

NEW 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 new PEUGEOT 308, over 200 years in the making.

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A NEW BEGINNING.

\*Overseas model shown.



## STAND OUT FROM THE CROWD.

At PEUGEOT, sharp design is in our DNA. New PEUGEOT 308 is no exception. Displaying the very latest PEUGEOT design language, new 308 does not fail to make a statement. Featuring a re-profiled front bumper, bonnet and radiator grille, with the latter designed to incorporate the iconic PEUGEOT Lion.



## SEE THE LIGHT.

To complement the sharp design, new PEUGEOT 308 has signature LED daytime running lights integrated into the headlights, accentuating its temperament in daylight or at night. It elegantly asserts its technological flair with sequential scrolling LED\* indicators and LED\*\* fog lights.

\*Available on Allure and GTi.  
\*\*Not available on GTi.



\*Overseas manual model shown. Not available in Australia.

## 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 new 9.7" capacitive touchscreen.



\*Overseas model shown.

## UNCOMPROMISING QUALITY.

Let yourself be captivated by the clean, refined interior of the new 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.



\*Mistral Club Leather shown.



\*Overseas model shown.

## OPTIMAL COMFORT.

Hit the road in optimal comfort with new 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 new PEUGEOT 308. Measuring 1.44m<sup>2</sup> on hatchback this large fixed panel glass roof\* bathes the cabin in natural light. An electric roller blind is also included and is able to filter out 95% of natural light.

PEUGEOT 308 TOURING



\*Overseas model shown.



## STAND OUT FROM THE CROWD.

The PEUGEOT 308 Touring wagon does not deviate from PEUGEOT's design language. Featuring a re-profiled front bumper, bonnet and radiator grille, with the latter to incorporate the iconic PEUGEOT Lion. In profile the flowing lines are complemented by the aluminium longitudinal roof bars, providing both style and substance.







## OUTSTANDING MODULARITY.

Take the stress out of family holidays with new PEUGEOT 308 Touring with a large load space to cater for your needs. Intelligent features to allow you to make the most of the wealth of space available include 'Magic Flat' seats with release switches in the boot and one of the lowest load sills in the class, at just 61cm unladen. New PEUGEOT 308 Touring takes family life in its stride.



## BATHE IN NATURAL LIGHT.

Enjoy the world outside with new PEUGEOT 308 Touring. Measuring 1.69m<sup>2</sup> on Touring, this large fixed panel glass roof bathes the cabin in natural light and features as an option. An electric roller blind is also included and is able to filter out 95% of natural light.

NEW EXPERIENCE, NEW SENSATIONS.





## 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. Your route becomes more real and intuitive with 3D navigation. On the touchscreen, you will get turn by turn directions, as well as information like current speed limits and the location of closest service stations. All these features make the New PEUGEOT 308 your ultimate trip companion.

\*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.



## OUTSTANDING ACCOUSTICS.

Immerse yourself in high fidelity acoustics, with Insulated sound system and the amplified sound from the Driver Sport Pack\* to delight the senses of driving enthusiasts.

\*Standard on GTi.



ADVANCED DRIVER ASSISTANCE SYSTEMS.

\*Overseas model shown.



## LOOKING OUT FOR YOU ON THE OPEN ROAD.

Take the wheel of new 308 and experience cutting-edge technologies including: driver attention alert\*, speed limit recognition and recommendation\*, PEUGEOT Smartbeam Assistance\*.



## NEVER LOOK BACK.

Navigating the city streets has never been easier in new 308, thanks to a host of Advanced Driver Assistance Systems (ADAS). These systems include City Park\*, including smart parking assistance and blind spot monitoring\*, lane keeping assist\*, speed limit recognition and recommendations\*, automatic main-beam headlight control\* and driver alert.



OUTSTANDING DYNAMICS.

\*Overseas model shown.



\*Overseas model shown.

## DRIVING PLEASURE.

New 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.

\*Standard on GTI.

THE PURSUIT OF EFFICIENCY.



\*Overseas model shown.





INTERNATIONAL  
**Engine**  
 of the year  
 2015-2016-2017  
Presented by engine technology international magazine

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

## PURETECH.

The new 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 130 S&S turbocharged engines was voted engine of the year 2015, 2016 & 2017 in its category\*\*.



## NEW 2.0L BLUEHDI 150 S&S\*.

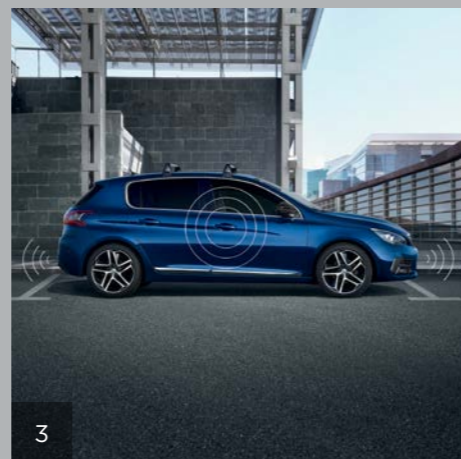
The new 308 has an exclusive new 2.0L BlueHDI 150 S&S\* engine that introduces a new, more compact emission control system. Emissions are treated at the source and at the exhaust, ensuring lower fuel consumption during use and more effective emission control†.

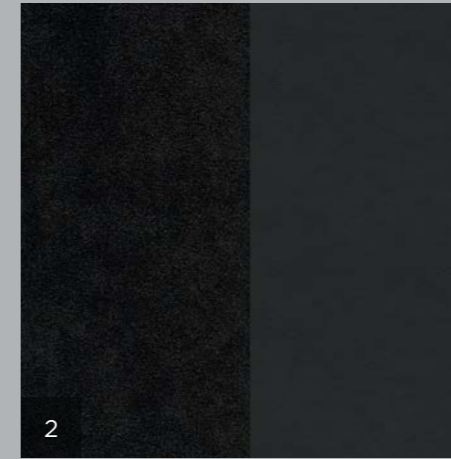
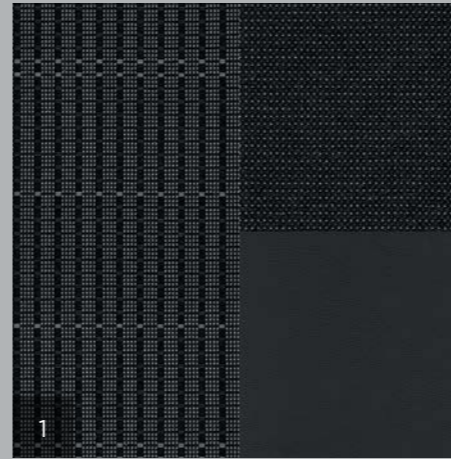
†Fuel consumption results are based on NEDC's standard test procedure to provide customers with a basis for comparison of the performance of vehicles in accordance with ADR 81/02 only. No test can simulate all 'real world' driving conditions. Actual on-road fuel consumption is will vary due to factors such as traffic conditions, vehicle conditions and load, fuel quality and how the vehicle is driven. More information at [www.greenvehicleguide.gov.au](http://www.greenvehicleguide.gov.au).

## HAVE IT YOUR WAY.

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

1. Roof bars
2. Boot mat
3. Front and rear parking sensors
4. Floor mats
5. Seat covers
6. Black door mirror shells with 'Ligne S' red detail
7. Tow bar mounted cycle carrier (Touring)
8. Boot sill protector: stainless steel (Touring)
9. Boot mat (Touring)
10. Floor mats (Touring)
11. Rear screen sun blind (Touring)





## 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. Meco fabric (Active)
- 2. Bi-matter TEP/ALCANTARA (Allure)
- 3. Mistral Club leather (optional on Allure)
- 4. Bi-matter TEP/ALCANTARA with red stitching



## SET THE TONE.

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

\*Standard  
\*\*Optional



Bianca White (Solid)\*



Dark Blue\*\* (Metallic)



Artense Grey\*\* (Metallic)



Nero Black\*\* (Metallic)



Pearl White\*\* (Pearlescent)



Magnetic Blue\*\* (Metallic)



Ultimate Red\*\* (Special)



Pyrite Beige\*\* (Metallic)

## ROLL IN STYLE.

Designed to complement the sharp exterior design, new 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 trim)



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



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



19" CARBONE alloy wheels  
(Standard on GTi)

## PEACE OF MIND

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. Whats 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 needs and respond efficiently – someone who also has the expertise to maintain your PEUGEOT correctly, using trained technicians, PEUGEOT Diagnostic Equipment and PEUGEOT Genuine Parts.

### PEUGEOT ASSURED SERVICE

When it comes to peace of mind servicing for your new PEUGEOT there is no substitute for certainty, therefore every PEUGEOT comes with PEUGEOT Assured servicing. PEUGEOT petrol and diesel-engined cars need servicing at 20,000 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. Refer to [peugeot.com.au](http://peugeot.com.au) for full details, terms and conditions.

### 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).

### 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 for the duration of the new car warranty. The program includes 24-hour roadside assistance, vehicle recovery and technical advice. For full details of all terms and conditions are available here: <http://www.peugeot.com.au/service-and-support/roadside-assist>

### 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

Inchcape European Automotive Pty Limited trading as PEUGEOT Automobiles Australia (PAA) 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. Features shown or described in this brochure may not be available on all 308 models. All information in this brochure is believed to be correct at the time of publishing. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore (PAA) 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.



