar alloy wheels. Sport versions and SE HDi 136 automatic versions only.

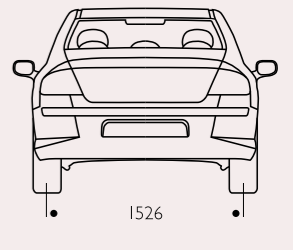
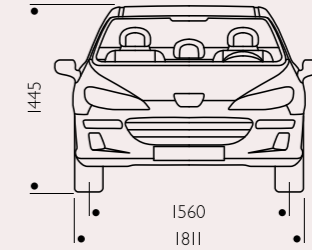
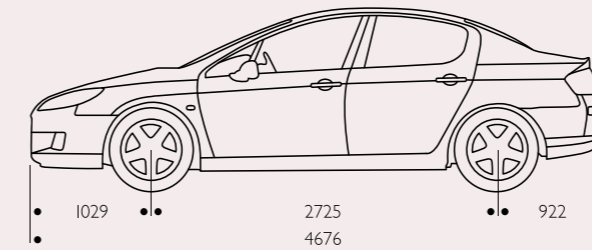


17" Cosmos alloy wheels. GT versions only.

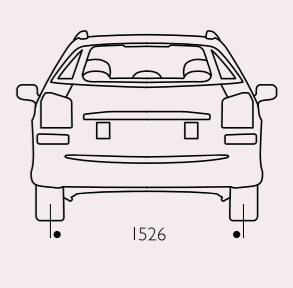
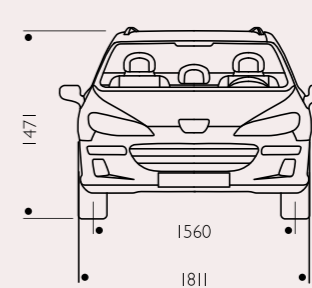
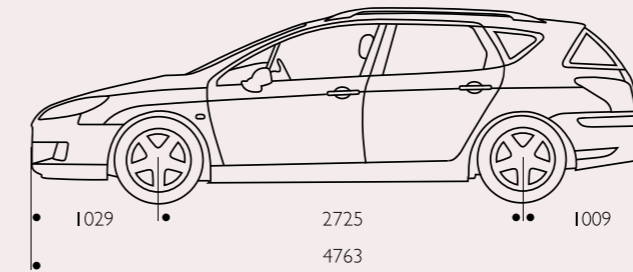


18" Soleil alloy wheels. GTV6 HDi versions only.

Saloon



SW



*Leather front head restraint and front of rear head restraint, front seat back, bearing surfaces of front and rear seat cushion, front armrest and front and rear parts of rear armrest, door trim, gear lever gaiter and steering wheel.

Choice

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):



Moonstone



Aluminium



Iron Grey



White Gold



Montebello Blue



Ruby Red



Nera Black

Solid colour:



Bianca White

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

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;

24,000 miles or 2 years on Boxer; 10,000 miles or 1 year on 107). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions.

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.

Finance – Let the Specialists help

Peugeot Financial Services offer a number of flexible finance plans that make owning a new Peugeot easy. We specialise in car finance and can provide you with choice, convenience and flexibility direct through your local dealer. Whichever finance plan you choose, your local Dealer will arrange it all for you. If you would like more information on the range of finance products available, please ask to see our brochure. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18's only, a guarantee may be required.

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. 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.

Max call charge from a BT landline is 8p per minute. Calls from other networks may vary. Calls may be recorded.

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 Accessories

Peugeot Accessories are designed specifically for each model which means there are no compromises on fit or function. In addition they are rigorously tested to our own high standards giving you complete confidence and peace of mind. We also offer 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

Peugeot online

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

About this brochure

The information contained in this brochure is based on the data and images 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 print and photographic processes used in the creation of this brochure may alter the depth and tone of the colours shown. This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expressed authorisation of Peugeot.

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For details of HM Forces tax-free military sales contact:
Peugeot Export, 454-490 Mile End Road, London E1 4PE
Telephone: 020 7791 9044
Email: peugeot.export@peugeotmail.co.uk
www.export.peugeot.co.uk
Customers seeking End of Vehicle Life information should call 0845 257 3233
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.)

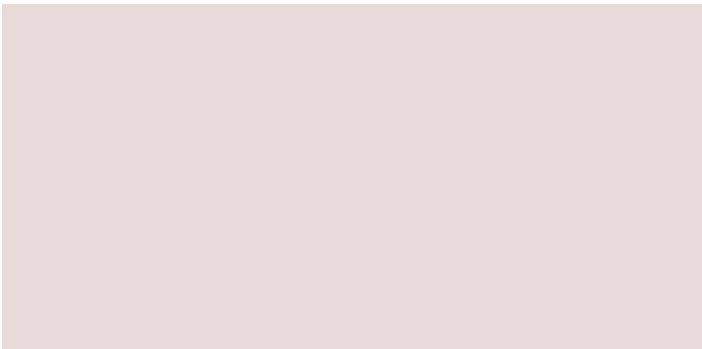


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You've just discovered the different sides that make up the personality of the 407 and 407 SW. Their expressive lines have no doubt caught your eye. The elegance of their spacious and refined interiors has already won your approval. The technology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



Dealer stamp



THE DRIVE OF YOUR LIFE

*All 407 Sport and GT models from July 2007 production are supplied with a sports mesh front grille. Model shown fitted with optional Xenon headlights, available at additional cost