

PEUGEOT 308



PEUGEOT



Welcome to the world of PEUGEOT, a world of innovative French manufacturing tradition. Our journey started over 200 years ago with a steel foundry producing a diverse range of products from coffee grinders to saws. Our pursuit for innovation led to the production of our first motorised

vehicle in 1889, the Serpollet-Peugeot – a steam-powered three-wheeler. Our quest for perfection is what drives us, just as it did over 200 years ago. All of our expertise gained through the years has led to this point, introducing the striking PEUGEOT 308, over 200 years in the making.

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SHOW-STOPPING LOOKS.



STAND OUT FROM THE CROWD.

At PEUGEOT, sharp design is in our DNA. PEUGEOT 308 is no exception.

Displaying the very latest PEUGEOT design language, 308 does not fail to make a statement.

Featuring a striking front bumper, bonnet and radiator grille, with the latter designed to incorporate the iconic PEUGEOT Lion.



SEE THE LIGHT.

To complement the sharp design, PEUGEOT 308 has signature lighting built into the full-LED* headlights, accentuating its temperament in daylight or at night. It elegantly asserts its technological flair with sequential scrolling LED** indicators and LED** fog lights.

* LED: Lights use 100% light-emitting diodes - Standard on GT Line and GT versions - Halogen headlights on other versions
** LED: Lights use 100% light-emitting diodes - Standard, optional, or unavailable depending on the version



PEUGEOT i-COCKPIT®.

Inside, immerse yourself in the PEUGEOT i-Cockpit®, designed to optimise driving pleasure. Discover a more agile, intuitive type of driving with the compact sports steering wheel, head-up display and 9.7" capacitive colour touchscreen.



UNCOMPROMISING QUALITY.

Let yourself be captivated by the clean, refined interior of the PEUGEOT 308. Discover the meticulous attention to detail throughout, from the soft touch padded dashboard and full grain leather steering wheel to the beautifully damped soft touch buttons and satin chrome accents that further enrich the cabin.



OPTIMAL COMFORT.

Hit the road in optimal comfort with PEUGEOT 308. Occupants will enjoy the support offered by the ergonomically designed 'Comfort' or 'Sports' front seats providing a wealth of adjustment. Upgrade to the soft, full grain Mistral leather* trim and enjoy the further enhanced comfort offered by the massage function and seat heating.



BATHE IN NATURAL LIGHT.

Enjoy the world outside with PEUGEOT 308. Measuring 1.44m² on the hatchback this large fixed panel glass roof bathes the cabin in natural light and features as standard on Allure, Tech Edition, GT Line and GT versions.

UNRIVALLED DRIVING EXPERIENCE.





STAY CONNECTED.

With Connected 3D Navigation** and integrated TomTom® services giving real time information (traffic, weather, service stations, nearby parking, points of interest), you'll always stay connected. With the Mirror Screen® function, you can enjoy any of your smartphone's apps that are compatible with Android Auto*, Apple Carplay™*, or MirrorLink®* directly on the capacitive touchscreen.

* Only certified Android Auto, Apple CarPlay™ or MirrorLink® applications will operate when the vehicle is stopped or during driving, as appropriate. When driving, some features of the applications in question will be disabled. Some types of content that may be free of charge on your smartphone require paid subscription to an equivalent certified Android Auto, Apple CarPlay™ or MirrorLink® application. The Mirror Screen® feature works via either Android Auto (for Android smartphones), Apple CarPlay™ (for iOS smartphones), or MirrorLink® technology (for Android smartphones compatible with MirrorLink®), provided you have a mobile and Internet contract.

** Active and Allure versions require a permanent connection to a smartphone data source to access the TomTom® connected services



OUTSTANDING ACCOUSTICS.

Immerse yourself in high fidelity acoustics, with the sharp, natural sound of the Denon Hi-Fi speaker system*, and the amplified sound from the Driver Sport Pack** to delight the senses of driving enthusiasts.

* Optional on GT and GTi versions

** As standard, optional, or unavailable depending on the version



ADVANCED DRIVER ASSISTANCE SYSTEMS.



LOOKING OUT FOR YOU ON THE OPEN ROAD.

Take the wheel of the PEUGEOT 308 and experience cutting-edge technologies including: driver attention alert, speed limit recognition and recommendation*, PEUGEOT Smartbeam Assistance*, adaptive cruise control with stop function*, and active lane keeping assistance*. If your journey takes you off the beaten track, PEUGEOT Connect SOS & Assistance*, a vehicle locating communication unit, will know your exact location.

* Standard, optional, or unavailable depending on the version



NEVER LOOK BACK.

Navigating the city streets has never been easier in the PEUGEOT 308, thanks to a host of Advanced Driver Assistance Systems (ADAS). These systems include the 180° colour reversing camera with overhead view*, City Park, including smart parking assistance and blind spot monitoring* whilst the automatic emergency braking system can detect pedestrians as well as other vehicles.*

* Standard, optional, or unavailable depending on the version



OUTSTANDING DYNAMICS.



DRIVING PLEASURE.

PEUGEOT 308 is technically advanced to deliver exemplary behaviour on the road. Road-holding is adapted to each engine type, BlueHDi and PureTech, for optimal effectiveness and comfort. With the Driver Sport Pack*, certain settings are modified to deliver more intense driving sensations, including steering weighting, throttle response and gear changes.

* As standard, optional, or unavailable depending on the version

THE PURSUIT OF EFFICIENCY.





PureTech.

The PEUGEOT 308's 3-cylinder PureTech Euro 6* petrol engines are more efficient thanks to their reduced weight and size. PureTech technology delivers driving pleasure and high-level performance, without compromising on reliability and robustness. The 1.2-litre PureTech S&S 110 and 130 S&S turbocharged engines were voted Engine of the Year 2015, 2016, 2017 & 2018 in its category**.

* According to EU acceptance
** 1.0L - 1.4L Category



1.5L BlueHDi 130 S&S.

The PEUGEOT 308 takes the 1.5L BlueHDi 130 S&S diesel engine which offers a host of innovations and benefits including : emissions treated at the source and at the exhaust, guaranteeing lower fuel consumption and more efficient emissions control; and a stronger performance from a smaller engine.



2.0L BlueHDi 180 S&S EAT8.

To assert its sporty side, the PEUGEOT 308 GT has the BlueHDi 180 S&S coupled with the EAT8 eight-speed automatic gearbox.



EAT8 AUTOMATIC GEARBOX.

EAT8 is our latest gearbox innovation in partnership with Aisin, featuring 8 gears for optimum driving pleasure with hyper progressive changes. For increased safety, the gearbox automatically reverts to 'Park' upon switching off the ignition, leaving one less thing to think about. EAT8 is also controlled via the stylish Electric Impulse Control, beautifully designed, the compact selector perfectly complements the stylish design of the PEUGEOT i-Cockpit®.



HAVE IT YOUR WAY.

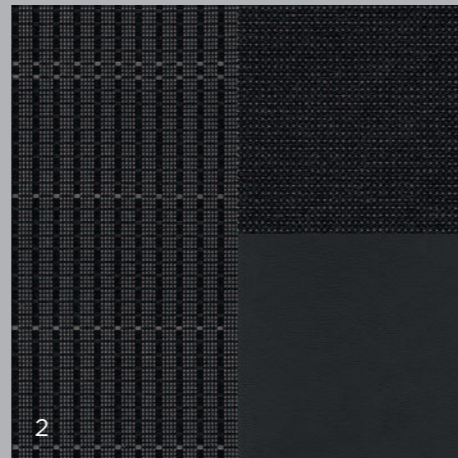
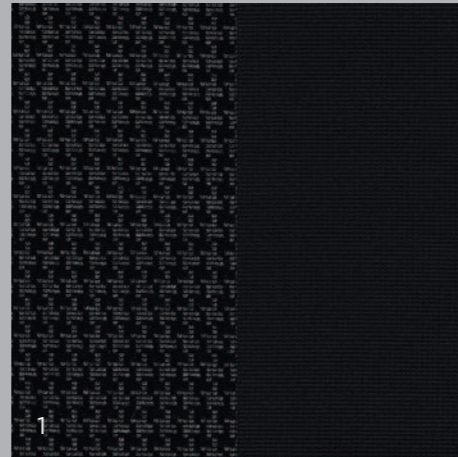
Assert your own character in your PEUGEOT 308 with a wide choice of accessories and equipment to suit your lifestyle.

1. Aluminium door sills
2. Boot mat
3. Roof box
4. Floor mats
5. Tow bar
6. Black door mirror shells with 'Ligne S' red detail



PRECISION DETAILING.

From soft fabrics with intricate stitch detail to full grain leather trim, every seat material has been carefully chosen to provide style, durability and comfort.



1. Mistral 'Metax' cloth trim ⁽¹⁾
2. Mistral 'Oxford' leather effect and cloth trim ⁽²⁾
3. Black Mistral leather trim ⁽³⁾
4. Black Mistral leather trim with red stitch detail ⁽⁵⁾
5. Mistral 'Oxford Red' leather effect and cloth trim ⁽⁴⁾
6. Alcantara®, cloth and leather effect seat trim ⁽⁶⁾

⁽¹⁾ As standard on Active level

⁽²⁾ As standard on Allure level

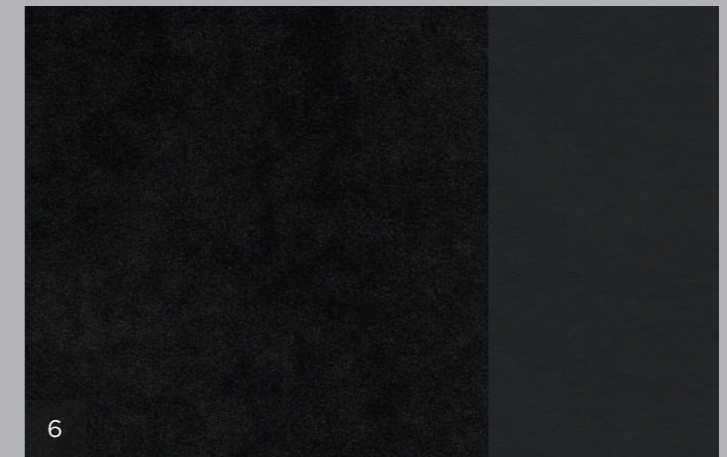
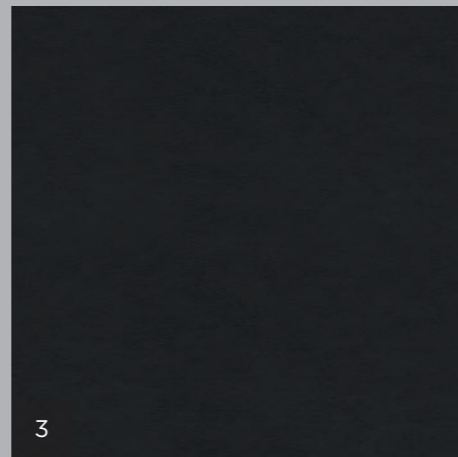
⁽³⁾ As an option on Allure level*

⁽⁴⁾ As standard on GT Line level

⁽⁵⁾ As an option on GT Line and GT level*

⁽⁶⁾ As standard on GT level

* Some surfaces contain artificial leather



SET THE TONE.

Choose the colour that matches your character from the nine in our colour range.

* Standard
** Optional



Bianco White (Solid)**



Twilight Blue** (Metallic)



Cumulus Grey** (Metallic)



Nera Black** (Metallic)



Pearlescent White** (Special)



Hurricane Grey (Solid)*



Nimbus Grey** (Metallic)



Magnetic Blue** (Metallic)



Ultimate Red** (Special)

ROLL IN STYLE.

Designed to complement the sharp exterior design, PEUGEOT 308 is available with a choice of alloy wheels in either painted or two-tone diamond-cut finishes.



16" QUARTZ alloy wheel
(Standard on Active)



17" RUBIS diamond cut alloy wheels
(Standard on Allure & Tech Edition)



18" SAPHIR BLACK two tone diamond cut alloy wheels
(Optional on Allure)



18" DIAMANT two tone finish diamond cut alloy wheels
(Standard on GT Line & GT)

THERE FOR YOU.

NETWORKS 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 PEUGEOT's 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, home start, 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 and the specifics of vehicles operating in arduous conditions.

FINANCE - LET THE SPECIALISTS HELP

PSA Finance UK Limited 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 PSA Finance UK Limited, 61 London Road, Redhill, Surrey, 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 0370 024 1107 (Calls may be recorded). PEUGEOT Insurance is underwritten by U K 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 peugeot.co.uk. Print and photographic processes used in 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. Issued by: Sales and Marketing,

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Official Fuel Consumption in MPG (l/100km) and CO₂ emissions (g/km) for the PEUGEOT 308 range are:
Combined 36.9 (7.7) – 63.8 (4.4) and CO₂ 148 - 94 g/km.

The fuel consumption you achieve, and CO₂ produced, in real world conditions will depend upon a number of factors: including the accessories fitted (post registration), variations in weather, driving styles and vehicle load. There is a new test (WLTP*) used to measure fuel consumption and CO₂ figures. The fuel consumption figures shown in this brochure are calculated under the WLTP test. The CO₂ figures shown are NEDC equivalent (NEDCeq), calculated using EC correlation tool which converts WLTP figures to NEDC figures, however, these NEDCeq figures are based on the outgoing test cycle (NEDC**) and will be used to calculate tax for first registration. Figures shown are for comparability purposes; you should only compare fuel consumption and CO₂ figures with other vehicles tested using the same technical standard.

* WLTP - Worldwide harmonised Light vehicles Test Procedure. **NEDC - New European Driving Cycle. Information correct at time of going to print.





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PEUGEOT RECOMMENDS TOTAL

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