



PEUGEOT **308 / 308 SW**



PEUGEOT





‘SHOW SOME CHARACTER’

The New Peugeot 308 incorporates strong visual identity, innovation and state-of-the art technology. The New 308 and 308 SW embody the very best of the Peugeot spirit, ensuring each moment on board is of the highest quality.

The New 308 features great levels of specification and new technology, aimed at optimising fuel consumption and CO₂ emissions, which start from just 98g/km*.

* 98g/km CO₂ on Oxygo and SR e-HDi 112 EGC versions





THE BEAUTY IS IN THE DETAIL

The New 308 is all about clean and powerful lines. The front grille is “floating”, giving the impression of being detached from the bodywork. Combining chrome and satin surfaces, the feline headlamps can be equipped with LED day time running lights. On the 308 SW, the lower panel optimises the boot aperture and the low loading sill provides easy loading and good access.





‘ROOM TO EXPLORE YOUR DREAMS’

New 308 SW combines style, comfort and practicality. 308 SW adapts to your requirements thanks to the independent folding rear seats* and the optional third row of seats boosting capacity to 7 people.

*See Pricing and Specification for availability

EXPLORE THE QUALITY IN DEPTH





The passenger compartment of the 308 and the 308 SW is a true invitation to travel, making drivers and passengers feel at ease. Refined style, exceptional materials, meticulous finish and superb technology contribute to a first class ambience. The interior was designed to provide comfort and space for those long journeys on the road.

Well-designed architecture means you enjoy both a generous amount of space and equipment that is perfectly suited to your needs.

Storage compartments

For convenience the 308 and 308 SW include several carefully considered storage spaces to make life on board even easier.

Dual Zone Air Conditioning*

In addition to the standard manual air conditioning, the 308 and 308 SW can be equipped with dual zone airconditioning allowing the driver and passenger to have their own air conditioning control.

Seats

The front seats have been developed to deliver style, comfort and support. Electric and heated options are available with the fine leather upholstery, providing an additional level of luxury*.

*Please refer to Pricing and Specification for further information.





OUTSTANDING VIEW

The 308 and 308 SW can be equipped with an amazing panoramic glass roof* which extends to the rear seats, giving an extraordinary impression of space on the inside and a dynamic and modern style on the outside.

*Please refer to Pricing and Specification for further information.



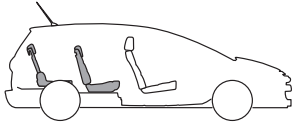
308 SW, MODULARITY TO MOVE AND ADAPT

Why stay in one place when you can move, adapt and transform? You can personalise the seating configuration for your family or business needs.

The longer wheelbase makes access easier, with a cinema-like amphitheatre for optimised space.

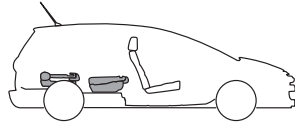
Modularity

The 308 SW can be configured and reconfigured within an ingenious and modular space.



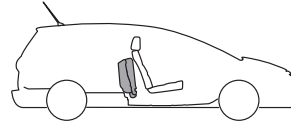
Seats

- 5 Seats (up to 7 seats as an option)
- Seats recline from 19 to 30°
- Second row composed of 3 individual seats sliding over a length of 90mm



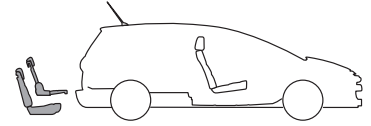
Shelf configuration

- Seat can be folded to create a shelf
- The central seat of the second row serves as shelf with the seat folded back



Folded configuration

- Optimised load volume with 2nd or 3rd row seats folded



Removed

- Can remove the 2nd and 3rd row seats
- Optimised carrying capacity



308 GT: REFINED AND SPORTY

The 1.6 THP 200bhp engine on 308 GT, twinned with a six-speed gearbox offers an optional combination of power, performance, low fuel consumption and low emissions.







DRIVING BECOMES MORE ENJOYABLE

The Peugeot Connect * range highlights our innovation and the variety of telematic and multi media products available. The New 308 Peugeot Connect Range offers MP3 playback, USB with Bluetooth through to Satellite Navigation.

* See pricing and specification for availability



Peugeot Connect Technology and Multimedia

The 308 Hatchback and SW offer state-of-the-art audio equipment or telematics. Ranging from:- Peugeot Connect Sound - Radio and CD Player to Peugeot Connect USB with Bluetooth* - so you can connect your MP3 player and listen through the sound system or make and receive calls handsfree. Peugeot Connect Navigation (RNEG)* - Colour navigation with handsfree bluetooth.



Peugeot Connect Media Navigation (NG4)* - Colour

Navigation, Handsfree bluetooth, GSM Phonekit and 10G Music

With Peugeot Connect Media Navigation you can save your favourite CD collection to the hard drive.

The Peugeot Connect range allows you to enjoy your journey stress free and safely. Whether its taking that business call handsfree or listening to your classics while remaining concentrated on the road. Be entertained throughout your journey with our superb range of telematic systems.

* Please see Pricing and Specification guides for availability.





PEUGEOT AND THE ENVIRONMENT

For many years, Peugeot has been innovating with a view to reducing the fuel consumption of its vehicles and also CO₂ emissions in real terms.

The 308 introduces a New generation e-HDi engine with Stop and Start technology, and contributes towards the hatchback delivering 98g*. The system is rapid, efficient and silent.

* See pricing and specification guides for versions

ENGINE RANGE



PETROL

1.4 VTi 98 bhp

The engine has a 5-speed manual gearbox offers dynamic qualities and moderate fuel consumption.

1.6 VTi 120 bhp

The 1598 cm³ engine takes either a 5-speed manual gearbox or a 4-speed automatic gearbox and offers an excellent balance between driving pleasure and consumption.

1.6 THP 156 bhp

Offered with a 6-speed manual or automatic gearbox, this engine has very high torque (240 Nm at 1,400 rpm) even at low engine speeds, combining dynamism and smoothness.

1.6 THP 200 bhp

With the innovative association of the THP (Twin-Scroll turbocharger and petrol direct injection) and VTi (variable lift of the inlet valves and camshaft dephasers) technologies, this engine coupled with a 6-speed manual gearbox, offers generous accelerations.

1.6 e-HDi 112 bhp FAP (see opposite)

1.6 HDi FAP 92 bhp

The engine is equipped with a 5-speed manual gearbox and offers an excellent synthesis of efficiency and consumption resulting in true driving pleasure.

2.0 HDi FAP 150 bhp

The engine has a 6-speed manual gearbox offering power and vigorous acceleration.

2.0 HDi FAP 163 bhp

The 1997 cm³ engine has a 6-speed automatic gearbox offering performance and dynamism of the highest level which make driving particularly pleasant. .

DIESEL

TECHNOLOGY :

1.6 e-HDi 112 bhp FAP

STOP & START*

Protecting the future of the planet is one of the greatest challenges that we must rise to. Peugeot applies itself to this by introducing on the 308 range e-HDi micro-hybrid technology equipped with the new generation STOP & START* system with alternator-starter technology. This automatically switches off the engine

whenever the vehicle becomes stationary, for example at a red light or a "Stop" sign. Restarting is very smooth when the you wish to continue your journey. As a result, the e-HDi offers improved control of fuel consumption and CO2 emissions. This technology is combined with a 6-speed piloted manual or manual gearbox.

*System automatically stops and restarts the engine.



1. e-Booster
 - 1a. Power Electronics
 - 1b. 5V Supercapacitors
 2. 12V 70 Ah Sealed Battery
 3. Stop and Start Control
 4. Reversible Alternator
 5. HDi Engine
- Blue - Controls
Red - Power

308

e HDi



BODY COLOURS AND WHEELS.

METALLIC COLOURS



Aluminium



Nera Black



Thorium Grey



Vapor Grey (Hatchback)



Egyptian blue (Hatchback)



Sky Blue



Babylon Red

SOLID COLOURS



Bianca White



Hurricane Grey

WHEELS



15" Steel Wheel



16" 'Cirrus' Alloy wheel



17" 'Stratus' Alloy wheel



18" 'Nimbus' Alloy wheel

LEATHER TRIM

1 Full Black Leather available as a cost option.*

*Please refer to Pricing and Specification



www.peugeot.co.uk

For further information about 308 or 308 SW and to configure a model to your specific requirements, visit Peugeot online at the above address.



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. 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 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.

PEUGEOT FINANCIAL SERVICES

Offer a range of flexible finance plans to make owning a new Peugeot easy. As specialists, we will provide choice, convenience and flexibility. 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

Designed for Peugeot to offer tailored cover at a competitive price. In the event of an accident, a Peugeot Approved Accident Repair Centre will repair your car, using Peugeot original parts & offer a courtesy car (subject to availability). Call Peugeot Insurance for a quote on

0870 0240 206. (8am-8pm weekdays, 9am- 5pm Saturdays. Max call charge from a BT landline is 8p/min. Calls from other networks may vary. Calls may be recorded. Peugeot Insurance is underwritten by UK Insurance Ltd. Conditions apply.

PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete confidence and peace of mind.

PEUGEOT AND THE ENVIRONMENT

Our website has detail of Peugeot's environmental and recycling policies.

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features may

not be available in the UK and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, Peugeot

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PEUGEOT RECOMMENDS **TOTAL**

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