



PEUGEOT **308 CC**



**PEUGEOT**



A **NEW** ART OF LIVING



Peugeot invented the Coupé Cabriolet concept, showing the first steel-roof convertible to the world in 1934. And now the latest expression of the art comes in the form of the 308 CC.

308 CC offers a blend of style, comfort and craftsmanship. It features four stylishly sculpted sports seats and the innovative AIRWAVE Neck Heating System.



**STUNNING LOOKS**  
COME STANDARD



Through the fluidity of its style, both in the coupé and cabriolet configuration, the 308 CC affirms its dynamism and its personality. Its sculpted lines create subtle plays of light revealed to optimum effect in the red expanse of the LED rear lights, an original Peugeot signature in the world of the Coupé Cabriolet.



IN JUST A FEW SECONDS,

IN THE CABRIOLET CONFIGURATION, THE 308 CC REVEALS THE FULL EXTENT OF ITS CHARACTER. CLEARLY EXPRESSING ITS ELEGANCE AND THE CHARM OF ITS LINES. FEEL LIKE A CHANGE OF STYLE? IN 20 SECONDS YOUR CABRIOLET CONVERTS INTO A SVELTE COUPÉ, OFFERING TRANQUILITY AND SILENCE IN THE PASSENGER COMPARTMENT.



# YOUR WORLD IS TRANSFORMED

## RETRACTABLE STEEL ROOF

Simply by pressing the switch in the centre console, the retractable rigid roof of the 308 CC folds away automatically and silently into the boot.

## A SPACIOUS BOOT

In the coupé configuration, the boot of the 308 CC has a volume of 465 litres. In the cabriolet configuration, a useful 266 litre volume remains thanks to intelligent and efficient stowage of the folded roof.





## GET AWAY FROM IT ALL

Discover new horizons, new landscapes, new experiences.  
The Coupé Cabriolet styling and technology within the 308 CC  
ensure you can enjoy open top motoring all year round.



# BE OPEN TO EVERY SEASON

AS WELL AS LUXURIOUS TOUCHES, THE CC FEATURES A RANGE OF ADVANCED TECHNOLOGY ITEMS DESIGNED TO MAXIMISE YOUR DRIVING ENJOYMENT. THIS INCLUDES THE INNOVATIVE AIRWAVE NECK HEATING SYSTEM AND THE WINDSTOP – MAKING OPEN-TOP MOTORING SOMETHING YOU CAN ENJOY ALL YEAR ROUND.



## **AIRWAVE NECK HEATING SYSTEM**

The Peugeot 308 CC is the first four-seater Coupé Cabriolet in the world to feature the AIRWAVE Neck Heating System. AIRWAVE provides a cushion of warm air which emerges when required from vents at the base of the head restraints in the two front seats. This warm air flow can be adjusted for temperature, flow rate and orientation.



#### **WINDSTOP**

The Windstop protects the front seat passengers from the effects of air turbulence, and in particular the vertical flow of air which can occur in the cockpit of an open-top car. The inclined windscreen works in concert with the Windstop to provide this added protection.

#### **HEATED FRONT SEATS**

Heated front seats enhance the comfort of the driver and front passenger, and provide for different heat settings.

#### **AUTOMATIC DUAL-ZONE AIR CONDITIONING**

Automatic dual-zone (left and right) climate control air conditioning with diffusion to the rear of the car recognises the cabriolet configuration and the outside temperature, and adapts the flow, temperature and distribution of air according to external conditions.

# APPRECIATE THE QUALITY OF FINISH



THE PASSENGER COMPARTMENT OF THE 308 CC HAS BEEN DESIGNED IN THE PUREST TRADITION OF PRESTIGE CABRIOLETS, WITH UNCOMPROMISING CARE GIVEN TO EVERY DETAIL: SUMPTUOUS AND SUPPORTIVE SEATS, METICULOUS STITCHING, A CENTRE CONSOLE FINISHED IN PIANO-BLACK LACQUER, AND POLISHED ALLOY HIGHLIGHTS... ALL STYLISTIC ELEMENTS AND FINISHING TOUCHES THAT EXCITE THE SENSES AND INVITE YOU TO TAKE YOUR SEAT.



In both the coupé and cabriolet configurations, the 308 CC offers four sports seats and space that will surprise you. The typically Peugeot combination of functional solidity with aesthetic nuance creates a unique sense of wellbeing and freedom. In the driver's seat, the instruments with their white faces echo the sporting spirit of yesteryear; while the avant-garde centre console houses all controls specific to the Coupé Cabriolet: retractable roof, multi-function display, and dual-zone climate control.



#### **MULTIMEDIA**

The 308 CC offers the latest-generation audio and multimedia equipment: the Peugeot Connect Sound MP3 CD/Radio system with Bluetooth/USB connectivity offers concert hall sound quality to enhance every driving experience.

# DOUBLE YOUR ENJOYMENT WITH DYNAMISM AND PERFORMANCE

A REFINED ENGINE, RIGID AND STRONG STRUCTURE, OPTIMISED HIGH PERFORMANCE SUSPENSION, WIDE TRACKS AND A LOWERED RIDE HEIGHT: EVERYTHING ABOUT THE 308 CC HAS BEEN DESIGNED TO ALLOW YOU TO APPRECIATE ITS EXCEPTIONAL ROADHOLDING.

## REMARKABLE RIDE QUALITY

Designed with particular care, the suspension and exceptional body rigidity of the 308 CC ensure the absence of body flex and vibrations. This translates into a comfortable ride, precise handling, and superb acoustic qualities in the cabriolet configuration.

## 1.6 LITRE TURBO – PETROL ENGINE

This award-winning engine is coupled with a 6-speed manual gearbox or a 6-speed automatic for willing performance with reduced fuel consumption.







# FEEL SAFE.

INSIDE THE PEUGEOT 308 CC YOU FEEL A REAL SENSE OF SECURITY, IN BOTH THE COUPÉ AND CABRIOLET CONFIGURATIONS.

The 308 CC obtained 5 stars in the Euro NCAP\* adult occupant protection tests. This is equivalent to the "excellent" level, and represents the maximum it is possible to obtain. Created in 1997, Euro NCAP is an independent European organisation that evaluates the safety of vehicles available on the market through a series of rigorous tests: front impact, side impact, pole-test impact and more.

\*European New Car Assessment Program.





**A WORLD EXCLUSIVE:  
HEAD SIDE AIRBAGS**

Each front seat contains a chest/pelvis side airbag, and – in a world first – a head side airbag. The combination of these two airbags in each seat acts to protect all parts of the body in a side impact, regardless of the seat position.

The 308 CC is equipped with six airbags in total:

- 2 front airbags
- 2 chest/pelvis side airbags
- 2 head side airbags

**SELF-DEPLOYING REAR  
ROLLOVER BARS**

A sensor detects any risk of rollover by continuously monitoring the speed of the vehicle and its angular

trajectory. If it senses that a rollover is imminent, it triggers the deployment of two rollover bars from behind the rear head restraints in the space of a few milliseconds. Combined with the reinforced front windscreen structure, this has the effect of creating a protective roll-cage around all occupants.

**BRAKING PERFORMANCE AND  
EFFICIENCY**

The 308 CC is equipped with an anti-lock braking system (ABS) to assist the driver in retaining control over the car's trajectory in the event of an emergency braking manoeuvre. Emergency Brake Assist (EBA) automatically increases the braking force if necessary. Electronic Brake

Force Distribution (EBFD) controls the braking force wheel-by-wheel to ensure the car remains balanced in a heavy braking situation. Also standard is the Electronic Stability Program (ESP) which consists of:

- Traction Control (ASR), which uses the brakes and intervention with the throttle to limit wheel slip in the event of loss of traction; and
- Dynamic Stability Control (DSC), which detects a departure from the car's intended trajectory – such as understeer or oversteer – and intervenes via the brakes and the engine management system to restore the 308 CC to its original course.

# PAINT COLOURS

THE 308 CC OFFERS YOU THE CHOICE OF NINE ELEGANT COLOURS, EACH OF WHICH PERFECTLY COMPLEMENTS ITS STRONG PERSONALITY.

## STANDARD PAINT



Hurricane Grey

## METALLIC PAINT

(optional)



Aluminium Grey



Shark Grey



Nera Black



Phlae Blue



Egyptian Blue



Mocha Brown

## PEARLESCENT PAINT

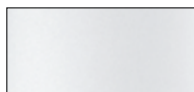
(optional)



Babylon Red

## PREMIUM PAINT

(optional)



Pearl White

## WHEELS



17" Stromboli Alloy Wheels



18" Lincancabur Alloy Wheels  
(optional)

# INTERIOR TRIMS



Onyx Black leather



Off-White leather

# 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 CO<sub>2</sub> per km. Peugeot is the leader in a range of proven technologies designed to improve environmental performance.



## CLEANER EMISSIONS

All engines in the 308 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.

[www.peugeot.com.au](http://www.peugeot.com.au)

For further information about the 308 CC and to configure a model to your specific requirements, visit Peugeot online at the above address.



Join the conversation



# 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 new Peugeot 308 comes with capped price servicing. Refer to [peugeot.com.au](http://peugeot.com.au) for full details, terms and conditions.

## DRIVING DOWN THE COSTS OF SERVICING

Peugeot petrol and diesel engine cars need servicing every 15,000kms or every 12 months, whichever comes first. Technical improvements in Peugeot engine design and lubrication have been passed on, resulting in less time spent in the maintenance bay and fewer service visits. While Peugeot can predict the maintenance needs of engine components, the wearing of certain components such as tyres and brake pads is less predictable and is affected by driving style and conditions. Terms and conditions apply.

## 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 Service and Information Booklet).

## 12-YEAR ANTI-CORROSION WARRANTY

Peugeot vehicles are renowned for their durability and longevity. This is 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 programme includes 24-hour roadside assistance, vehicle recovery, technical advice, and 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:** This is a manufacturer's advertisement. PeugeotAutomobiles 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 May 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 PeugeotAutomobiles Australia and have absolutely no authority to bind PeugeotAutomobiles Australia by an express or implied undertaking or representation. PeugeotAutomobiles Australia is the trading name of Sime Darby Automobiles Pty Limited (ACN 000 426 282). PeugeotAutomobiles Australia Locked Bag 206, Silverwater NSW 1811.

# 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.

Peugeot is the inventor of the Coupé Cabriolet, exhibiting the world’s first retractable steel roof convertible in 1934. It is also the global leader in this body style, with over 650,000 examples having been manufactured up to the close of 2008.

The new 308 CC continues the tradition, delivering a true 4-seat Coupé Cabriolet which embodies the totality of our category-pioneering expertise. On behalf of all the people that make our brand, I hope that you enjoy the new sensations it creates.

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

Xavier Peugeot

