



PEUGEOT **308 / 308 SW**



PEUGEOT

EFFICIENCY AND ELEGANCE

With its new lines, the Peugeot 308 subtly incorporates the Brand's latest stylistic codes. Its two silhouettes evolve towards a more technological elegance, illustrated by the presence of LED headlamps and light guides in the front.

With its determination to consolidate its leadership in terms of road holding and driving enjoyment, the Peugeot 308 has set for itself the objective of becoming a reference in terms of environmental efficiency based on the innovative micro-hybrid e-HDi technology fitted with the Stop & Start system.



MORE PRESTIGIOUS LINES

From the first glance, the presence of the LED daytime lights and the redesigned nose of the bonnet and floating radiator grill gives the 308 a new elegant and opulent-looking style. Style components like the satin chrome wheel caps enhance its natural elegance. The dynamism of the front extends along the sides of the car via a well-designed style line. The new aluminium wheels with a glittering effect contribute to this breath of dynamism.

308 SW, DREAMS OF FREEDOM

A spacious vehicle that combines beauty, road-holding performance, modularity and a high level of comfort. With its glass surfaces and its panoramic glass roof* providing exceptional brightness, the 308 SW

offers its passengers an unbelievable feeling of space and well-being. A generosity that is also expressed to the full with exclusive modularity.

In an instance, the 308 SW satisfies your every need, thanks to its rear individual* folding seats and an option of including a third seat row** to carry up to 7 people.

The 308 SW knows just how to satisfy your every need.

*On 7-seat modular versions.

**An option depending on the version.



LET THE LIGHT SHINE

Passengers in the 308 can enjoy a sunny passenger compartment thanks to the panoramic glass roof that increase the glazed surface area to 4.86m² on the saloon car and 5.58m² on the SW. They will also be able to adjust the brightness inside the passenger compartment with the electric black-out curtain.

QUALITY IN THE SMALLEST DETAILS



The sloping dashboard on the Peugeot 308 promotes forward visibility. All about the curves, it incorporates the dual zone automatic heating and air conditioning system*, perfectly built into the dashboard and the

WIP Nav Hands-free Navigation Kit* or the WIP 3D Com Telephone Navigation system* with their fold-away display.

Driving position

The chrome-surround instrument

panel dials are available on a black* or white* background. The trim finish around the gear lever and the special cross formation decor on the doors emphasise the style of the Peugeot 308.

Dual zone automatic heating and air conditioning*

For the comfort of you and your passengers, the dual zone* automatic heating and air conditioning system subtly

manages the temperature of the driver and front passenger compartments. It is accompanied by air distributed to the rear*.

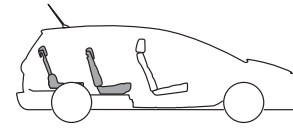
Lots of room

The Peugeot 308's semi-high architecture favours spaciousness and interior room. The front, wrap-around, seats leave room for the rear passengers' knees. There are numerous ingenious storage

spaces: a glove box connected to the air conditioning with more than 10 litres of storage space plus an adjustable front armrest* covering a storage space with a USB port**.

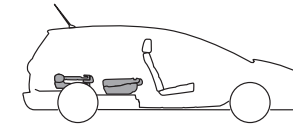
*Depending on the version.

**Optional.



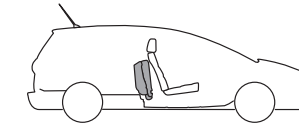
Seating

- 5 seats or up to 7 seats available as an option
- Seat backrests recline from 19 to 30° in seat row 2
- Second seat row comprising 3 individual sliding seats over a length of 90 mm
- Front seat backrests are equipped with a folding table



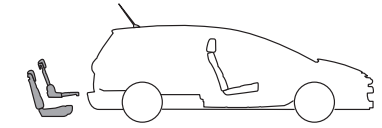
Seat shelf position

- The backrest can be folded down against the seat cushion to form a carpeted shelf
- The centre seat in the second seat row, once the backrest is folded can be used as a table/shelf



Seats folded position

- Improved load volume when the seats in the second or third seat row are folded down



Seats removed

- Option of retaining only the driver and front passenger seats
- Optimised load volume



308 SW, SPACIOUS FROM EVERY ANGLE

Why remain fixed in one place when you can move around, evolve and transform? With its long wheelbase providing easy access, its layout is similar to the layout of a cinema for more space, its retractable seats can be easily transformed to provide from 2 to 7 seats*; the 308 SW arranges and re-arranges itself within an ingenious and modular space.

*With the option of 2 additional rear seats in the 3rd seat row.

Volume and Storage

The 308 SW boot offers a load volume of up to 674 litres* under the luggage cover on the 5-seat version and up to 2 149 litres** with the seats removed, making it one of the most spacious vehicles in this category.

Boot light

There are several sources of light to illuminate the boot area: lights at the rear of the roof and below the luggage cover, a portable torch*** mounted in the rear of the right-hand wheel arch. Supplied with a battery that recharges when the vehicle is moving, this torch can be removed from its support whenever it is needed.

*Up to 573 dm³ VDA.

**Up to 1 736 dm³ VDA.

***Depending on version.

308 GTi: SPORTINESS TOO

Resolutely Peugeot, with its headlamps resembling cat's eyes and wrap-around bumpers, the 308 GTi clearly displays its sporty character with its dynamic rear spoiler, its 18" grey Storm Lincancabur aluminium

rims and its shiny black rear bumper deflector, incorporating a sport exhaust system with dual chromed exhaust pipe. The sound of the engine has been fine-tuned using a specific technology: a vibrating membrane on intake

that delivers different harmonics to the rhythm of accelerations.



With its 1.6 THP 200hp petrol engine, the 308 GTi also provides power, substantial torque beginning at low revs and controlled fuel consumption. The reason for these performances is the combination of technologies: THP and VTi. On a 4-cylinder engine, the turbo compression and direct injection combine with the variable lift of the intake valves and the continuous pitch

control of the intake and exhaust camshafts for improved engine efficiency. This engine and the development of specific suspension and braking give the 308 GTi dynamic road handling and a strong personality.

The 308 GTi's sportiness is also evident inside. Its bright passenger compartment immediately bathes the driver and passengers in a dynamic and selective ambiance: bucket seats* for optimum support, a 3-arm steering wheel in full grain leather with a GTi chromed ring and an aluminium pedal and footrest. Everything in the car breathes performance, elegance and efficiency.

1. Wheel and GTi monogram
2. Sport exhaust system with dual exhaust pipe
3. GTi pedal
4. Half-leather Koto Mistral GTi seat* with red topstitching and the embroidered GTi logo

*For details, refer to the document, "Pricing, equipment and technical specifications".



THE ROAD BECOMES MORE ENJOYABLE

With its all new WIP multimedia systems*: The World In Peugeot** in particular comprising the: WIP Nav Hands-free Navigation Kit, you can easily listen to the music you love, make telephone calls with complete peace of mind***, be guided and advised throughout your journeys and even rescued if need be.

*Depending on the version.

**The whole world in your Peugeot.

***While respecting the highway code and staying focussed on your driving.

Peugeot Connect SOS

Peugeot democratizes the emergency call in Europe. When every minute counts for you, you can count on PEUGEOT CONNECT SOS* to respond quickly. Automatic emergency call: in the event the airbags or pyrotechnic seatbelt pretensioners activate, the vehicle automatically sends an emergency call without the need for driver intervention. PEUGEOT CONNECT SOS* then locates the vehicle, contacts the occupants by telephone and sends out the appropriate emergency assistance. The phone operator can speak the language of the vehicle owner. Manual emergency call: whether a victim or witness of a critical event (being taken ill, physical attack by third party), the motorist can contact PEUGEOT CONECT SOS* rapidly. To do so, he simply presses the SOS button located on the dashboard for 3 seconds.

PEUGEOT CONNECT SOS* is currently available in 10 European countries (France, Germany, Italy, Spain, Portugal, Belgium, Luxembourg, the Netherlands, Switzerland and Austria) and will be available in 2011 in Great Britain and Denmark.

*Peugeot Connect SOS is a free service on all 308 and 308 SW vehicles fitted with a Peugeot Connect box subject to acceptance at time of vehicle purchase and according to the general conditions of using the service, which are available in sales outlets.



Telephone Navigation WIP COM 3D

The WIP Com 3D Telephone Navigation includes a DVD video player (only when stopped) that you can also use to listen to audio CDs and MP3/WMA CDs. It also has an SD-Card reader* and a USB port to read music in MP3 and WMA formats. A nice feature is the jukebox function which provides 10Gb of space to store your music on the hard disk: you can listen up to 180 hours of music (in MP3 format).

*SD-Card not provided.



The integrated hands-free GSM telephone and Bluetooth® hands-free kit

The WIP Com 3D Telephone Navigation gives you the ability to telephone depending on what is most practical or most comfortable for you: with the elegant integrated hands-free telephone, after inserting a

compatible operational SIM card, or with the Bluetooth® hands-free Kit (telephone's Bluetooth® function activated).

The GPS guidance system in 3D

The WIP Com 3D Telephone Navigation gives you the advantage of leading edge technology. The hard disk contains the Europe Navteq maps. The reception of ViaMichelin traffic information lets your WIP Com 3D Telephone Navigation search automatically for alternate routes in the event there are traffic difficulties. You see your itineraries in 2D, in perspective view or in full 3D with building elevations (currently in 60 major cities in Europe), and 3D digital reproduction of points of interest (POI) like monuments, bridges, major stores, etc. on a large 7" 16:9 high resolution VGA screen, with street names displayed on the maps.

WIP Nav Hands-free Navigation Kit*

Available as standard or as an option depending on the version, this navigation system with a 7" 16:9 screen displays in perspective the whole map of Europe available on an SD Card®. It delivers traffic information and suggests alternative routes when traffic problems are identified along the route. The built-in Bluetooth® hands-free kit provides communication via a compatible Bluetooth® mobile phone. The tri-tuner radio is equipped with a CD player which works with MP3/WMA music formats. It is compatible with a CD loader. An auxiliary audio RCA connection inside the glove box allows you to listen to portable MP3 players.



The JBL audio system

A JBL audio system available as an option depending on the version, has been specially designed for the interior of the Peugeot 308 and 308 SW. It has 8 speakers connected to a bass box incorporating the electronic amplification and system management. This unit is set up using the acoustic settings specifically defined and optimised for the 308 and 308 SW.

*Depending on destinations.



MICRO-HYBRID ENGINES **e-HDi** : 1.6L e-HDi 112hp FAP **STOP & START*** SYSTEM

Protecting the future of the planet is one of the greatest challenges facing us. Peugeot has set out to meet this challenge by inaugurating on the 308 range the e-HDi micro-hybrid technology fitted with the new generation STOP & START* system with the alternator-starter technology.

This technology automatically cuts the engine each time the vehicle is stopped (e.g.; at a stoplight or a "Stop" sign). The new feature on

this system is that the engine restarts very smoothly when the driver wants to continue.

Consequently, the e-HDi offers improved control of fuel consumption and CO₂ emissions. This technology is fitted to a 6-speed semi-automatic manual transmission or manual transmission.

*Automatic stop and start system for the engine.

The new THP (Turbo High Pressure) and VTi (Variable valve lift and Timing Injection) technologies enable a remarkable synthesis between performance and consumption.

1.4L VTi 98hp	1.6L THP 156hp
1.6L VTi 110hp	1.6L THP 163hp
1.6L VTi 120hp	1.6L THP 200hp

The high-pressure direct injection (HDi) is fitted to a 6-speed manual transmission or 6-speed automatic transmission**. The performances are in line with the dynamism of the 308 and 308 SW.

1.6L HDi 92hp	1.6L e-HDi 112hp FAP
1.6L HDi FAP 92hp	2.0L HDi FAP 150hp
1.6L HDi 115hp	2.0L HDi FAP 163hp

Engines available based on destinations.
**On the 2.0L HDi FAP 16V engine only.



PEUGEOT AND THE ENVIRONMENT

To meet the new environmental challenges and customers' different needs and expectations, Peugeot has invested for several years in new technologies. Today, 2.1 million vehicles are equipped with HDi FAP Diesel engines, which reduce particle emissions 99.99%.

Peugeot will offer you in its range:

- Micro-Hybrid technology - The e-HDi engines equipped with the new generation Stop & Start system are already implemented on some of the Brand's models. This technology can reduce in addition up to 15% of the fuel consumption and CO₂ emissions.
- Full-Hybrid technology - In the second half of 2011, the world's first hybrid diesel, the Peugeot 3008 HYbrid4 will offer its users fuel consumptions and CO₂ emissions that mark a clear break with internal combustion engines, namely 3.8 l/100 km, for 99g of CO₂.
- 100% electric technology - iOn is not the Brand's only 100% electric vehicle. There is also a lightweight utility vehicle: the Partner Origin with a charging capacity of 3 m³. And for longer-term applications, studies are ongoing on new concepts suited to 100% electric.



ENGINES

PETROL

DIESEL



INTELLIGENT PROTECTION

Anticipation

To retain an optimum balance, the Peugeot 308 is equipped with a complete brake system that combines several functions:

- Anti-lock brakes (ABS) help you to keep control of your direction of travel during emergency braking.
- Electronic Brake Distribution (REF) which manages vehicle control via each wheel for greater efficiency.

- Emergency Brake Assistance system (AFU) to increase braking efficiency if necessary.
- ESP* (Electronic Stability Program / Active Stability Control), adds 2 extra functions:
- traction control (Anti Slip Regulation) which acts on the brakes and engine management to limit wheel slip.
- Active Stability Control (CDS) which continuously compares the signals sent by the steering wheel sensor and the yaw

sensor in order to detect understeer or oversteer. It then restores your 308 to the initial direction of travel within the laws of physics.

Notify

In an emergency situation, the WIP Com 3D Telephone Navigation* with the SIM card installed enables the automatic and immediate location of the vehicle whose pyrotechnic restraint systems have activated or once the red SOS button is

pressed. You are then put in direct contact with the PEUGEOT EMERGENCY** platform, which immediately sends out, if needed, the appropriate assistance service.

*Depending on the version.

**Access to these services requires the presence of an operational SIM card (PIN code entered), inserted in the WIP Com 3D Telephone Navigation.

Protection

Impact Absorption

In the event of a frontal impact, the retractable steering column limits interior protrusion of the steering wheel. The layout of the car limits the intrusion of the engine and gearbox into the passenger compartment. A cell armed with solid side reinforcements reduces the effect of a side impact.

Safety belts

The front seat belts are equipped with a pyrotechnic pre-tensioner system and force limiter. On the 308 SW, safety belts in the 3 rear seats are fitted with a force limiter. All safety belts are connected to "safety belt not fastened" warning lights visible on the front ceiling light*.

Airbags

The protection offered to occupants is further enhanced by a system of 6 airbags:

- two frontal airbags
- two chest level/pelvic side airbags
- and two "curtain" airbags intended to protect the side of the heads of the driver and passengers seated in the side seats.

Child safety

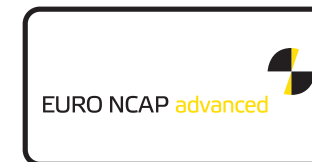
The rear seats in the second seat row are equipped with ISOFIX mountings for fitting ISOFIX compatible child safety seats. On the panoramic glass roof version of the 308 SW the rear seats in the second seat row are equipped with ISOFIX mountings for fitting ISOFIX compatible child safety seats. Also, an electric child safety system locks the rear doors and windows.

*Depending on version.



In 2009, the Peugeot 308 saloon car successfully repeated the Euro NCAP* ADULT OCCUPANT PROTECTION test, obtaining once again 5 stars (i.e.; the "excellent" level), the maximum that can be obtained. Created in 1997, the Euro NCAP is an independent European organisation that evaluates the safety of vehicles available on the market by means of several tests: front impact, side impact, pillar test, etc. The organisation makes the results of these tests public using a star rating system. These have an influence on the rates charged by insurance companies.

*European New Car Assessment Program.



Awarded to Peugeot Connect SOS in 2009*
*Obtained for 308, 308S and 508



COLOURS & RIMS.

308 and 308 SW offer you the choice between 10 body colours: 7 metallic, 2 solid, and 1 glossy.

EXAMPLES OF TRIMS

1 Simple Mistral Black

2 Perforated Grege Leather

3 Koto Mistral Half-Leather

4 Sibyak Mistral Fabric

METALLIC COLOURS



Aluminium Grey



Nera Black



Thorium Grey



Vapor Grey



Guaranja Brown
(Available end 2011)



Squali Blue



Philae Blue

SOLID



Pearl White



Hurricane Grey

GLOSSY



Babylan Red

WHEEL TRIMS



Atacama 15" Wheel Cap



Toliman 16" Wheel Cap



Santiaguito 16" Aluminium Rim



Melbourne 17" glittering Aluminium Rim



Lincancabur 18" Aluminium Rim



Lincancabur 18" Aluminium Rim

RIMS





Creation: bd-ntwk - Edition : Gutenberg networks - Automobiles Peugeot RC Paris
B 552 144 503 - Printed in the E.U. - Ref : DOIP/1H1104 - April 2011

Dealer Stamp

PEUGEOT RECOMMANDE **TOTAL**

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