



INTERNATIONAL
Engine
 of the year
 awards 2015-2016
Presented by engine technology international magazine

1-litre to 1.4-litre
 PSA Groupe
 1.2-litre three-cylinder turbo*

*Organised by Engine Technology International magazine and decided after driving tests by an international panel of 84 renowned motoring journalists from 34 countries.

PEUGEOT 308



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AWARD WINNING QUALITY

PEUGEOT 308's design takes an innovative approach to small car design with a dynamic style emphasised by its wide wheel arches, sporty curves defining a streamlined silhouette and the use of upmarket materials.

INTERNATIONAL ENGINE OF THE YEAR 2015 & 2016

At the 18th International Engine of the Year Awards, PEUGEOT 308's Turbo PureTech engine was named "2016 INTERNATIONAL ENGINE OF THE YEAR" in its category once again.

EUROPEAN CAR OF THE YEAR, 2014


PEUGEOT 308 was awarded the prestigious European Car of the Year award in 2014. The all-new PEUGEOT 308 surpassed key rivals from Asia and Europe due to its innovative design incorporating lightweight composite materials, and its range of astonishingly fuel efficient and high torque petrol and diesel engines.

GRAND PRIZE FOR MOST BEAUTIFUL INTERIOR

PEUGEOT 308 has gained many awards, among them the Grand Prize for Most Beautiful Interior at France's prestigious 2013 Festival Automobile International, where the interior design was praised for its simplicity, quality and ergonomics.

Overseas model shown..

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A silver Peugeot 308 is shown from a rear three-quarter view, driving on a cable-stayed bridge. The bridge has multiple tall, white pylons and cables. The background shows a valley with green hills under a cloudy sky. The car's license plate is VH-080-AM. The text '308' is visible on the rear left side of the car, and the Peugeot logo and 'PEUGEOT' are on the rear right side.

BUILT IN QUALITY AND DURABILITY

PEUGEOT 308 has been designed from the ground up to not only be more resilient but also feel new for longer. With four million kilometres of test driving and 15,000 hours of endurance testing as just part of its development program, PEUGEOT 308 provides the peace of mind that goes with many years of quality, trouble-free driving.

The body has been built using such innovative technologies as laser welding and hot stamping, giving a feeling of strength and durability while driving. Small things, like using quality materials with maximum resistance to sun damage and scratching, make a difference.

The leather on the steering wheel is applied in such a way as to maintain its shape and quality for years to come and the paintwork has had a scratch-resistant lacquer applied for greater durability that keeps your PEUGEOT 308 looking newer, longer.

REDISCOVER THE ROAD

Responsive and reassuringly safe, 308 benefits from PEUGEOT's suspension and steering design and development expertise which provides exemplary and dynamic handling. Clever chassis design has considerably reduced weight, everything combining to give a fun and agile driving experience.

A sporty hatchback, PEUGEOT 308 responds to the slightest actions of the driver. The compact steering wheel and electric power steering makes the driving experience smooth and precise. Bends are negotiated with impressive ease and comfort is assured by sophisticated suspension design combined with wheels

and tyres chosen to promote exemplary roadholding.

Every journey becomes a period of driving pleasure.



*Allure model with optional 18" alloy wheels shown.



PEUGEOT i-COCKPIT

PEUGEOT 308 features an award-winning dashboard layout called PEUGEOT i-Cockpit. Winner of the Most Beautiful Interior Award*, PEUGEOT i-Cockpit greatly enhances your experience behind the wheel. The stylish, minimalist design features a compact steering wheel, head-up instrument panel, a large 9.7-inch touchscreen and a single, central dial

inspired by upmarket hi-fi systems. You will be amazed by the impressive ergonomics from the moment you sit behind the wheel. The interior immediately creates a cosy, refined feel with its blend of gloss black and satin chrome trim finishes.

*Winner of the 2013 Most Beautiful Interior Award at the 29th International Automobile Festival.



TECHNOLOGY YOU CAN FEEL

The 9.7-inch touchscreen is integrated into the central console, putting its controls at arm's reach. The touch-sensitive buttons and the many shortcuts available make for easy operation.

AIR-CONDITIONING

The dual-zone, climate-control system can be controlled via the touchscreen.

DRIVER ASSISTANCE*

All the driver assistance systems can be controlled via the touchscreen for a more enjoyable driving experience.

AUDIO

To ensure optimal sound quality, the PEUGEOT 308 has eight speakers for an exceptional audio experience (not fitted to Active model). The large 'volume' dial takes its design cues from high-end hi-fi systems and further enhances the clean lines of the central console.

NAVIGATION**

The predictive text feature means fewer key strokes when looking at large-scale maps or inputting your destination.

SETTINGS

For an easier, more user-friendly experience, settings for all touchscreen controls can be changed to suit individual preferences.

PHONE SYSTEM

With the Bluetooth™ feature, calls can be made or taken and music can be streamed directly from your mobile phone or through apps such as Spotify.***

The central touchscreen also gives you access to your phone's address book, allowing you to make calls using the handsfree system while staying in full control of the vehicle.

*Driver assistance pack available from Allure (MY17) onwards.

**Satellite Navigation available from Active (MY16) onwards.

***Spotify requires a data connection on your mobile and contributes to your data usage and cost.



*GT model shown.

A LOT MORE ROOM TO MOVE



308 TOURING

Clean, smooth lines are the telltale signs of excellent design. With its modern styling the PEUGEOT 308 Touring evokes efficiency by harnessing innovative technology and new, lightweight materials to minimise fuel consumption and CO₂ emissions. Discover the incredible number of features concentrated in this generous station wagon, which combines enviable performance with a spacious interior.

The large, modular boot combines practicality and convenience courtesy of the “Magic Flat” rear seat which folds away to create a flat floor space. With its impeccable attention to detail, roomy cabin and high-tech, user-friendly dashboard, the PEUGEOT 308 Touring takes driving to a whole new level. Design blends with lifestyle in 308 Touring to create an all-new way of driving.

SLEEK AND SPACIOUS

With its lowered appearance, the PEUGEOT 308 Touring is a sleek, sporty station wagon. The tailgate's pyramid-shaped design and the car's large wheelarches highlight its distinctive look while reinforcing its balance and aerodynamics.

The stylish tail lights blend seamlessly with 308 Touring's chic, razor-sharp styling.



ADVANCED TECHNOLOGY WITHIN

PURETECH 96KW TURBOCHARGED PETROL ENGINE

This modular, compact, powerful engine is a paragon of efficiency and cutting-edge technology. Even at the lowest speeds it offers one of the best driving experiences going, not to mention giving an excellent balance between low-end torque and high-end power. The PureTech engine develops 95 per cent of its torque between 1,500rpm and 3,000rpm, with peak torque at 1,750rpm. A combination of revolutionary "Stop & Start" technology, lightweight and low-friction materials play an essential role in performance and economy, without compromising reliability and strength.†

Petrol engines	
	PureTech 96 kW eTHP
Type	Turbo Petrol
Max Power	96 kW @ 5500 rpm
Max Torque	230 Nm @ 1750 rpm
Induction	Turbcharged electronic multipoint direct injection with variable valve timing on inlet valves + exhaust
Stop/Start Function	Yes
Emissions Standard	Euro 6

BlueHDi 110kW TURBOCHARGED DIESEL ENGINE

BlueHDi is the name of PEUGEOT's Euro6-compatible diesel engine. This technology dramatically reduces NOx and CO2 by eliminating 99.9 per cent of exhaust particulates without compromising fuel economy. The BlueHDi engine, with Stop & Start technology, delivers an impressive 370 Newton metres of torque at 2000rpm and gives a combined fuel consumption† figure of just 4.1 l/100km.

BlueHDi – Diesel engines

	110 kW BlueHDi	133 kW BlueHDi*
Type	Turbo Diesel	Turbo Diesel
max Power	110 kW @ 3750	133 kW @ 3750
Max Torque	370 Nm @ 2000	400 Nm @ 2000
Induction	Turbcharged high pressure common rail direct injection diesel	Turbcharged high pressure common rail direct injection diesel
Stop/Start Function	Yes	Yes
Emissions Standard	Euro 6	Euro 6

Consumption and Emissions

	96 kW eTHP		110 kW BlueHDi		133kW BlueHDi
	Hatch	Hatch	Touring	Hatch (GT)	
City cycle (l/100 km)†	6.4	4.8	5.0	4.7	
Highway cycle (l/100 km)†	4.3	3.7	3.8	3.5	
Combined cycle (l/100 km)†	5.1	4.1	4.2	4.0	
CO ₂ emissions (g/km)†	117	107	111	103	

†These emissions and fuel consumption results are based on NEDC's standard test procedure to provide customers with a basis for comparison of the performance of vehicles in accordance with AD81/02. No test can simulate all 'real world' driving conditions. Actual on-road fuel consumption is will vary due to factors such as traffic conditions, vehicle conditions and load, and how you drive. If you would like more information there is a website you can visit at www.greenvehicleguide.gov.au.



PEUGEOT AND THE ENVIRONMENT

PEUGEOT offers an extensive range of low-emission vehicles with more than half of its worldwide sales comprising vehicles which emit less than 140 grams of carbon-dioxide per kilometre.† This performance is based on tried and tested technology in which PEUGEOT is the leader. The diesel engine, fitted with the Particle Emission Filter (launched in 2000 and giving a 99.99 per cent particle emission reduction), has been installed on more than 2.1 million vehicles. PEUGEOT is also a leader in breakthrough technology such as the innovative Stop & Start system.

HDI PARTICLE EMISSION FILTER

HDI technology is associated with a highly efficient emission control system, the Particle Emission Filter (PEF). A self-cleaning system, it treats the gas produced by the combustion of diesel fuel in the engine and contributes to reducing diesel particulates, bringing them down to the measurable limit (0.004g/km).† This technology makes PEUGEOT diesel engines more environmentally friendly.

†These emissions and fuel consumption results are based on NEDC's standard test procedure to provide customers with a basis for comparison of the performance of vehicles in accordance with AD 81/02 only. No test can simulate all 'real world' driving conditions. Actual on-road fuel consumption will vary due to factors such as traffic conditions, vehicle consumption and load, and how you drive. If you would like more information there is a website you can visit at www.greenvehicleguide.gov.au.

SAFETY AND TECHNOLOGY

AIRBAGS

PEUGEOT 308 has six airbags:

- Two front airbags to protect the driver and front passenger heads and chests in a frontal impact.
- Two front/side airbags to protect the driver and front passenger in a side impact.
- Two front/rear side curtain airbags to protect the heads of front and rear occupants.

BRAKING SYSTEM AND ESP

To retain optimum balance and preserve your driving pleasure in all difficult situations, PEUGEOT 308 comes with a complete braking system combining several functions including:

- Electronic Stability Program (ESP) which, with its traction control system (TCS) acts on both the brakes and engine management system to limit wheel skid in the event of loss of grip.
- Dynamic Stability Control (DSC) continuously compares information from the steering wheel sensor and vehicle yaw sensor to detect understeer or oversteer, returning 308 to its initial trajectory (as far as the laws of physics allow).
- The Anti-lock Braking System (ABS) gives drivers better control of any loss of grip in emergency braking situations.
- Electronic Brake Force Distribution ((EBFD) brakes each wheel independently, increasing overall braking effectiveness, particularly when braking during cornering.
- Emergency Braking Assist (EBA) increases braking effectiveness whenever it is necessary.
- Direct tyre under-inflation detection locates the correct wheel and has two warning levels, the first for an under-inflated tyre, the second for a puncture.

INTELLIGENT TRACTION CONTROL

PEUGEOT's Intelligent Traction Control System adds a new function to conventional traction control. It assists in detecting low grip situations which could make moving-off and driving difficult on icy, slippery or snow-covered roads. In such conditions Intelligent Traction Control overrides the ASR, reducing wheelspin to gain good traction and maintain direction.

INCREASED SAFETY

In keeping with the PEUGEOT 308's philosophy, a wide range of equipment is available to ensure higher levels of safety. As well as its superior handling, the car's structure and generous dimensions help withstand and absorb the energy of front and side impacts. Numerous driver assistance systems such as ESP, blindspot monitoring system¹, collision risk alert¹ and automatic emergency braking¹ all help ensure the safety of the vehicle and its passengers.

PEUGEOT 308 leaves nothing to chance, making your time on the road easier with features such as Automatic Park Assist¹ and Hill Assist, reverse camera² and electric parking brake³.

¹Available from Allure grade. (MY17).

²Available on all MY17 grades.

³Except Active.



*Overseas model shown.



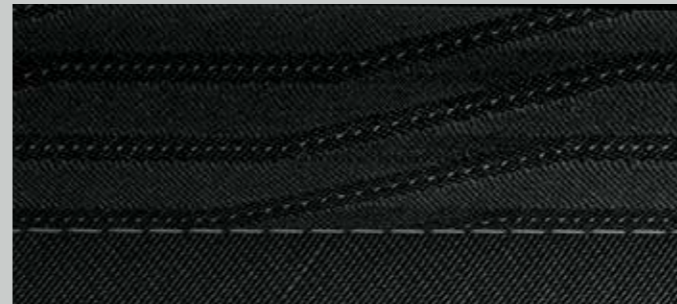
www.euroncap.com



TRIMS



*Leather appointed seating includes selected material on other areas.



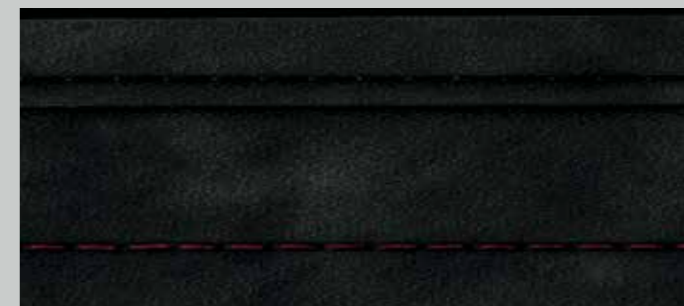
Black Metax Mistral warp and weft with concrete over-stitch detail.



Black Mistral half-PVC/Alcantara.



Mistral black Nappa Club leather.*



GT half- PVC/Alcantara with red stitching.

A striking selection of trim levels are available across all models of the PEUGEOT 308 Hatch and Touring.

*Optional on Allure and GT models.

COLOURS



Bianca White



Twilight Blue*



Artense Grey*



Aluminium Grey*



Ultimate Red*



Pearl White*



Pearla Nera Black*



*Metallic and pearlescent paint at extra cost.

WHEELS



16" Quartz alloy wheels



17" Diamond Rubis alloy wheels



18" Diamond Saphir alloy wheels
(optional on Allure)



GT alloy wheels

STAMP YOUR OWN STYLE

WITH THE LIGNE  RANGE



Rear view mirror cover



Side view mirror



Ligne S carpet mats



Ligne S decal options



Backlit sill protectors



Sports wheel

Speak to your dealership to discover the full accessories range.

PEUGEOT AND YOU



CAPPED PRICE SERVICING

When it comes to peace of mind servicing for your new PEUGEOT there is no substitute for certainty, therefore every PEUGEOT 308 comes with capped price servicing. Refer to peugeot.com.au for full details, terms and conditions.

DRIVING DOWN SERVICING COSTS

PEUGEOT petrol and diesel-engined cars need servicing every 15,000 kilometres or every 12 months (whichever comes first). Technical improvements in PEUGEOT engine design and lubricants have resulted in less time spent on maintenance and fewer service calls. While PEUGEOT can predict the maintenance needs of engine components, the wear rate of others – such as brake pads and tyres – is less predictable and is affected by driving style and conditions. Terms and conditions apply.

THREE YEAR/100,000KM WARRANTY (whichever occurs first)

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 without charge by your authorised PEUGEOT dealer, regardless of any change of ownership of the vehicle 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 warranty period you will also automatically receive PEUGEOT Assistance cover for complete peace of mind (subject to the conditions outlined in the Service and Information Booklet).

Where a promotional warranty has been or is offered by PEUGEOT Automobiles Australia that refers to a longer warranty on qualifying models, the first 3 years or 100,000 kilometres

(whichever occurs first) of the warranty will be provided by Automobiles PEUGEOT with the balance of the term by Sime Darby Motors Wholesale Pty Ltd trading as PEUGEOT Automobiles Australia.

12-YEAR ANTI-CORROSION WARRANTY

PEUGEOT vehicles are renowned for their durability and longevity, due in part to the sophisticated measures 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 (subject to the conditions outlined in the Service and Information Booklet). This is one of the longest body warranties available in the world today.

PEUGEOT ASSISTANCE

In the unlikely event of a breakdown or emergency, assistance is only a phone call away. PEUGEOT Assistance is free for PEUGEOT new car owners. The program includes 24-hour roadside assistance, vehicle recovery and technical advice. For full details of all terms and conditions are available here: www.servicing.peugeot.com.au/roadsideassistance

PEUGEOT GENUINE PARTS PROMISE

If your car is in for service or repair, the parts needed to keep it on the road are PEUGEOT Genuine Parts. Using specifically designed and manufactured parts ensures your PEUGEOT operates at peak performance at all times.

IMPORTANT NOTICE: This is a manufacturer's advertisement. PEUGEOT Australia offers this brochure as a general guide to product specifications. Photographs and illustrations in this brochure are for illustrative purposes only. The only difference between the models shown and the models available are that images shown are of left-hand drive vehicles. All data in this brochure is believed to be correct as at July 2017. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, PEUGEOT 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 Australia and have absolutely no authority to bind PEUGEOT Australia by an express or implied undertaking or representation. PEUGEOT Australia is the trading name of Inchcape European Automotive Pty Limited trading (ABN 97 070 000 789).

