



308 CC





A NEW ART OF LIVING.

Peugeot invented the Coupé Cabriolet concept, showing the first steel-roof convertible to the world in 1934. And now the latest expression of the art comes in the form of the 308 CC.

308 CC offers a blend of style, comfort and craftsmanship. It features four stylishly sculpted sports seats and the innovative new **AIRWAVE** Neck Heating System\*.

\*Standard on 308 CC S, optional on 308 CC. Please refer to the Australian specification guide for availability.



# STUNNING LOOKS COME STANDARD.

Through the fluidity of its style, both in the coupé and cabriolet configuration, the 308 CC affirms its dynamism and its personality. Its sculpted lines create subtle plays of light revealed to optimum effect in the red expanse of the LED rear lights, an original Peugeot signature in the world of the Coupé Cabriolet.





# IN JUST A FEW SECONDS, YOUR WORLD IS TRANSFORMED...

In the cabriolet configuration, the 308 CC reveals the full extent of its character. Clearly expressing its elegance and the charm of its lines. Feel like a change of style? In 20 seconds your cabriolet converts into a svelte coupé, offering tranquility and silence in the passenger compartment.

#### **Retractable steel roof**

Simply by pressing the switch in the centre console, the retractable rigid roof of the 308 CC folds away automatically and silently into the boot.

#### **A spacious boot**

In the coupé configuration, the boot of the 308 CC has a volume of 465 litres. In the cabriolet configuration, a useful 266 litre volume remains thanks

to intelligent and efficient stowage of the folded roof.



GET AWAY FROM IT ALL.

Discover new horizons, new landscapes, new experiences.  
The Coupé Cabriolet styling and technology within the 308 CC  
ensure you can enjoy motoring all year round.





# BE OPEN TO EVERY SEASON.

As well as luxurious touches, the CC features a range of advanced technology items designed to maximise your driving enjoyment. This includes the innovative new **AIRWAVE\*** Neck Heating System and the Windstop\* – making open-top motoring something you can enjoy all year round.

\*Standard on 308 CC S, optional on 308 CC. Please refer to the Australian specification guide for availability.



## **AIRWAVE Neck Heating System\***

The Peugeot 308 CC is the first four-seater Coupé Cabriolet in the world to feature the **AIRWAVE** Neck Heating System. **AIRWAVE** provides a cushion of warm air which emerges when required from vents at the base of the head restraints in the two front seats. This warm air flow can be adjusted for temperature, flow rate and orientation.

## **Windstop\***

The Windstop protects the front seat passengers from the effects of air turbulence, and in particular the vertical flow of air which can occur in the cockpit of an open-top car. The inclined windscreen works in concert with the Windstop to provide this added protection.

## **Heated front seats\***

Heated front seats enhance the comfort of the driver and front passenger, and provide for different heat settings.

## **Automatic dual-zone air conditioning**

Automatic dual-zone (left and right) climate control air conditioning with diffusion to the rear of the car recognises the cabriolet configuration and the outside temperature, and adapts the flow, temperature and distribution of air according to external conditions.

\*Standard on 308 CC S, optional on 308 CC. Please refer to the Australian specification guide for availability.





# APPRECIATE THE QUALITY OF FINISH.

The passenger compartment of the 308 CC has been designed in the purest tradition of prestige cabriolets, with uncompromising care given to every detail: sumptuous and supportive seats, meticulous stitching, a centre console finished in piano-black lacquer, and polished alloy highlights...all stylistic elements and finishing touches that excite the senses and invite you to take your seat.

In both the coupé and cabriolet configurations, the 308 CC offers four sports seats and space that will surprise you. The typically-Peugeot combination of functional solidity with aesthetic nuance creates a unique sense of wellbeing and freedom. In the driver's seat, the instruments with their white faces echo the sporting spirit of yesteryear; while the avant-garde centre console houses all controls specific to the

Coupé Cabriolet: retractable roof, multi-function display, and dual-zone climate control.

#### **Multimedia**

The 308 CC offers the latest-generation audio and multimedia equipment: the Peugeot Connect Sound MP3 CD/Radio system with MP3 player connectivity offers concert hall sound quality to enhance every driving experience.



# DOUBLE YOUR ENJOYMENT WITH DYNAMISM AND PERFORMANCE.

Refined engines, a rigid and strong structure, optimised high performance suspension, wide tracks and a lowered ride height: everything about the 308 CC has been designed to allow you to appreciate its exceptional roadholding.

## **Remarkable ride quality**

Designed with particular care, the suspension and exceptional body rigidity of the 308 CC ensure the absence of body flex and vibrations. This translates into a comfortable ride, precise handling, and superb acoustic qualities in the cabriolet configuration.

## **2.0 litre HDi FAP – Diesel Engine**

High-pressure direct injection (HDi) combined with variable geometry turbocharging for effortless and immediate response to the throttle at any engine speed. Mated to a smooth 6-speed automatic transmission.

## **1.6 litre turbo – Petrol Engine**

This award-winning engine is coupled with a 6-speed manual gearbox or a 4-speed automatic for willing performance with reduced fuel consumption.

Powerful and with plenty of torque available at low engine speeds, both engines give the 308 CC incredible flexibility and optimise the balance between driveability, fuel consumption and environmental responsibility.





# PROTECTING THE ENVIRONMENT TO PRESERVE THE FUTURE.

Protecting the environment and preserving the future of the planet are the greatest challenges we face today.

For many years, Peugeot has been innovating with the future in mind and this has already produced very tangible results:

- Peugeot pioneered the particle filter for diesel engines, and since the year 2000 it has delivered more than 1.7 million private cars with diesel Particle Emissions Filters (FAP).
- In 2007, 40% of private cars delivered in Europe by Peugeot emitted less than 130g of CO<sub>2</sub> per kilometre.
- All of the Marque's vehicles are manufactured in factories with ISO 14001 approval and are designed to be 95% recyclable at the end of their lives.
- Every new Peugeot passenger car with a diesel engine delivered in Australia since 2005 has been fitted with a Particle Emissions Filter (FAP).
- Since 2001, nearly 1.1 million cars emitting less than 120g of CO<sub>2</sub> per kilometre have been delivered by Peugeot across 14 countries in Europe.

# INNOVATIONS FOR THE FUTURE.

## The Diesel Particle Emissions Filter (FAP)

Aiding the quest for cleaner air alongside Peugeot's advanced HDi diesel technology, the Particle Emissions Filter (FAP) captures and decomposes noxious exhaust particles to prevent their emission into the atmosphere. Peugeot was the first car maker to equip its vehicles with this system.

## Common Rail Injection

Peugeot HDi diesel engines are designed around the revolutionary common rail direct injection system. Simply put, the system reduces fuel consumption and pollutant emissions while harnessing additional power for a real driving experience.

## Less CO<sub>2</sub>

The fuel economy advantage of a Peugeot HDi diesel engine – around 30% better than an equivalent-capacity petrol engine – has the obvious environmental benefit of burning less fuel. As a result, there is less CO<sub>2</sub> released into the atmosphere.

## Good for the environment and for you

All of this technology means that you won't be spending as much money on your fuel bill. If you currently fill your petrol car once per week, you will find that with a similar-sized HDi it will be closer to once every two weeks. At the same time, you will be enjoying exciting performance with lower CO<sub>2</sub> emissions.

## 308 CC

Engines		Fuel Consumption			CO <sub>2</sub> (g/km)
		City Cycle	Highway Cycle	Combined Cycle	
Petrol	1.6 turbo petrol (man)	10.7	5.6	7.5	177
	1.6 turbo petrol (auto)	11.8	6.0	8.1	192
Diesel	2.0 HDi FAP (auto)	9.6	5.5	7.0	185

# FEEL SAFE.

Inside the Peugeot 308 CC you feel a real sense of security, in both the coupé and cabriolet configurations.



The 308 CC obtained 5 stars in the Euro NCAP\* adult occupant protection tests. This is equivalent to the "excellent" level, and represents the maximum it is possible to obtain. Created in 1997, Euro NCAP is an independent European organisation that evaluates the safety of vehicles available on the market through a series of rigorous tests: front impact, side impact, pole-test impact and more.

\*European New Car Assessment Program.



## A world exclusive: head side airbags

Each front seat contains a chest/pelvis side airbag, and – in a world first – a head side airbag. The combination of these two airbags in each seat acts to protect all parts of the body in a side impact, regardless of the seat position.

The 308 CC is equipped with six airbags in total:

- 2 front airbags
- 2 chest/pelvis side airbags
- 2 head side airbags

## Self-deploying rear rollover bars

A sensor detects any risk of rollover by continuously monitoring the speed of the vehicle and its angular trajectory. If it senses that a rollover is imminent, it triggers the deployment of two rollover bars from behind the rear head restraints in the space of a few milliseconds. Combined with the reinforced front windscreen structure, this has the effect of creating a protective roll-cage around all occupants.

## Braking performance and efficiency

The 308 CC is equipped with an anti-lock braking system (ABS) to assist the driver in retaining control over the car's trajectory in the event of an emergency braking manoeuvre. Emergency Brake Assist (EBA) automatically increases the braking force if necessary. Electronic Brake Force Distribution (EBFD) controls the braking force wheel-by-wheel to ensure the car remains balanced in a heavy braking situation. Also standard is the Electronic Stability Program (ESP) which consists of:

- Traction Control (ASR), which uses the brakes and intervention with the throttle to limit wheel slip in the event of loss of traction; and
- Dynamic Stability Control (DSC), which detects a departure from the car's intended trajectory – such as understeer or oversteer – and intervenes via the brakes and the engine management system to restore the 308 CC to its original course.





# COLOUR AND TRIM.

The 308 CC offers you the choice of nine elegant colours, each of which perfectly complements its strong personality.

## STANDARD PAINT



Hurricane Grey

## METALLIC PAINT

Optional



Aluminium Grey



Shark Grey



Nera Black



Ipanema Blue



Abyssal Blue



Mocha Brown

## PEARLESCENT PAINT

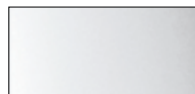
Optional



Babylon Red

## PREMIUM PAINT

Optional



Pearl White



17" Stromboli Alloy Wheels (308 CC)



18" Lincancabur Alloy Wheels (308 CC S)



Celestial Black cloth



Off-White leather



Onyx Black leather



Cognac leather

Note: Leather trim is standard on 308 CC S and optional on 308 CC. Please refer to the Australian specification guide for availability.

# PEUGEOT AND YOU.

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and manufactured to give you years of worry-free motoring. What's more, as a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer. So you can be sure 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 Equipment Parts.

## Driving down the costs of servicing

Peugeot petrol and diesel engine cars need servicing every 20,000 kms or every 12 months, whichever is the sooner. This reflects a recent lengthening of the schedule and with less time spent in the maintenance bay and fewer service visits, Peugeot has passed on the benefits of technology in engine design and lubrication. While Peugeot can predict the maintenance needs of engine and other major components, the wearing of certain components such as tyres and brake pads is less predictable and is affected by driving style and conditions.

## 3 year /100,000 km warranty

Should any part of the vehicle require repair or replacement as a result of a manufacturing or material defect within the warranty period, the part will be repaired or replaced completely free of charge by your authorised Peugeot dealer, regardless of any change of ownership during the period covered. The warranty does not cover items replaced during normal service and maintenance operations, which are subject to wear and tear. During the period you will also automatically receive Peugeot Assistance cover for complete peace of mind (subject to the conditions outlined in the Warranty Maintenance Book).

## 12 year anti-corrosion warranty

Peugeots are renowned for their durability and longevity. This is due in part to the sophisticated measures which are taken during the production process to optimise long-term protection from the elements. Peugeot backs this advanced technology with a 12 year warranty against corrosion-perforation of your car's bodywork – one of the longest body warranties in the world today (subject to conditions in the Warranty Maintenance Book).

## Peugeot Assistance

Whatever it takes to get you going again, in the unlikely event of a breakdown or emergency, it only takes one free phone call. Peugeot Assistance is free for Peugeot new car owners. The programme includes 24-hour roadside assistance, vehicle recovery, technical advice, message service, home assistance and accident or theft co-ordination. Your Peugeot Dealer has full details of all terms and conditions.

## Peugeot genuine parts promise

If your car is in for a service or repair, the parts required to keep your car on the road are Peugeot genuine parts. Using specifically designed and manufactured parts ensures your Peugeot can operate at peak performance at all times.

## Important notice

Peugeot Automobiles Australia offers this brochure as a general guide to product specifications. Photographs and illustrations in this brochure are for illustrative purposes only and do not necessarily represent final production models for Australia, or modifications made to meet Australian standards or requirements. All data in this brochure is believed to be correct as at July 2009. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, Peugeot Automobiles Australia reserves the right to change specifications without notice. Accordingly, this brochure should not be regarded as an infallible guide to correct specifications, nor does it constitute an offer for sale of any particular vehicle. Dealers are not agents of Peugeot Automobiles Australia and have absolutely no authority to bind Peugeot Automobiles Australia by an express or implied undertaking or representation. Peugeot Automobiles Australia is the trading name of Sime Darby Automobiles Pty Limited (ACN 000 426 282).

## For full specifications details

visit [peugeot.com.au](http://peugeot.com.au)  
Peugeot Automobiles Australia  
Locked Bag 206,  
Silverwater NSW 1811.

# PEUGEOT, INNOVATIVE CARS SINCE 1889.

With more than 120 years of experience, Peugeot – the world's oldest motor car brand – has developed acclaimed expertise in making cars that exceed drivers' expectations and which delight the senses with the thoroughness of their design. These are extraordinary cars which have left their mark on history by combining inventiveness and an abiding passion for motoring with rigorous engineering standards.

Peugeot is the inventor of the Coupé Cabriolet, exhibiting the world's first retractable steel roof convertible in 1934. It is also the global leader in this body style, with over 650,000 examples having been manufactured up to the close of 2008.

The new 308 CC continues the tradition, delivering a true 4-seat Coupé Cabriolet which embodies the totality of our category-pioneering expertise. On behalf of all the people that make our brand, I hope that you enjoy the new sensations it creates.



*Christian Peugeot*