



3008



PEUGEOT

LIVE DIFFERENTLY

The new 3008 continues Peugeot's proud 200-year tradition of innovation, and is inspired by the same unstinting commitment to the evolution of the motor vehicle that has created so many Peugeot 'classics' before it. In this instance, the concept of the compact SUV has been re-evaluated and redefined. Simply because a car is designed for recreational and leisure pursuits, why should it be compromised in terms of ride, handling, performance, fuel efficiency, CO₂ emissions, and refinement? And why should it not pioneer innovative and advanced technology, the introduction of which is all too often reserved exclusively for expensive, more traditional luxury passenger cars? From its elegant exterior to its versatile and soothing cabin, the new 3008 brings sophistication to the way you have fun in your car.





INTELLIGENT



Feel the craftsmanship

Sit behind the wheel of the Peugeot 3008, and you could be forgiven for thinking you were in a luxury coupe. The stylish handle linking the centre console to the dashboard bestows a strong and dynamic character to the cabin and hints at the adventure ahead. The raised dynamic driving position with its optimum ergonomic design ensures driver comfort while creating a feeling of safety.

Meticulous care has been taken when crafting the 3008's interior. Whether it is the finish of the dash, the sumptuous fabrics used, or the cockpit-inspired toggle switches,* no detail has been overlooked. When you combine this attention to detail with innovative features such as the panoramic glass roof* which floods the cabin in light, and the retractable Head-Up Display*, the result is an interior second to none.

DESIGN



Innovation and safety

The Head-Up Display* projects essential driver information onto a folding screen positioned within the driver's field of vision: speed, cruise control or speed limiter settings and Distance Alert information (a system to help drivers keep a safe distance from the vehicle in front). The system ensures that drivers have all the information they need without having to take their eyes off the road, for even safer driving.

*Depending on model version. Consult the Australian specification guide for availability.

Grip Control

The Peugeot 308 is almost as adept off the road as it is on. Sand, snow, summer or winter, thanks to the innovative optional Grip Control* system and 16" Mud and Snow tyres, the 308 is ready for adventure. A simple twist of the Grip Control dial allows you to choose the mode most suitable for the surface you are on.

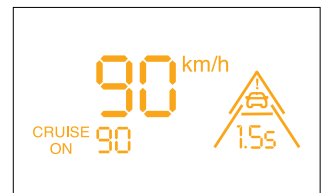
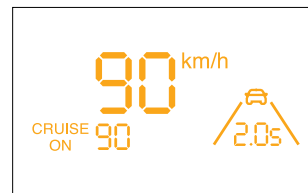
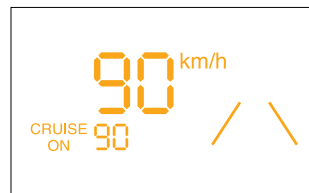


SAFETY ASSISTANCE

ENJOY THE RIDE, WITH COMPLETE PEACE OF MIND.
THE ADVANCED TECHNOLOGY OF THE 3008 HELPS
KEEP YOU SAFE AND SECURE.

Distance alert

For increased safety and control, an innovative warning system helps you to maintain safe distances. It informs you of the time distance between vehicles (the time that separates you from the vehicle in front) on the Head-Up Display. Using the Toggle Switches (aviation-type tilt switches) you can program the time gap between vehicles, at which you wish to receive a warning. When this time is reached, a visual warning is triggered.



Electric Parking Brake

The Peugeot 3008 is fitted with an electric parking brake as standard. The brake automatically engages when the engine is switched off and releases again when the driver moves off. It is combined with the Hill Assist function, which temporarily prevents the car from rolling backwards down a hill thereby giving the driver time to accelerate away smoothly.

Graphic and audible parking assistance

The rear parking assistance system provides the driver with both a visual and audible warning when an obstacle comes into close proximity to the rear of the vehicle, starting as a slow beep and increasing in frequency the closer the object becomes. Rear parking assistance is an invaluable tool when parking in tight spots or avoiding unseen obstacles.

SMART SOLUTIONS

THE 3008 HAS BEEN BUILT TO ADAPT. WITH A THREE LEVEL INTELLIGENT BOOT AND REAR FOLDING BENCH SEAT, IT MAKES THE CHALLENGES OF EVERYDAY LIFE A LOT EASIER.

Three-Position boot floor

The innovative and very practical boot floor can be configured in three different ways, without any tools and using one hand:

1. Maximum space for the largest load capacity.
2. Floor fully flat, aligned with the open lower tailgate and with the rear seats folded.
3. Aligned with the closed lower tailgate to provide load space while keeping the contents of the lower section protected and hidden.

Split rear tailgate

The tailgate of the 3008 opens in 2 sections to provide not only a lower entry point for sliding bulky items into the vehicle, but also a handy seat capable of supporting 200kg. Both gates can be operated with one hand to make loading awkward items as easy as possible.

60/40 split folding bench seat

For even more practicality and space, the modular bench seat folds down in one simple action using the remote controls located in the boot. The 3008 also provides lots of storage compartments in the passenger compartment, a portable torch and three 12V sockets for everyone's comfort.

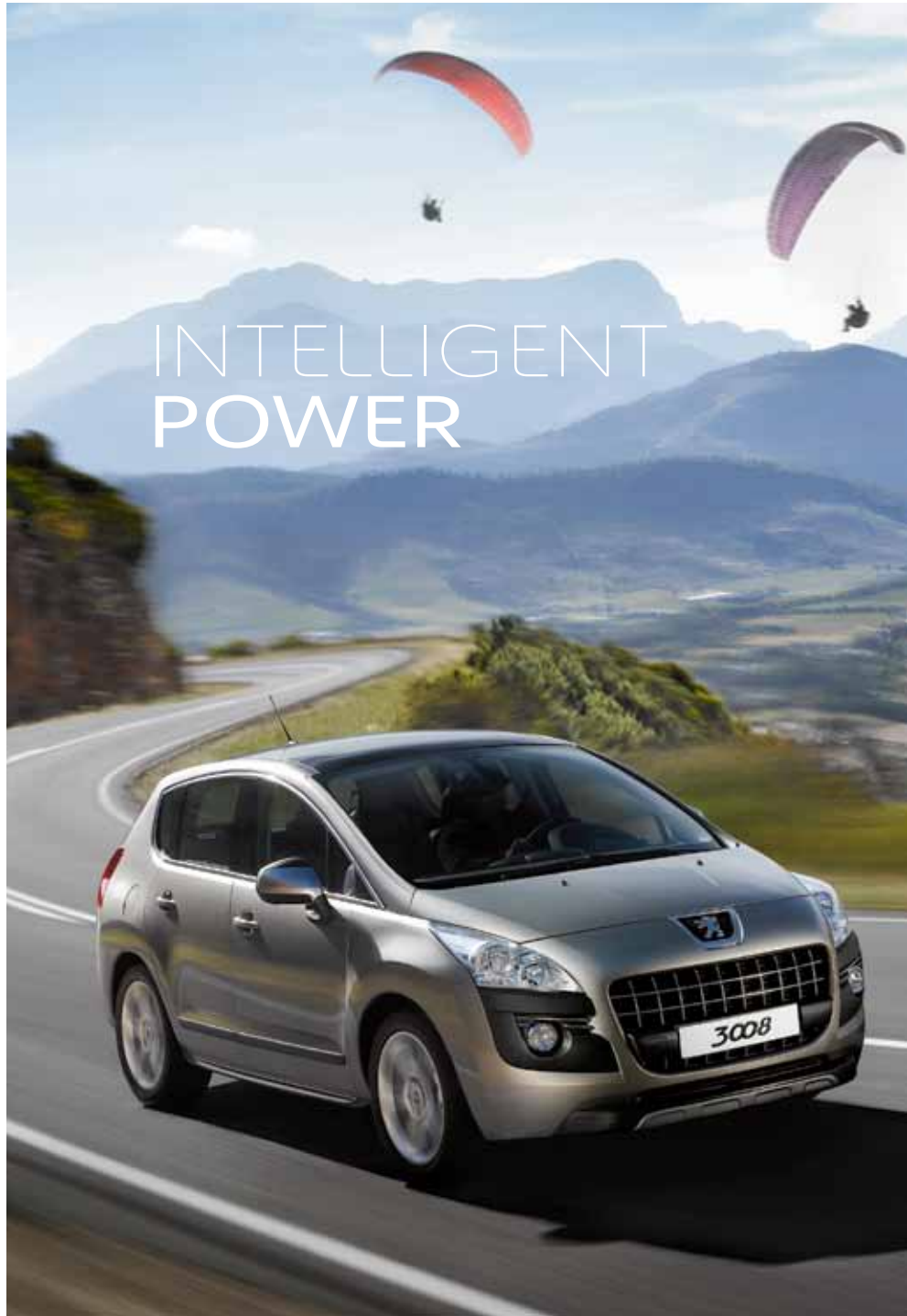




2.



3.



INTELLIGENT
POWER



Diesel engines

Quiet, efficient and exceptionally smooth, the two diesel engines are evidence of Peugeot's commitment to reducing our impact on the environment.

- **1.6L HDi FAP EGC**

This diesel engine, with a cubic capacity of 1560cm³ and a power output of 80kW, is high performance while emitting just 130g/km of CO₂* and consuming only 4.9L/100km of fuel. In automatic mode, due to its electronic management which optimises the gear change interval, the semi-automatic gearbox delivers a fuel consumption saving in comparison to the conventional manual gearbox.

- **2.0L HDi FAP 6 speed auto**

This new engine, with a cubic capacity of 1997cm³ and a power output of 120kW satisfies the tough Euro 5 regulations and achieves a combined consumption of 6.6L/100km.*

Particle Filter (FAP)

All Peugeot HDi diesel engines in passenger cars are equipped with a Particle Filter which reduces particulate emissions to barely measurable levels, ensuring significantly cleaner exhaust emissions compared to traditional diesel engines.

Petrol engine

The 3008's next generation petrol engine boasts a host of technological innovations designed to give you more immediate response, more low end torque and more constant torque through the rev range. Combining smooth power with high efficiency, this engine sets new standards for performance, dynamism and CO₂ emissions.

- **1.6L Turbo 6 speed auto**

This petrol engine, with a cubic capacity of 1598cm³ and a power output of 115kW emits 178g/km of CO₂*.

Suspension and Dynamic Roll Control®*

Thanks to Peugeot's expertise in chassis engineering, the front and rear axles fitted to the 3008 give it roadholding qualities worthy of a sports saloon vehicle. The Dynamic Roll Control®* increases the road holding control by reducing body roll and further improving comfort. This system of rear shock absorber hydraulic connection optimises the compromise between comfort and body when cornering.



*Combined cycle as per ADR 81/02

*Depending on engine type

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).
- Since 2001, nearly 1.1 million cars emitting less than 120g of CO₂ per kilometre have been delivered by Peugeot across 14 countries in Europe.
- In 2007, 40% of private cars delivered in Europe by Peugeot emitted less than 130g of CO₂ per kilometre.
- Every new Peugeot passenger car and SUV with a diesel engine delivered in Australia since 2005 has been fitted with a Particle Emissions Filter (FAP).
- 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.



PROTECTING TECHNOLOGY



THE 3008 USES THE LATEST TECHNOLOGY TO PROVIDE THE HIGHEST LEVELS OF SAFETY FOR ITS OCCUPANTS AND OTHER ROAD USERS. ITS ADVANCED SUITE OF ACTIVE AND PASSIVE SAFETY MEASURES ENSURES THAT THE 3008 COMFORTABLY ACHIEVES A MAXIMUM FIVE-STAR EURO NCAP SAFETY RATING.

Reinforced Safety Cell

Beneath its elegant, dynamic lines lies a passenger safety cell that's been designed with three impact absorption structures to soak up as much of the crash energy as possible if you're involved in an accident.

Airbags

Your safety and that of your passengers is paramount, which is why the vehicle surrounds you with a protective cocoon of 6 airbags (2 x front airbags, 2 x front side airbags, and 2 x curtain airbags as standard) to protect the vehicle occupants in the unfortunate event of an accident.

ESP

As with all Peugeot passenger vehicles, the 3008 comes with Electronic Stability Program (ESP) as standard. ESP comprises:

- Anti-lock brakes (ABS) prevent braking wheels from locking up in an emergency stop, thereby enabling the driver to maintain steering control.
- Traction control (ASR) activates the braking and engine management system to prevent the driven wheels from spinning in slippery conditions.
- Dynamic Stability Control (DSC) continuously monitors and compares data from the steering wheel sensor and the yaw sensor to detect any under or oversteer, then uses the braking and engine management systems to keep you on course.

PAINT COLOURS AND TRIMS

TO HIGHLIGHT ITS ELEGANT AND ORIGINAL STYLE, THE PEUGEOT 3008 IS AVAILABLE IN 9 BODY PAINT COLOURS. FOUR TYPES OF INTERIOR TRIMS ELEGANTLY MATCH THE BODY PAINT COLOURS.

STANDARD PAINT



Hurricane Grey

METALLIC PAINT (optional)



Aluminium Grey



Abyssal Blue



Hickory Brown



Perla Nera Black



Shark Grey



Vapour Grey

PEARLESCENT PAINT (optional)



Babylon Red

PREMIUM PAINT (optional)



Pearl White

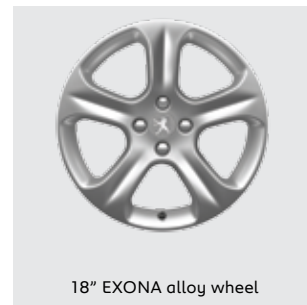
WHEELS



16" ISARA alloy wheel Combined exclusively with Grip Control[®] (optional) and mud & snow tyres.



17" SAVARA alloy wheel



18" EXONA alloy wheel



Ombage Guérande woven trim



Ombage Tramontane woven trim



Guérande Leather*



Tramontane Leather*

To find out more about the Peugeot 3008, to configure your 3008 just as you like, and to obtain more information on the colours, trims and engines available as well as servicing and maintenance, options and the technical specifications and pricing in your area of the 3008, visit www.peugeot.com.au

*Leather interior is optional at extra cost.

PEUGEOT: INNOVATIVE CARS SINCE 1889.

With a company history now 200 years old and more than 120 years of experience building motor cars, 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.

Throughout this long history we have tirelessly questioned the accepted norms, seeking ways to refine existing vehicle concepts and even to create a few new ones of our own. The new Peugeot 3008 challenges the conventional wisdom on compact SUVs by injecting unrivalled refinement, cutting-edge technology and low emission, high performance engines.

In short, the 3008 continues our proud tradition of innovation and driving pleasure. On behalf of all the people that make our brand, I hope that you enjoy the new journeys and sensations it creates for you.



Christian Peugeot

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 May 2010. 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. Peugeot Automobiles Australia Locked Bag 206, Silverwater NSW 1811.