



3008



PEUGEOT

LIVE DIFFERENTLY

The 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.



Peugeot 3008: Winner of the Australian
International Design Award 2011



A photograph showing the interior of a Peugeot 3008. The view is from the driver's perspective, looking out the windshield at a city at night. The steering wheel is prominent in the foreground, featuring the Peugeot lion logo. The instrument cluster and center console are visible, with some lights illuminated. The word "INTELLIGENT" is overlaid in large white letters in the upper right corner.

INTELLIGENT

Overseas model shown. Equipment and specification may vary.

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.



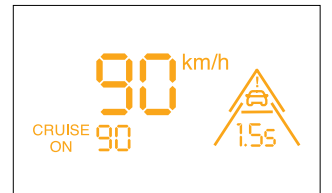
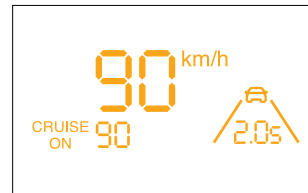
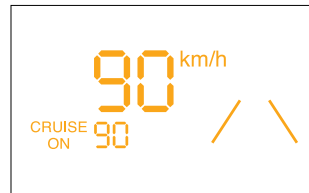
SAFETY ASSISTANCE

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.

*Depending on model version.



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.



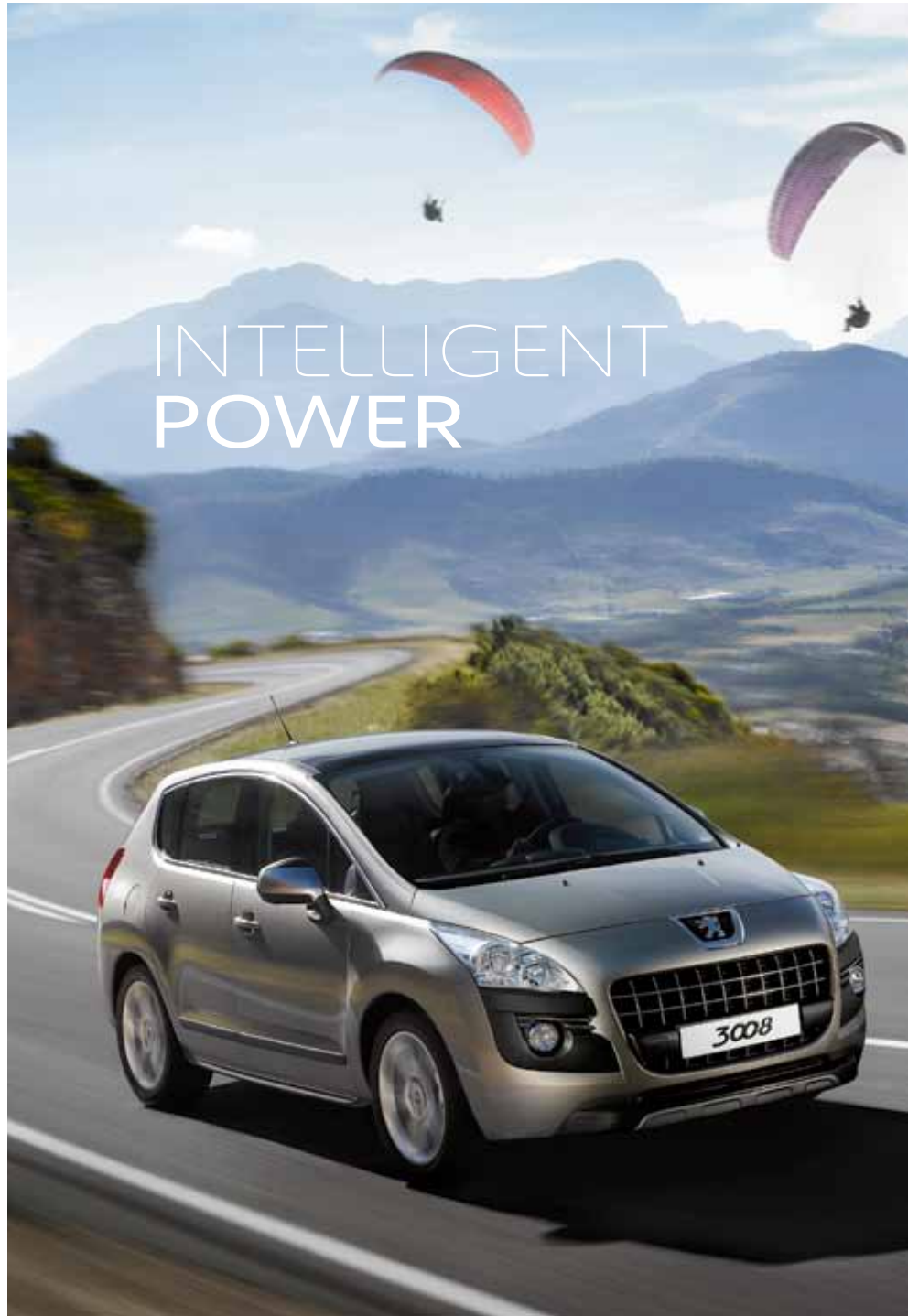
1.



2.



3.



INTELLIGENT
POWER



Diesel engine

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

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

This sophisticated 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



SEE DRIVING IN A NEW LIGHT



Getting into the 3008 for the first time is a very enlightening experience.

Not content with giving the 3008 one of the largest expanses of window glass in its class for a virtually unobscured view of the road, we've also given it a huge, panoramic glass roof which lets light flood in from outside to give you an amazing sense of freedom and space.

The roof effectively extends the stylishly raked windscreen right to the back of the passenger compartment, brightening up everyone's journey.

Worried about your passengers getting too much sunshine? Don't be. The heat reflective, tinted glass has been treated to filter out 80% of the sun's ultraviolet rays.

And if the sun really starts to shine down, an electric sunblind is ready to cover up all or part of the roof at the touch of a button. There's even a thoughtful anti-pinch system to stop it operating if little fingers get in the way. Yes, the 3008 could seriously change your outlook on driving.

PEUGEOT AND THE ENVIRONMENT

Peugeot offers an extensive range of low emission vehicles – more than half of its worldwide sales are of vehicles producing less than 140g of CO₂ per km. Peugeot is the leader in a range of proven technologies designed to improve environmental performance. For example, the diesel engine combined with particle emission filter (FAP), results in a 99.99% reduction of particle emissions. Launched in 2000, this technology is now fitted in more than 2.1 million vehicles. Peugeot's breakthrough technology includes integration of the Stop & Start system and the development of a new generation of HDi engines.

HDi FAP

A high-performance emission control system, the Particle Emission Filter (FAP) is combined with HDi technology. A self-cleaning system, it treats the gas resulting from the combustion of the diesel in the engine. The filter contributes to reducing the diesel particles, bringing them to the measurable limit (0.004g/km). The simple end result is a cleaner diesel engine.



CLEANER EMISSIONS

All engines in the 3008 range – petrol and HDi – feature advanced technology which allows them to meet and exceed the stringent Euro 5 emissions standard. Euro 5 is the toughest standard in force in Europe today, and easily exceeds the Euro 4 level which has been required by Australian law since July 2010.

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

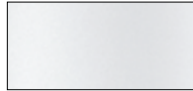
As with all Peugeot passenger vehicles, the 3008 comes with Electronic Stability Program (ESP) as standard. ESP comprises:

- 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

TO HIGHLIGHT ITS ELEGANT AND ORIGINAL STYLE,
THE PEUGEOT 3008 IS AVAILABLE IN 9 BODY PAINT COLOURS.

STANDARD PAINT



Bianca White

METALLIC PAINT (optional)



Aluminium Grey



Egyptian Blue



Hickory Brown



Perla Nera Black



Shark Grey



Vapour Grey

PEARLESCENT PAINT (optional)



Babylon Red

PREMIUM PAINT (optional)

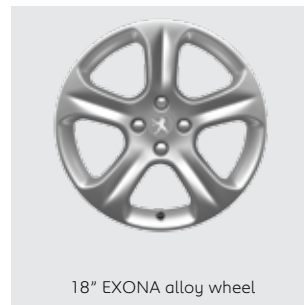


Pearl White

WHEELS



17" SAVARA alloy wheel



18" EXONA alloy wheel

INTERIOR TRIMS



Ombre Tramontane woven trim



Tramontane Leather*



Guérande Leather*

*Standard or optional depending on variant.

www.peugeot.com.au

For further information about the 3008 and to configure a model to your specific requirements, visit Peugeot online at the above address.



PEUGEOT AND YOU

When it comes to peace-of-mind servicing for your new 3008 there is no substitute for certainty. Therefore every new 3008 includes our innovative new Assured Service Plan, which provides you with a set price for each of the first three scheduled service operations (every 12 months or 20,000kms, whichever occurs first). Ask your Peugeot Dealer for more details.

AFTERCare
A S S U R E D
S E R V I C E P L A N

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 March 2012. 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.

Whilst all care has been taken to provide any purchaser or prospective purchaser information in regards to the general use of Peugeot products, purchasers should not rely solely on the information provided in this brochure. Purchasers or prospective purchasers should discuss individual intended purposes or use of Peugeot products with your Peugeot dealer before making a purchase decision. 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).

This brochure is applicable to new 3008 from Model Year 2012 onwards.

FOR FULL SPECIFICATIONS DETAILS visit peugeot.com.au
Peugeot Automobiles Australia
Locked Bag 206,
Silverwater NSW 1811

AFTERCare

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.

A handwritten signature in white ink, appearing to read 'X Peugeot', with a stylized flourish at the end.

Xavier Peugeot

