



NEW PEUGEOT 308



BRING THE NEW

308 TO LIFE

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For more information, visit peugeot.co.uk/308app





DRIVING

SENSATIONS

The most beautiful designs are often the most simple.

This idea of simplicity has been the inspiration behind the New Peugeot 308. An entirely new design, its elegant, sleek lines will excite your emotions while its intuitive technology brings a new clarity and joy to the driving experience.



SLEEK DESIGN

Refined in style, audacious in concept, the New Peugeot 308 brings a new dimension to driving experience. Large wheel arches and a lowered ground clearance emphasise its sleek and dynamic design. Sporty curves form a shapely silhouette: the finest materials encase the latest innovations.



FULL LED TECHNOLOGY*

The dramatic new light signature gives a high-tech edge to the front of the New Peugeot 308. Full LED headlights* emphasise the sculptured design of the chrome radiator grille and give the car a captivating, feline appearance.

The rear lights and blind spot monitors, integrated in the wing mirrors, also benefit from the latest LED technology.

*100% light emitting diode technology. Available according to version.



PEUGEOT i-Cockpit

Peugeot has created an ultra-modern interior architecture for the New Peugeot 308: the Peugeot i-Cockpit. The pure, minimalist design is crafted around a raised centre console, 9.7" touch screen, sporting steering wheel and head up instrument cluster.

Created in black gloss and satin chrome, the Peugeot i-Cockpit is a refined and distinctive space.



PRECISION & VISION

The Peugeot signature head up instrument panel means that driver information can be accessed easily without taking your eyes off the road. Inspired by the world of watchmaking, the stylish, modern gauges on this display panel include specially engineered needles. The inverted counter displays guide your eyes towards the front of the vehicle. It's just one of the little touches of innovation and exclusivity that make the New Peugeot 308 such an enjoyable and intuitive driving experience.







LARGE MULTIFUNCTION TOUCH SCREEN

Perfectly integrated at the top of the central console, the latest generation 9.7" touch screen allows easy access to all functions. The touch sensitive buttons and numerous shortcuts make it easier to use and personalise*.

*For safety reasons, it is advisable to only use the touch screen when the vehicle is stationary.

AIR CONDITIONING

You can control the dual zone air conditioning and ventilation system via the touch screen.

DRIVING AIDS

All driving aid systems (speed limiter, speed regulator, inter-vehicle distance ...) can be adjusted using the touch screen.

AUDIO

The New Peugeot 308 offers exceptional audio quality and the large volume button highlights the sleek design of the centre console.

SATELLITE NAVIGATION

Combining satellite navigation with large touch screen technology brings incredible clarity to mapping information, making your journey easier.

SETTINGS

Ergonomic and intuitive touch screen technology means you can set all of the functions in a matter of seconds.

PHONE

You can respond to calls safely with Bluetooth®. The address book and hands free system is accessible via the central touch screen, leaving you in charge of your vehicle.

PEUGEOT CONNECT APPS*

Specific applications have been created to simplify your journey by providing information such as the closest car parks, cheapest service stations, weather conditions and traffic news.

*Available as a cost option.



REDISCOVER THE ROAD

Built on a cutting edge platform that is light, compact, strong and safe, the New Peugeot 308 benefits from all of Peugeot's road handling expertise to ensure an exhilarating performance.


It handles superbly, responding to the driver's every command. The electric power steering is as light as it is precise, so it takes corners with ease. Comfort on board is guaranteed by the excellent traction control, exemplary road holding and improved soundproofing, which transforms every journey into a moment of pleasure and serenity.

A silver Peugeot 308 is shown from a rear three-quarter view, driving on a cable-stayed bridge. The bridge has multiple tall, white pylons and cables. The background shows a landscape with green hills and a rainbow in a cloudy sky. The car's license plate is VH-080-AM.

THE BALANCE OF PERFORMANCE

From the moment of its conception, the New Peugeot 308 has balanced environmental performance with high level road holding. The vehicle mass has been significantly reduced saving 140 kg compared to the previous version and the body size has been reduced to achieve optimal aerodynamics. Plus, the electric power steering and new engine technology work together to deliver fuel consumption to an expected 90 mpg and CO₂ emissions of 82* g/km.

*Estimated data. Please refer to price and specification guide for full details.

A dark grey Peugeot 308 is shown from a rear three-quarter view, driving on a winding asphalt road. The car is positioned on the right side of the road, moving away from the viewer. The background features a hilly landscape with a winding road and a body of water in the distance. The sun is low on the horizon, creating a warm, golden glow. The license plate on the car reads "VH-080-AM".

THE SERENE CHOICE

The New Peugeot 308 offers a range of equipment that contributes to the safety of the vehicle and its occupants. This includes the Driver Assistance Pack with Dynamic Cruise Control, Emergency Collision Alert System and Emergency Collision Braking System.

This is not just technology for technology's sake. It's about leaving nothing to chance, with blind spot monitors*, reversing camera*, keyless entry with Stop & Start button* and electric handbrake* all adding to safety and convenience.

*Standard or optional according to version.



A MOMENT OF PRIVILEGE

The New Peugeot 308 indulges the senses. Its compact body shape still offers a spacious interior as every element has been carefully considered to maximise space.

The panoramic glass roof increases interior light, adding to the sense of wellbeing for drivers and passengers. For added comfort, it comes with an electric blind that can filter 95% of exterior light.

The boot capacity of 470 litres (420 dm³ in volume VDA) is one of the most generous in its segment: the result of careful planning that optimises space.

PEUGEOT AND THE ENVIRONMENT

Peugeot is a leading manufacturer of low emission vehicles and more than half of its global sales are for vehicles emitting less than 140g of CO₂ per km. This performance is based on proven technology: the Diesel Particulate Filter.

Launched in 2000, and equipped as standard on more than 2.1 million vehicles, it reduces particle emissions by 99.99%. Peugeot has also led the way on other breakthrough technologies including Stop & Start and a new generation of HDi engines.

HDi FAP

This environmentally friendly diesel engine combines HDi technology and a highly efficient emission control system with a particulate filter. A self-cleaning device, it processes the gases emitted from the combustion of diesel in the engine. The filter helps to cut down diesel particles, reducing them to 0.004 g/km.

BlueHDi engines

From spring 2014, BlueHDi, Euro 6 diesel engines, will be offered on the New Peugeot 308: an exclusive new technology that combines a Selective Catalytic Reduction (SCR) function with the diesel particulate filter system. This BlueHDi technology drastically reduces NO_x (the combination of mono-nitrogen oxides NO and NO₂) by up to 90%, which optimises CO₂ emissions, improves fuel consumption and almost totally eliminates particle emissions (99.9%).

	Gearbox	Fuel Consumption (MPG)*			CO ₂ (g/km)
		Urban	Extra Urban	Combined	
1.2 VTi 82 bhp	5 speed manual	44.8	67.2	56.5	114
1.6 THP 125 bhp	6 speed manual	36.7	64.2	50.4	129
1.6 HDi FAP 92 bhp	5 speed manual	65.7	85.6	78.5	95
1.6 e-HDi FAP 115 bhp	6 speed manual	67.3	85.6	76.3	95

* Fuel consumption is dependent on wheel size and tyres. Please refer to the price and specification guide for full details of these and other engines.



SAFETY

BRAKING AND ESP®

The New Peugeot 308 is equipped with a complete braking and ESP control system that improves handling in difficult driving conditions:

- ESP® (Electronic Stability Program), with its traction control (ASR), acts on the brakes and engine control to limit wheelspin in the case of loss of grip.
- Dynamic Stability Control (CDS) continuously compares stability information to detect understeer or oversteer. It then works to keep the car on its original trajectory, within the law of physics.
- Anti-lock Braking System (ABS) helps control loss of traction during emergency braking.
- The Electronic Brake Force Distribution (EBFD) works wheel by wheel for greater efficiency, particularly when braking on bends.
- Emergency Brake Assist (EBA) increases the effectiveness of braking when necessary.

INTELLIGENT TRACTION CONTROL

This clever traction control system brings a new feature to classic traction. It helps to identify situations that could hinder grip and the progress of the vehicle on icy or snowy roads. In these situations, the system of Intelligent Traction Control replaces ASR to reduce wheelspin and promote good traction.

ENHANCED SECURITY

In keeping with the philosophy of the New Peugeot 308, many facilities are available to provide you with maximum security. In addition to excellent handling, a strong structure helps to withstand and absorb the energy of frontal and side impacts.

AIRBAGS

The New Peugeot 308 is equipped with 6 airbags: two front airbags, two side airbags and two curtain airbags.

PEUGEOT CONNECT SOS*

Peugeot Connect SOS is now in use in most major European countries including the UK and is technology that could prove vital in an emergency.

Automatic emergency call: if the airbags inflate or the seat belt pretensioners are triggered, the vehicle automatically makes an emergency call on behalf of the driver. PEUGEOT CONNECT SOS* then locates the vehicle, establishes telephone communication with its occupants and arranges for the appropriate emergency service to be dispatched. Based on the point of sale of the vehicle, the communication will be made in the vehicle owner's language.

Manual emergency call: whether the victim or the witness of an emergency situation, the driver is able to call PEUGEOT CONNECT SOS* quickly by pressing the SOS button located on the dashboard (and holding for 3 seconds).

*PEUGEOT CONNECT SOS is available as a cost option on all New Peugeot 308s subject to acceptance when ordering the vehicle. Terms and conditions apply.



COLOURS

- | | |
|---------------------|------------------------|
| 01 : Bianca White | 06 : Aluminium |
| 02 : Nera Black | 07 : Cumulus Grey |
| 03 : Hurricane Grey | 08 : Rioja Red |
| 04 : Rich Oak | 09 : Tornado Grey |
| 05 : Twilight Blue | 10 : Pearlescent White |

01.

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TRIM

01 : Metax Mistral cloth

02 : Metax Mistral cloth with overstitch detail

*: Unavailable in the UK

03 : Marston Mistral cloth

04 : Mistral black alcantara

05 : Mistral black Nappa leather





WHEELS

- 01 : 15" Steel wheel with Ambre wheel trim
- 02 : 16" Quartz alloy wheel
- 03 : 17" Rubis alloy wheel
- 04 : 18" Saphir alloy wheel

01.



02.



03.



04.



ACCESSORIES



Roof bars and box



Dividable boot tray



Lateral protection strips



Door sill /
Velour floor mat

LIGNE S

Body kit: Personalise the exterior and interior of the New Peugeot 308. Please visit www.peugeot.co.uk or ask your dealership for further information.



NETWORK AND SERVICES

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry free motoring. As a Peugeot owner, you can also rely on the customer care services of your Dealer. This will ensure 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 parts.

FOR YOUR PEACE OF MIND

MANUFACTURER WARRANTY

Any New Peugeot 308 first registered in the UK and purchased from a UK Peugeot Dealer will benefit from a 2 year unlimited mileage manufacturer warranty and a free optional additional year of warranty (up to 60,000 miles) provided by the Peugeot Dealer Network. 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 of 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 hours a day, 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

Please refer to the maintenance book for details of the service intervals for New Peugeot 308 and the specifics of vehicles operating in arduous conditions.

FINANCE - LET THE SPECIALISTS HELP

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 18s only, a guarantee may be required.

FURTHER INFORMATION

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 and 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/minute. Calls from other networks may vary. Calls may be recorded). Peugeot Insurance is underwritten by UK Insurance Limited.

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 details 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 reserves the right to modify specification, options and colours at any time. For full details ask your Peugeot Dealer, or click on www.peugeot.co.uk. Print and photographic processes used in this brochure may alter the depth and tone of the colours shown.

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Issued by: Sales and Marketing, Peugeot Motor Company plc., Pinley House, 2 Sunbeam Way, Coventry, CV3 1ND.



Création : BD Network - Edition : Gutenberg networks - Automobiles Peugeot RC Paris
B.552 144 503 - Printed in the EU. - MCP3691.

Dealer stamp