



PEUGEOT 308



1-litre to 1.4-litre
PSA Peugeot Citroën
1.2-litre three-cylinder turbo

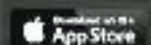


PEUGEOT

BRING THE PEUGEOT 308 TO LIFE

Simply download our app and activate it by scanning the car on the opposite page. Search for 'Peugeot 308 in 3D', available on the App Store or Google Play™
For more information, visit peugeot.co.uk/308app

Model shown is 308 Active with optional Bianca White paint.



www.peugeot.co.uk/308app



DRIVING

SENSATIONS

The most beautiful designs are often the most simple.

This idea of simplicity has been the inspiration behind 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.

Model shown is 308 Active in optional Bianca White paint.



SLEEK DESIGN

Refined in style, audacious in concept, 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.

Model shown is 308 Allure with optional Cumulus Grey metallic paint, 18" Saphir alloy wheels & panoramic cielo glass roof.



FULL LED TECHNOLOGY*

Equipped with full LED technology*, the headlights complement the chiselled design of the radiator grille and feline appearance of Peugeot 308 to create a captivating light signature. This cutting edge LED technology is more efficient than halogen & xenon lighting**, whilst offering increased driver comfort.

LED technology is also present in the front fog lights and sequential front indicators***, door mirror mounted indicators and rear light clusters.

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

** 50% & 35% lower energy consumption than halogen & xenon technologies respectively.

*** Version dependent/ Not available on some versions.



PEUGEOT i-Cockpit

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

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

Model shown features optional CD player.

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 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

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.



PEUGEOT CONNECT

A PERMANENT CONNECTION BETWEEN YOUR PEUGEOT AND THE OUTSIDE WORLD.

During and even after your trip, Peugeot Connect offers a variety of services to make sure that your journeys are easy, convenient and personalised.

Peugeot Connect Apps are designed to respond to all of your requirements during your journey. They include driving aids, live information services and some well respected household names.

PEUGEOT CONNECT APPS*

PEUGEOT CONNECT APPS IS REALLY EASY TO USE:

Insert the key into the USB port and the applications will appear on the touch screen.



FUEL

Find the nearest fuel and service stations, view pricing information and facilities and navigate to them at the touch of the screen. PC Apps will even recognise when the vehicle is running low on fuel and prompt the user to open the Fuel application.



PARKING

Locate parking close by and, where possible, view real-time space and pricing information (additional functionality varies by parking provider).



MICHELIN TRAFFIC

View real time traffic information around the vehicle, on the current route or at your destination to plan ahead and avoid delays.



MY PEUGEOT

Find the nearest Peugeot dealer, access PCA account details and renew your contract from the comfort of your Peugeot. Users can even browse genuine accessories in the MyPeugeot app.



TRIP ADVISOR

An up to date and comprehensive database of local attractions, hotels, restaurants, pubs and cafés. Read user reviews before making your choice, then call the venue or navigate there using the convenient on screen links.



MICHELIN GUIDE

If you're looking for somewhere more upmarket, why not use the world-renowned Michelin Guide. This app contains details of Michelin-starred restaurants, as well as more affordable 'recommended' establishments, including hotels.



FACEBOOK

View your Facebook wall, post status updates and keep in contact with your friends, all from the comfort of your car.

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

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 Peugeot 308 subject to acceptance when ordering the vehicle. Terms and conditions apply.



THE BALANCE OF PERFORMANCE

From the moment of its conception, 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 of up to 91.1 mpg and CO₂ emissions of 82* g/km.

*Please refer to price and specification guide for full details.
Model shown is 308 Allure with optional Cumulus Grey metallic paint, 18" Saphir alloy wheels & panoramic cielo glass roof.

A dark grey Peugeot 308 is shown from a rear three-quarter view, driving on a winding asphalt road. The road curves through a hilly landscape under a bright, hazy sky, suggesting a sunset or sunrise. The car's license plate is 'VH-080-AM'. The Peugeot logo and '308' are visible on the rear of the car.

THE SERENE CHOICE

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.
Model shown is 308 Allure in optional Tornado Grey metallic paint.



GT Line & GT

A SPORTING STATEMENT

For drivers wanting to make a statement Peugeot 308 is available in two exciting variants, Peugeot 308 GT Line and GT with both bearing enhanced sports styling. GT Line is available with EuroVI Puretech & BlueHDI engines, whilst GT features a BlueHDI diesel 180hp or THP 205hp petrol unit (both unique to GT), mated to six speed EAT6 automatic & manual gearboxes respectively.

In addition Peugeot 308 GT also features a lowered ride height: 7mm at the front and 10 mm at the rear, a sportier suspension setup and larger diameter front brake discs for impressive stopping power.

Model shown is 308 GT Line in optional Pearlescent White paint.



GT Line & GT

ASSERTIVE ELEGANCE

With an imposing stance, Peugeot 308 GT Line and GT, both feature assertive styling. At the front a stylish chrome grille, in profile, extended side skirts complement the sills whilst at the rear a double exhaust trim and gloss black detail feature. Both models feature 18" 'Diamant' wheels wrapped in low profile tyres whilst prominent exterior GT Line and GT badges adorn the grille, front wings and tailgate.

Peugeot 308 GT Line and GT models also benefit from sequential scrolling LED front indicators, unique to these models in the 308 range, they provide an eye catching signature and complement the existing LED technology within the headlights.



GT Line & GT

DRIVING SENSATIONS

Get behind the wheel of Peugeot 308 and it becomes apparent that Peugeot i-Cockpit works in perfect harmony with the spirit of Peugeot 308 GT Line & GT, with the head up instrument cluster placed above the compact sports steering wheel.

GT Line & GT styling detail enhancements feature throughout the cabin, the steering wheel trimmed in sumptuous Nappa leather, features red stitch detail and a satin chrome insert. Red stitching can also be found on the door cards, armrest and gear lever gaiter. The 9.7" touch screen benefits from a 'Redline' theme whilst the interior also benefits from aluminium pedals & stainless steel door sill plates.

To delight the senses of dynamic driving enthusiasts, the Driver Sport Pack is available as an option*. Activated by the driver with a 'Sport' button on the centre console, this system enhances the driving experience by altering the setup of the vehicle: power steering and mapping of the accelerator pedal become more reactive, the engine sound is amplified and sporty, the colour of the instruments changes from white to red whilst parameters relating to the operating dynamics of the vehicle (power output, supercharging pressure, longitudinal and transverse acceleration) are displayed.

*Driver Sport Pack standard on 308 GT / optional on 308 GT Line (engine dependent)
Please note red stitch detail across dashboard is unavailable in the UK.
Model shown is 308 GT Line with optional CD player & Driver Sport Pack.

EFFICIENT

TECHNOLOGY



Full LED Headlights*

The front of Peugeot 308 is adorned with LED technology, each full LED headlight features 31 LED's . This impressive technology provides excellent vision at night, a whiter light that reduces eye fatigue and increases driver comfort.

*Standard on some versions according to trim level



Efficient Automatic Transmission (EAT6)

The new 6 speed automatic gearbox is equipped with Quickshift technology allowing for faster gear changes while retaining excellent fluidity and comfort.

It has been designed to significantly reduce CO₂ emissions, emitting approximately 5g/km less than an equivalent manual, making it extremely well positioned for both drivability and fuel consumption.

Peugeot 308 is available with EAT6 in both Puretech and BlueHDI powerplants.

ENGINES

PureTech THREE CYLINDER PETROL TURBO

Peugeot PureTech is advanced three cylinder petrol engine technology that offers drive and performance normally associated with much bigger engines but with significantly improved fuel consumption and CO₂ emissions.

It is a product of Peugeot's 100 years of intelligent, innovative engineering and combines reduced weight materials with the efficiency of applying direct fuel injection to three cylinders.

On Peugeot 308 we've even added turbo power optimising torque at all revs to delivering an engine with a unique personality, which will give you maximum driving pleasure and responsiveness.

PureTech 1.2l Puretech 130 6 speed manual S&S	
Maximum power hp (Kw)	130 (96) @ 5500 rpm
Maximum torque lb/ft (Nm)	170 (230) @ 1750 rpm
Combined drive cycle MPG	From 58.9
CO ₂ emissions (g/km)	From 107

BlueHDi TECHNOLOGY

BlueHDi is the next generation of Peugeot's diesel engine technology, targeted to meet Euro 6 emissions standards. BlueHDi is designed to drastically reduce nitrogen oxides – by more than 90% – while minimising CO₂ emissions and optimising fuel consumption.

BlueHDi engines			
	Gearbox	CO₂ emissions (from)	Maximum torque lb/ft (Nm)
2.0 BlueHDi 150	6 speed manual	97 g/Km	273 (370) @ 2000 rpm
	6 speed automatic	107 g/Km	
1.6 BlueHDi 120	6 speed manual	82 g/Km	221 (300) @ 1750 rpm

(Combined drive cycle from 88.3 mpg, CO₂ from 82 g/km)



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.

The vehicle mass of Peugeot 308 has been significantly reduced saving 140kg compared to the previous version and the body style has been designed to achieve optimal aerodynamics. These improvements combined with the latest generation of PureTech petrol and BlueHDi diesel engines offer excellent

rates of fuel consumption and CO₂ emissions.

PureTech

Peugeot's PureTech 3 cylinder petrol engine technology is available on Peugeot 308 and offers drive and performance with significantly improved fuel consumption and CO₂ emissions. PureTech ensures that the Peugeot 308 balances performance with driving sensations.



BlueHDi engines

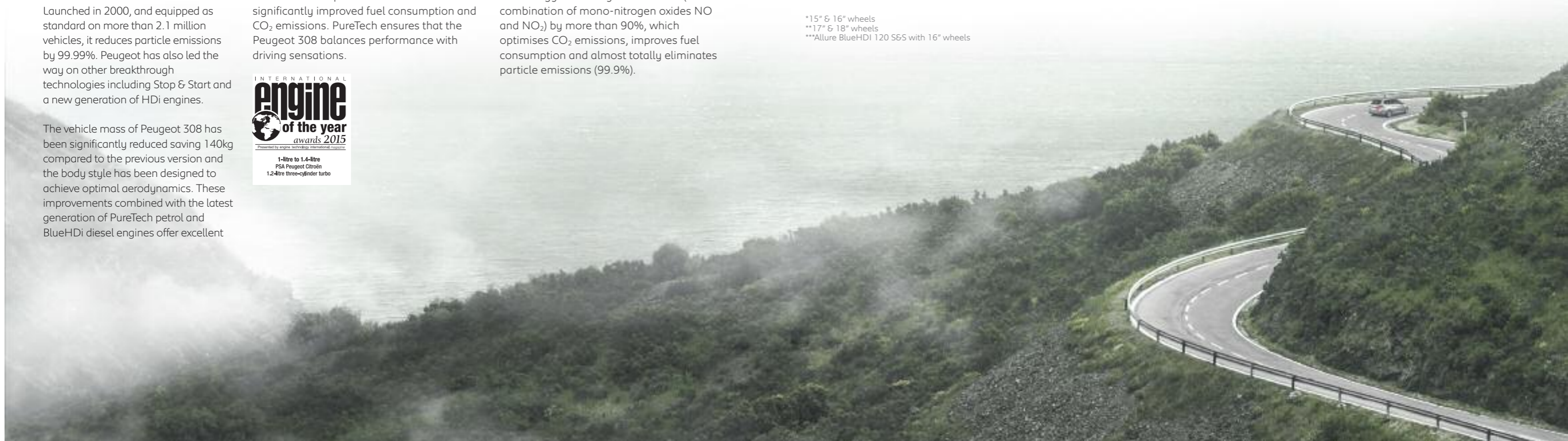
BlueHDi, Euro 6 diesel engines, are available on the Peugeot 308: an exclusive new technology that combines a Selective Catalytic Reduction (SCR) function with the diesel particulate filter system. This BlueHDi technology drastically reduces NO_x (the combination of mono-nitrogen oxides NO and NO₂) by more than 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	
1,2L PureTech 82	5 speed manual	44.8	67.3	56.5	114
1,2L Puretech 110 S&S	5 speed manual	48.7	72.4*/70.6**	61.4	105*/107**
1,2L PureTech 130 S&S	6 speed manual	48.7*/47.1**	72.4*/68.9**	61.4*/58.9**	107*/110**
1,2L PureTech 130 EAT6 S&S	6 speed automatic	44.8*/43.5**	68.9*/64.2**	57.6*/54.3**	114*/119**
1,6L THP 205 S&S	6 speed manual	38.2	61.4	50.4	130
1,6L BlueHDi 100 S&S	5 speed manual	65.7*/64.2**	88.3	78.5*/76.3**	94*/96**
1,6L BlueHDi 120 S&S	6 speed manual	80.7*/64.2**	97.4*/83.1**	91.1*/74.3**	82*/98**
1,6L BlueHDi 120 S&S	6 speed manual	78.5***	94.2***	88.3***	84***
1,6L BlueHDi 150 EAT6 S&S	6 speed manual	60.1	76.3	70.6	97
1,6L BlueHDi 150 EAT6 S&S	6 speed automatic	58.9	76.3	68.9	107
1,6L BlueHDi 180 EAT6 S&S	6 speed automatic	60.1	80.7	70.6	103

*15" & 16" wheels

**17" & 18" wheels

***Allure BlueHDi 120 S&S with 16" wheels



SAFETY

BRAKING AND ESP®

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 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

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 Peugeot 308 subject to acceptance when ordering the vehicle. Terms and conditions apply.



COLOURS



Bianca White



Tornado Grey



Aluminium



Twilight Blue



Hurricane Grey*



Pearlescent White*



Magnetic Blue**



Nera Black*



Ultimate Red*

*Available on GT Line & GT.
**Available on GT Line & GT only

Cumulus Grey*



Metax Mistral Cloth

TRIMS

Metax Mistral Cloth with Overstitch Detail

Unavailable in the UK

Oxford Mistral Cloth*

Black Mistral Half Alcantara Trim

Black Mistral Nappa Leather**

Unavailable in the UK

*With red stitching on GT Line.

**Seats in leather & other materials, please refer to the price & specification guide for information on availability.

WHEELS



15" Steel Wheels with 'Ambre' Wheel Trims



16" 'Quartz' Alloy Wheels



16" 'Diamond' Alloy Wheels



17" 'Rubis' Alloy Wheels



18" 'Diamant' Alloy Wheels

18" 'Saphir' Alloy Wheels

ACCESSORIES



Roof bars and box



Dividable boot tray



Door sill /
Velour floor mat

LIGNE S

Body kit: Personalise the exterior and interior of 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 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 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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