



Peugeot //
407 / 407 SW





Peugeot, automobile manufacturer since 1889

For more than a century Peugeot has designed vehicles which exceed driver expectations. From 504 to 306, 205 to 607, Peugeot vehicles have stood out in the market by translating inventiveness and motoring passion into reliability and technical efficiency.

The sporting exploits of the Peugeot brand, as demonstrated by world titles for the 206 WRC at the world rally championship or the success of the 908 HDi FAP on the endurance circuits, support a perpetual quest for technological excellence.

Today, Peugeot continues to place its unique know-how at the service of motorists by focusing on developing increasingly environmentally-friendly technology.

The first manufacturer to market an innovation as important to the environment as the Particulate Filter (FAP), Peugeot has confirmed its commitment to future generations through its **Blue Lion** programme.

Peugeot's rich history is the basis for the design of 407. With a style authentically Peugeot, a drive that is exceptional and levels of equipment ensuring maximum comfort, 407 is poised to add to that history.

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Beyond the obvious





Follow your road

The 407 and 407 SW are dynamic and modern. The advanced position of the plunging windscreen adds to the flowing lines of the exterior; linking bonnet and passenger compartment in timeless design. The interior reaffirms the dynamic temperament

of the 407 and 407 SW, with every detail demonstrating style, solidity and reliability.

In short, the design reflects a confidence for which the Peugeot brand is famous.

What you don't see makes all the difference

Peugeot's experience and ingenuity is evident in the quality of its engines. HDi technology, with its "Common Rail" injection system reduces fuel consumption and pollutant emissions while harnessing additional power for a real driving experience. .

Engine Performance
With the 407's 2.0 HDi 16V 140bhp FAP 6-speed manual gearbox Euro 5 engine, Peugeot is the first manufacturer in the world to launch an engine approved in accordance with latest European standards targeting low pollutant emission levels and noise.

Equipped with state of the art technology, this engine is fitted with an overboost facility providing temporary over-torque and ensuring that its performance is perfectly consistent with the 407 and 407 SW promise of dynamism.

The Particulate Filter
Introduced by PSA Peugeot Citroën, the Particulate Filter, is a very effective emission control system incorporated within HDi technology.

Peugeot was the first manufacturer to fit its vehicles with this system as standard.

The filter is a self-cleaning system, which dramatically reduces the particles or black smoke emitted by diesel engines.



Handling worthy of respect

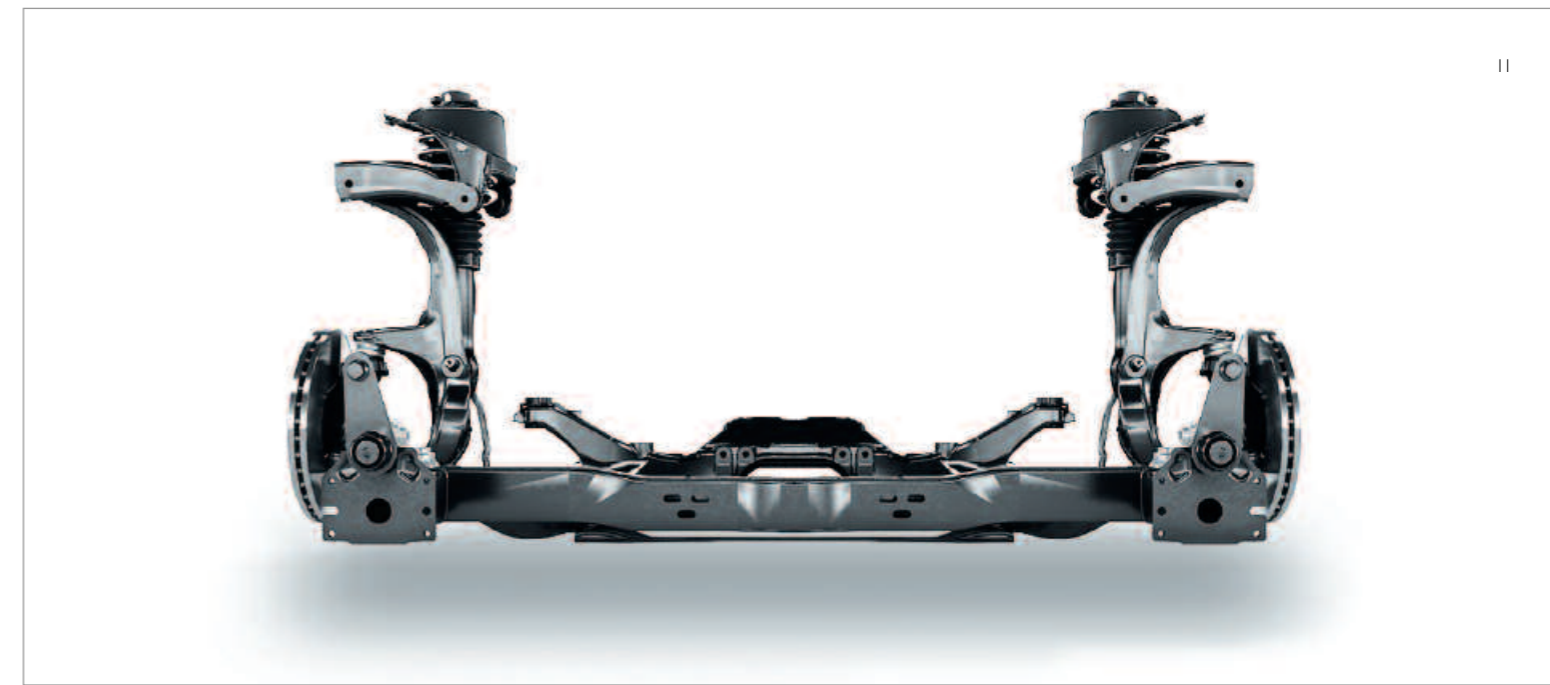
Peugeot Road TOUCH Tech

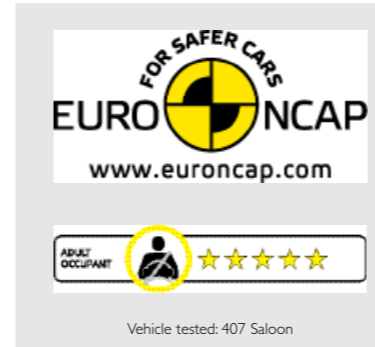
A rich motor sport heritage provides Peugeot with a wealth of knowledge and expertise in steering and suspension and helps explain its reputation for excellence in road holding and handling.

407 is fitted with an exclusive drop-linked hub carrier double wishbone front suspension system, providing very precise steering.

At the rear, the multi-arm type suspension with inclined dampers increases the quality of guidance and enhances stability.

In combination, all the elements of the steering and suspension system ensure excellent driving characteristics.





The Peugeot 407 has obtained a maximum 5 stars rating in Euro NCAP* adult occupant protection Tests.

Created in 1997, Euro NCAP is an independent European organisation which tests the safety of vehicles available on the market.

The tests include: front impact, side impact, pole test and pedestrian impact. The results are made public in the form of a "star" Rating and are commonly taken into account by insurance companies.

*European New Car Assessment Program.



Safe

Protect

407 and 407 SW incorporate the best active and passive safety technology, offering occupants optimum protection in all circumstances.

Anticipate

Excellent road holding, effective braking and superb balance, via the latest generation ESP (Electronic Stability Programme), are the major elements of 407 active safety, instilling and reinforcing driver confidence.

The braking system of the 407 gives added reassurance and combines several functions:

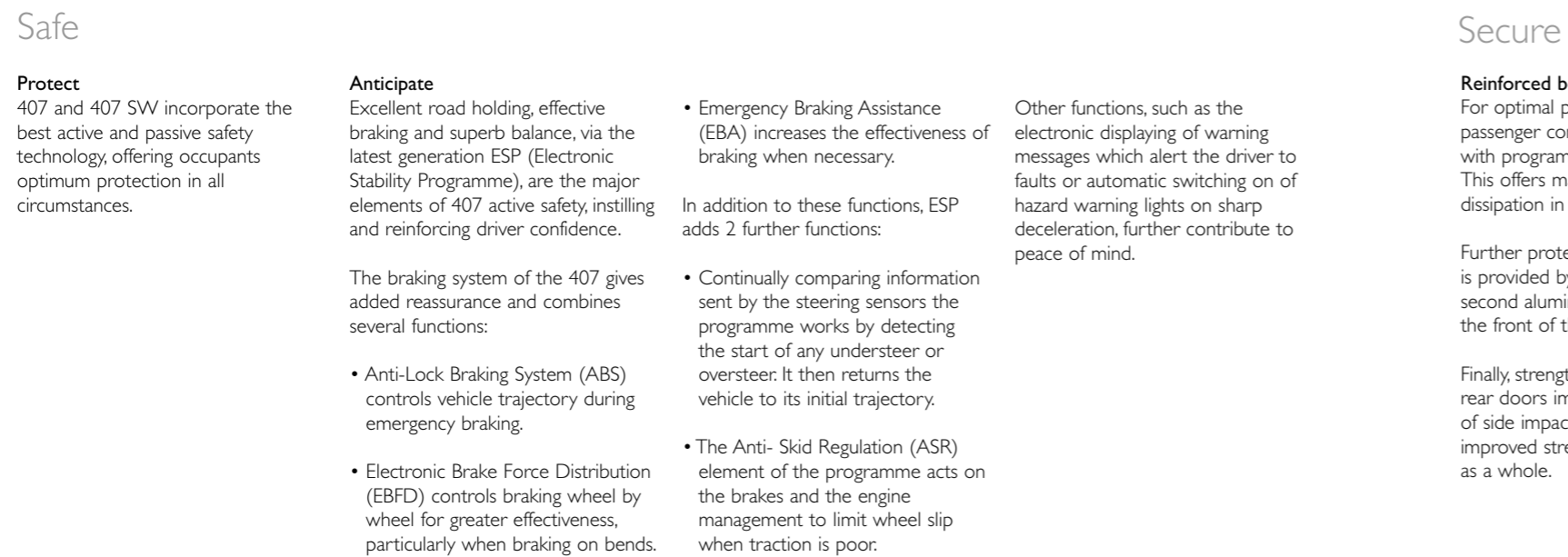
- Anti-Lock Braking System (ABS) controls vehicle trajectory during emergency braking.
- Electronic Brake Force Distribution (EBFD) controls braking wheel by wheel for greater effectiveness, particularly when braking on bends.

- Emergency Braking Assistance (EBA) increases the effectiveness of braking when necessary.

In addition to these functions, ESP adds 2 further functions:

- Continually comparing information sent by the steering sensors the programme works by detecting the start of any understeer or oversteer. It then returns the vehicle to its initial trajectory.
- The Anti-Skid Regulation (ASR) element of the programme acts on the brakes and the engine management to limit wheel slip when traction is poor.

Other functions, such as the electronic displaying of warning messages which alert the driver to faults or automatic switching on of hazard warning lights on sharp deceleration, further contribute to peace of mind.



Secure

Reinforced body structure

For optimal protection of the passenger compartment, 407 is built with programmed deformation. This offers maximum absorption and dissipation in the event of impact.

Further protection from front impact is provided by the installation of a second aluminium absorption bar at the front of the engine sub-frame.

Finally, strengtheners in the front and rear doors improves the absorption of side impacts and contributes to improved strengthening of the vehicle as a whole.

Air bags

Occupant protection is assured by up to 9 air bags* :

- 2 front air bags, driver and passenger, adapt to the intensity of impact.
- 2 front side air bags protect the chest and pelvis of the driver and front passenger.
- 2 curtain air bags protect the side of the head of the occupants.
- 1 steering column air bag protects the driver's knees in the event of any impact with the steering column.
- 2 rear side air bags can complete the system.

Head restraints

Active head restraints in the front seats limit 'whiplash' in the event of impact and the inclusion of rear head restraints offers protection to each occupant.

Seat belts

The front seats - and the rear side seats, as an option - are fitted with pretensioning and force limiting seat belts.

For young children, front passenger seat* and the rear side seats are fitted with mountings to accommodate Isofix compatible child seats.

* Refer to price and specification chart for application detail

Everything within reach

The centre console of 407 is visible to all occupants and provides a wealth of information.

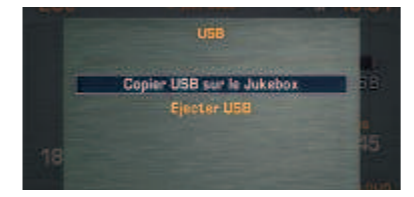
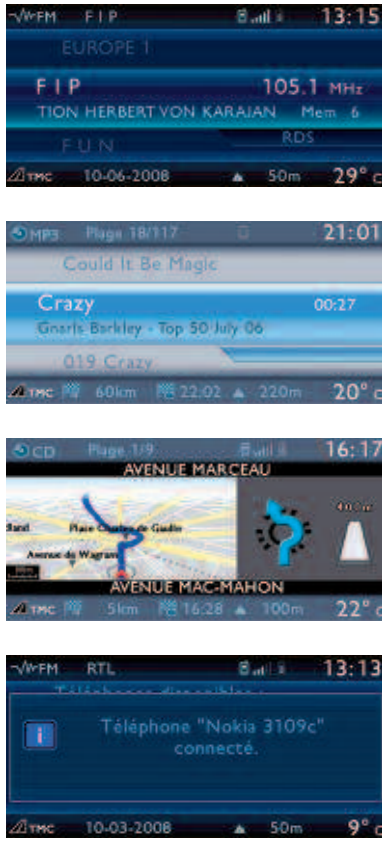
Between the instrument panel dials, An additional display communicates information regarding the status of

the vehicle and, if necessary, delivers warning messages to the driver.

Other systems, such as cruise control, speed limiter and, where specified, tyre pressure sensors, photosensitive interior mirror, front and rear parking

aids, automatic windscreen wipers and automatic headlights automatic headlamps, allow the driver to fully concentrate on driving safely.





Peugeot Connect

Peugeot offers a range of integrated communication solutions under the banner of Peugeot Connect.

The Peugeot Connect Navigation system 'RNEG' is available on 407 offering 7" colour screen, hands-free Bluetooth®, satellite navigation and auxillary input.

The Peugeot Connect Media Navigation system RT5 is also available on 407 offering 7" screen, jukebox functionality, integrated GSM telephone (operated via SIM card (not provided)), auxillary input and USB connectivity.



Absolute Comfort

Adjustable front seats maximise driver comfort, whilst a wide cabin area and exceptional soundproofing ensure passenger wellbeing.

Let in the light!

The huge plunging windscreen and vast glazed surfaces on 407 allow the light to flood in, maximising visibility and comfort.

On the 407 SW, the panoramic glass roof* extends this light to the rear seats, offering the passengers an incredible feeling of space and brightness. In addition, the athermic properties of the glass negate the heat of the sun and helps to optimise the effectiveness of the air conditioning.

* Refer to price and specification chart for application detail



Ask the impossible



For all you can't leave behind

Flexible storage is a key feature of 407. Both 407 and 407 SW are able to adapt to any demands made of them.



With 407 you can be sure that your luggage will fit. On the saloon, with no wheel arch intrusion, the boot space is particularly big and even bigger if the rear seats are dropped. With SW there is substantial luggage space and again it may be adapted for additional capacity, by folding the rear seats.

The many storage spaces on 407 ensure that everything is within reach and features such as refrigerated glove box, cup holders, large door pockets and arm rest storage spaces maximise convenience for both driver and passengers.



Opening rear screen (on the SW)
The rear tailgate window on SW opens independently of the whole door, providing better access to the boot when parked in tight conditions.



Ski flap*
Ingenious gap between the rear seats facilitates the carriage of extra long items.
* Refer to price and specification chart for application detail



Rear centre armrest*
Two storage spaces and cup holders provide practical, discreet space.
*Refer to price and specification chart for application detail



Front armrest storage compartment / cup holder
Convenient storage compartment, including cup holder; conveniently located for driver/passenger use.



Style & Comfort*

- Front fog lights
- Alloy wheels
- Colour coded bumpers and side mouldings
- Climate control
- Electric windows
- Cruise control
- Leather steering wheel
- Leather upholstery
- Front and rear arm rests
- Automatic windscreen wipers and headlights
- Electric seat adjustment
- Electric folding mirrors
- Panoramic glass roof (SW only)

Safety & Security*

- Remote control central locking with deadlocks
- Speed limiter
- Ultrasonic alarm
- Anti-lock braking system (ABS)
- Emergency brake assist (EBA)
- ASR traction control
- Electronic Brake Force Distribution (EBFD)
- Bluetooth
- Peugeot Connect Media Navigation
- Front and rear parking aids
- Multiple air bags

Drive & Performance*

- Choice of high performance petrol or diesel engines
- Choice of 5 or 6 speed manual gearboxes
- State of the art automatic gearboxes
- Electro-hydraulic power assisted steering
- Electronic stability programme (ESP)
- Particulate filter (FAP)

* Refer to price and specification chart for application detail

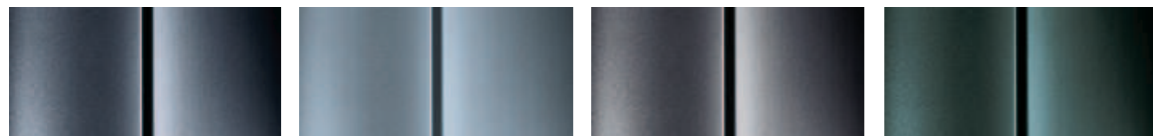


Titan Black Cloth



Zino half leather

Metallic Colours (option at extra cost)*:



Thorium Grey Aluminium Moondust Slate Grey



Moroccan Red Abyss Blue White Gold Nera Black

* Refer to price and specification chart for application detail

Solid Colours:



Bianca White Hurricane Grey

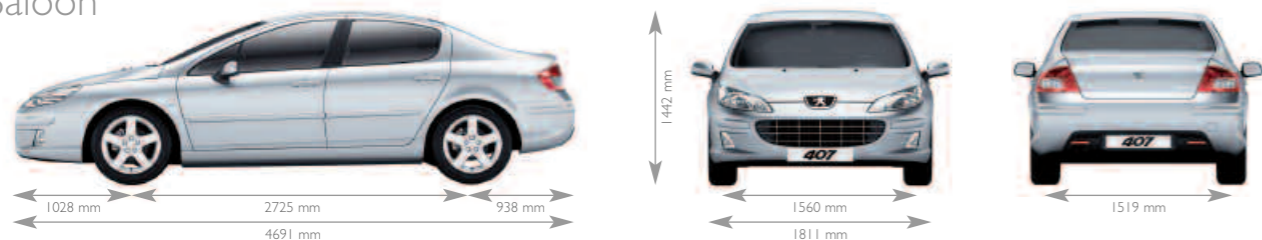
Alloy Wheels*



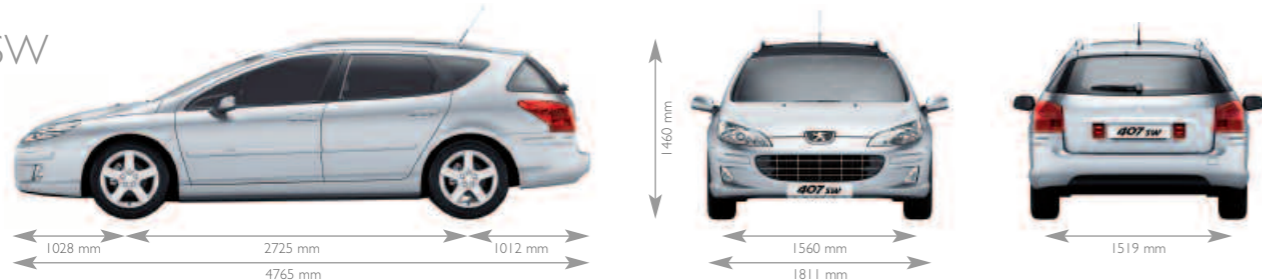
1. 16" Andante wheel trim 2. 16" Hortaz wheel 3. 17** Quasar alloy wheel 4. 17" Cosmos alloy wheel 5. 18" Soleil alloy wheel

*Refer to price and specification chart for application detail

Saloon



SW



Network and Services

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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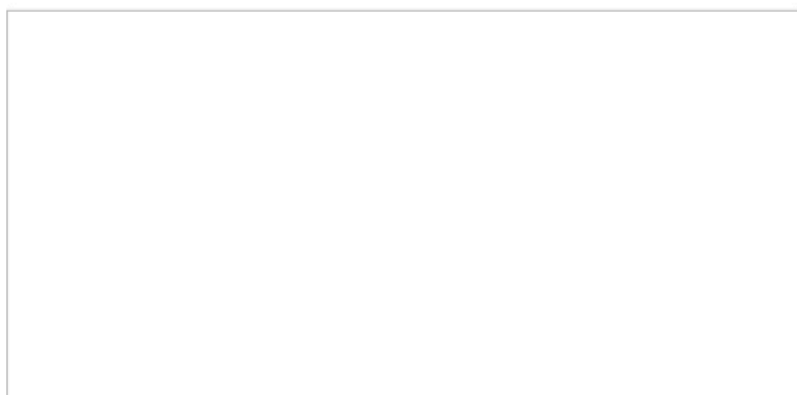


Get away from it all www.peugeot.co.uk

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?



Dealer stamp



THE DRIVE OF YOUR LIFE.