



307

ENGINEERED TO BE ENJOYED







With its bold face, it's really no wonder the 307 demands attention. But it is what lies beneath the distinctive grille and sweeping bonnet profile that sets the 307 apart. A range of refined engines, intelligent transmission technology and higher levels of standard equipment mean that once again, the 307 sets the benchmark in its class. Perhaps most importantly, the 307 retains all the elements that made it the complete European: legendary ride and handling, an extensive range of active and passive safety features and all the interior space you need to be yourself.



307



307 Touring



307 CC

The range.



The 307 range is all about choice. With three unique body styles and five refined engines, there's a 307 that's perfect for every lifestyle. At the heart of the range is the stylish and compact 307 hatch, a car that is equally at home in urban streets as it is on winding country roads.

The 307 Touring merges practicality and function with true European style. When you need extra space but you still need to look your best, the 307 Touring (available in both petrol and HDi diesel variants) provides the ideal solution.

The 307's inherent style and flair is captured in the stunning 307 CC. With its automatic folding steel roof, the genuine 4-seater 307 CC switches from performance coupé to sleek, elegant cabriolet with the touch of a button. What more could you want in a luxurious sports car?

The comfort.

Inside the 307 you'll find everything you'd expect from Peugeot – style, sophistication and functionality. The 307 has long been the class leader in interior space. The 307 hatch offers room to move, with generous occupant seating and an expansive luggage area. The 307 Touring adds another dimension to your space requirements, while the 307 CC accommodates four adults in sporty comfort. With the top down, it literally offers all the space in the world.



Cruise control with speed limiter

The command centre of the 307 features an ergonomically designed steering wheel with integrated airbag, whilst the audio controls and the cruise control function (with inbuilt speed limiter) are both at your fingertips. The instrument panel is logically laid out with easy to read instruments and four chrome surround dials.



Dual-zone climate control


This advanced air-conditioning system allows individual temperature settings for both driver and passenger. Power windows and mirrors are standard across the range, as are a number of clever storage compartments.



Seating

The 307 offers superior seating comfort. The cloth front seats are height adjustable, firm and contoured for true support, while the front and rear armrests make every journey a very comfortable one.





ENGINES	Hatch	Touring	CC
1.6L (80kW/147Nm)	5-Speed Man 4-Speed Tiptronic Auto	–	–
1.6L HDi (80kW/240Nm)	5-Speed Man	5-Speed Man	–
2.0L (103kW/200Nm)	5-Speed Man 4-Speed Tiptronic Auto	5-Speed Man 4-Speed Tiptronic Auto	5-Speed Man 4-Speed Tiptronic Auto
2.0L HDi (100kW/320Nm)	6-Speed Man 6-Speed Tiptronic Auto	6-Speed Man 6-Speed Tiptronic Auto	–
2.0L Sport (130kW/202Nm)	–	–	5-Speed Man

With a range of petrol and ultra-clean HDi diesel engine options, the new 307 offers performance to suit all tastes. Each power-plant has an abundance of power and torque to deliver dynamic performance. All five engines have been developed with environmental responsibility in mind, and meet the stringent Euro 4 emissions standards.

The 307 comes with a range of manual or automatic transmissions to create a drive-train combination that's tailored to your needs. The sophisticated 4-speed Tiptronic automatic can be coupled with the 1.6L or 2.0L petrol engines, while the 5-speed manual, available with the 1.6L and 2.0L petrol engines as well as the 1.6L HDi diesel, is designed for those who really enjoy the driving experience. The 2.0L HDi diesel engine comes standard with an advanced 6-speed manual transmission, or the optional 6-speed Tiptronic automatic. The longer gearing maximises fuel efficiency and makes it perfect for highway cruising.

Whichever combination you choose, you can be sure that it's been engineered to quicken your pulse, respect the environment, and put real enjoyment into your driving.



The power.





307 CC

The freedom.



The 307 CC fuses the freedom of open-top driving with the luxury, practicality and security of a genuine four-seat sports coupe. At the touch of a button, Peugeot's ingenious automatic folding steel roof transforms from coupe to cabriolet in just 23 seconds. Within the flowing lines of the 307 CC you'll find a unique blend of luxury and practicality, plus a vast array of active and passive safety features. This includes self-deploying pyrotechnic rear roll-over bars that provide optimum protection to front and rear passengers in the event of a roll-over.

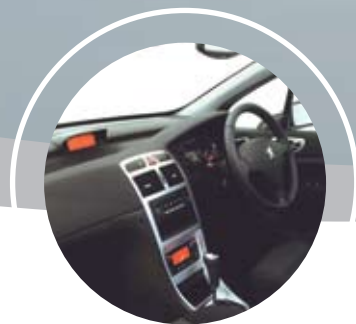


The 307 CC is designed with performance in mind. Its 2.0L engine comes in two versions: one that commands 103 kW, whilst the other, sportier model peaks at 130 kW. Both offer outstanding performance and combine superior responsiveness with superb control. The result is a refined and dynamic drive every time.





The 307 CC is a genuine four seat coupé cabriolet, allowing four adults to travel in complete comfort and elegant luxury with the roof up or down. So once you sit inside, you'll understand why it's in a class of its own for style, functionality and flair.



307 Touring The space.



The 307 Touring – practicality and style all wrapped into one. Whether it's a trip down the road or a journey down the coast, sometimes you just need more space. The 307 Touring's longer wheelbase and extended boot area creates a supremely comfortable five seater with a massive 520 litres of carrying space below the rear security cover. But like all 307 variants, the Touring is about versatility. The 60/40 split-fold rear seating provides a range of options to fulfil any passenger and space requirement. Or simply fold all of the rear seats flat and you have the space you need for everything, from bikes to golf clubs to camping gear. The integrated roof bars add another stylish dimension to your load carrying capabilities. And with 2.0L petrol, or 1.6L and 2.0L HDi turbo diesel engine variants, the Peugeot 307 Touring can adapt to any lifestyle.



Introducing Peugeot HDi (High-pressure Direct Injection) diesel – revolutionary engine technology that, for the first time, simultaneously delivers silky smooth performance, outstanding fuel economy and high levels of refinement. An extraordinary compliment of driving dynamics by any standard. What's more, HDi is environmentally responsible.

Peugeot has long been at the forefront of diesel innovation, both in Australia and abroad. It is now able to offer the very latest in diesel technology in the 307 HDi range. Available in hatch and Touring variants, HDi represents the state-of-the-art.

The 307 HDi performs in all driving conditions, all the while maintaining high levels of refinement. Both HDi engines deliver strong, effortless performance right through the rev range. In fact, the torque output (or pulling power) is comparable to much larger, 6 cylinder 'family' cars. Peugeot's new generation HDi engines are so refined it won't even feel like you're driving a diesel.



307 HDi



307 Touring HDi

HDi
DIESEL INTELLIGENCE

The alternative.

Outstanding fuel economy.

The 307 HDi's strong performance comes with exceptionally low fuel consumption. Under combined city and highway driving conditions, all 307 HDi manual models can travel over 1000km on just one tank of fuel. In fact, HDi models hold three Guinness World Records for fuel economy*.

Turbo-diesel performance.

HDi is a powerful performer at all engine speeds. HDi engines offer advanced features such as 16-valves, high-pressure common-rail direct injection, and a variable boost turbo charger for effortless rolling acceleration performance as well as fuel economy. Its easily accessed torque suits our long distance highway travel, making overtaking a simple manoeuvre.

Cleaner engines.

All 307 HDi models utilise Peugeot's world-first Particle Filter technology (FAP). When combined with HDi's complete and efficient combustion, particle exhaust emissions are reduced to below typical urban background levels. That is, the outlet exhaust emissions contain less particle matter than the air supplied to the engine.

*In 2004 a 307 HDi completed a round Australia drive of 14,634 kilometres, using only \$540.53 worth of fuel. The drive broke two fuel economy Guinness world records; the Round Australia Diesel Economy World Record and the overall Round Australia World Fuel Economy Record. The car averaged an amazing 3.49 litres per 100km travelled.

For further information on Peugeot HDi diesel
go to **peugeot.com.au/hdi**





HDI
DIESEL INTELLIGENCE



The standard.

The 307 sets the class standard for active and passive safety. The hatch and Touring models feature 6 airbags; whilst the 307 CC has 4. The front airbags on all models are new generation 'smart' airbags – they read the severity of the impact and inflate accordingly in two stages, as opposed to the traditional one release.

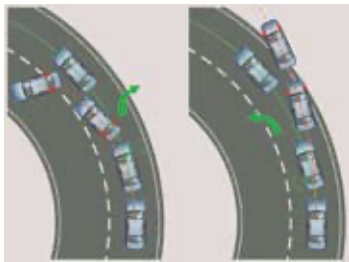


Active safety features include:

Electronic Brake Force Distribution (EBFD) works in conjunction with the Anti-lock Braking System (ABS). EBFD continually monitors loading and speed of each road wheel and acts to maintain the optimum balance under emergency braking situations.

Further, Emergency Brake Assist (EBA) automatically increases braking effort in a sudden stop, and activates the hazard lights to warn fellow drivers.

Traction control (ASR) improves steering under emergency braking or acceleration, while Electronic Stability Program (ESP) maintains road-holding, whatever the conditions (CC and 2.0L HDi models only).

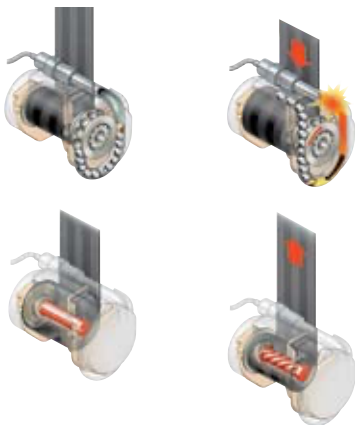


Passive safety features include:

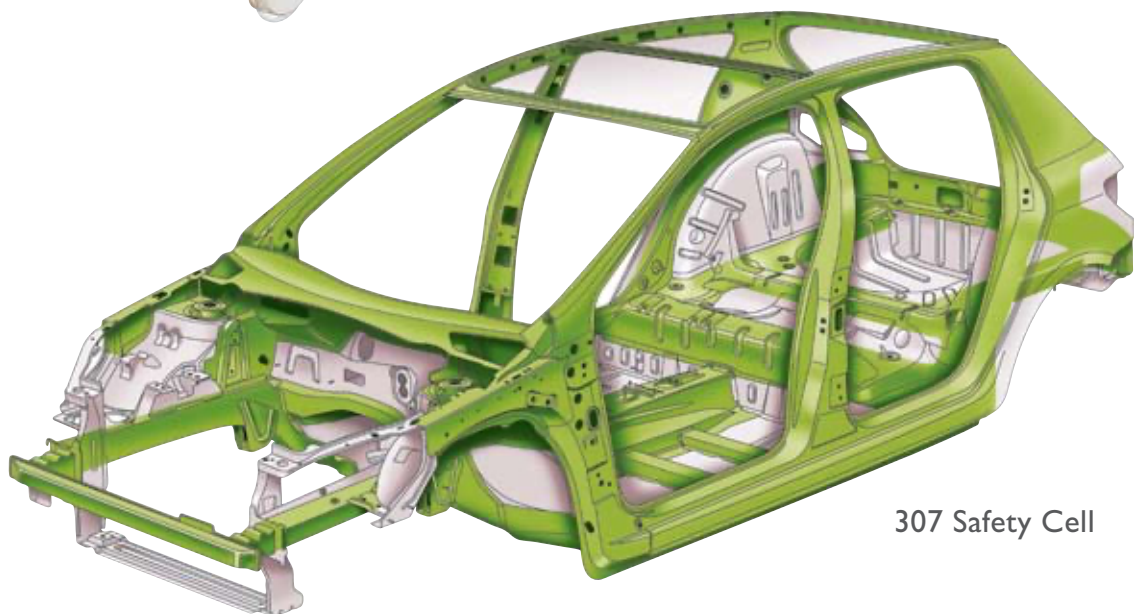
A retractable steering column, as well as being height and reach adjustable, moves in and away from the driver in the event of a collision.

Pyrotechnic front seatbelt pre-tensioners are also standard. In an accident the seatbelt will retract and tighten across the lap and chest, reducing the inertia movement of the wearer.

Side impact padding in the doors of the 307 cushions occupants by absorbing the impact of a side on collision.



All of these features are wrapped in the 307's safety cell. This reinforced structure, coupled with front and rear impact zones, is designed to hold firm or deform to absorb the energy of any blow.



307 Safety Cell



Warranty.

PEUGEOT PEACE OF MIND

Peugeot cars are designed and manufactured to give you trouble free motoring and total peace of mind. As a Peugeot owner you are immediately entitled to a comprehensive range of customer care services – all available from your Peugeot Dealer. Your local Dealer has the expertise to maintain your Peugeot to its peak performance. Each Dealer employs a Specialist Peugeot Technical Advisor who has access to the latest technical information and diagnostic equipment developed for Peugeot vehicles. There's no way your car could be in better hands. To get the very most from our commitment to service, just ask about any of the benefits listed below. Your Dealer will also keep you up to date on any product innovations that could add to your driving pleasure. It's all part of the service.

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.

36 MONTH / 100,000 KILOMETRE 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 June 2007. 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).

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visit peugeot.com.au

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