

NEW PEUGEOT 308 & 308 SW



PEUGEOT



Welcome to the world of PEUGEOT, a world of innovative French manufacturing tradition. Our incredible journey started over 200 years ago with a steel foundry where we produced a diverse range of products, from coffee grinders to saws. Our pursuit for innovation lead to the production of our first motorised vehicle in 1889,

the Serpollet-Peugeot, a steam-powered three-wheeler. Today PEUGEOT channels all its energy into designing vehicles that deliver a sensory experience beyond driving. Indeed, you could say the new PEUGEOT 308 is over 200 years in the making.

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STYLE ICON.



STAND OUT FROM THE CROWD.

At PEUGEOT, sharp design is in our DNA and the design of the new 308 is no exception. Displaying the very latest PEUGEOT design codes seen in the new 3008 and 5008 SUVs, the new 308 does not fail to make a statement. The iconic PEUGEOT lion is housed proudly on the redesigned front grille, surrounded by a new front bumper and bonnet.



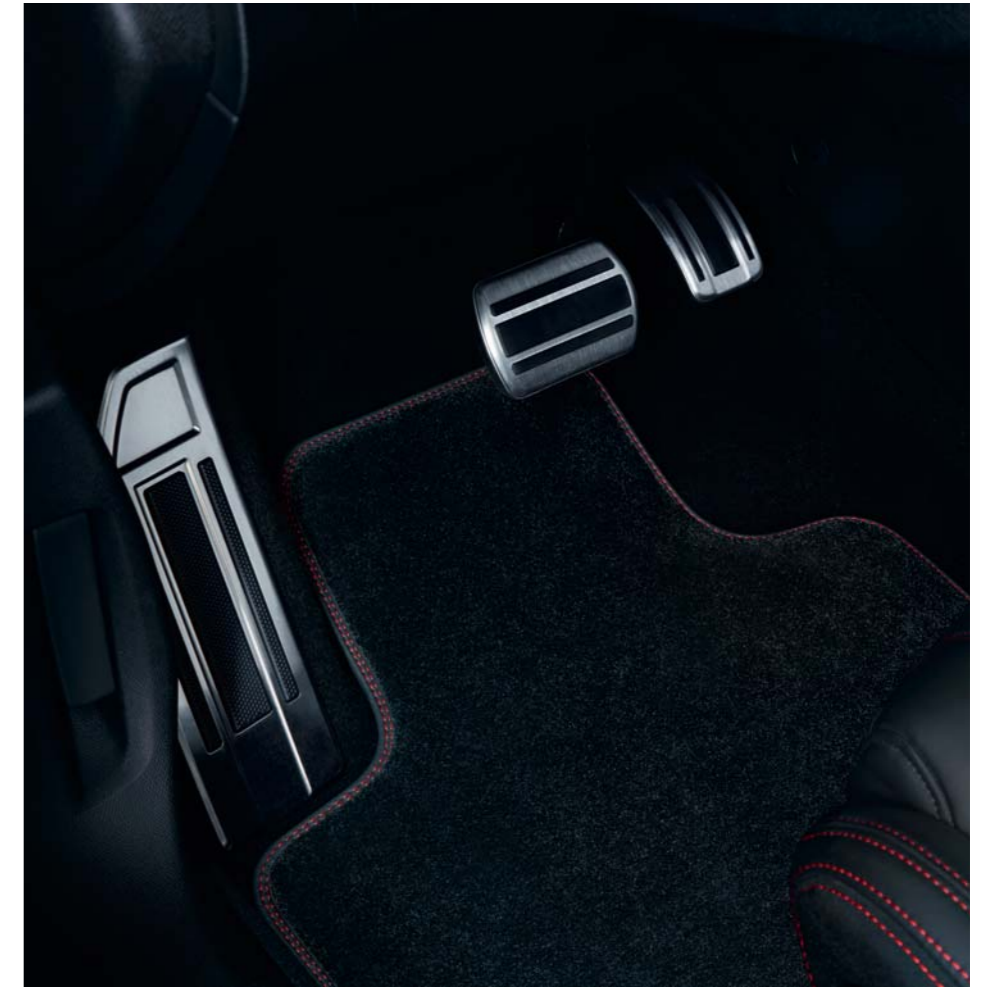
SEE THE LIGHT.

To complement the sharp body design, the new PEUGEOT 308 has a distinct lighting signature. Full-LED headlights*, sequential scrolling LED indicators* and LED front fog lamps* create an unmistakably feline look, whether it's day or night, setting the new 308 apart from the crowd.



PEUGEOT I-COCKPIT®.

Inside the new 308, passengers are immersed in the world of the spectacular PEUGEOT i-Cockpit®, designed to optimise driving pleasure. Discover a more agile, intuitive type of driving thanks to the combination of the compact sports steering wheel, head-up display and capacitive touchscreen.*



UNCOMPROMISING QUALITY.

Stylish details abound in the new PEUGEOT 308. Every detail of the new 308 has been designed with quality and perfection in mind. No detail has been overlooked. The clean, refined interior and absolute air of quality, marry with the meticulous attention to detail and sumptuous materials used throughout.



FEEL THE DIFFERENCE.

Journeys will never be the same again, as the new PEUGEOT 308 immerses you in a world of well-being and comfort. Feel the difference instantaneously, thanks to our specially designed Comfort or Sports seats* that can be adjusted to offer optimal comfort. Upgrade to leather trim** or enjoy enhanced comfort from our massage function*.

BATHE IN NATURAL LIGHT.

Thanks to a large panoramic glass roof*, passengers will enjoy the world outside. This large fixed panel glass roof bathes the cabin in natural light to deliver an airy, bright interior. An electric roller blind is included, to block the light, when needed.

NEW EXPERIENCE, NEW SENSATIONS.





STAY CONNECTED.

With the Mirror Screen® function*, connectivity has never been easier. Using a compatible smartphone, key features are mirrored onto the touchscreen, including music and maps. Integrated 3D Navigation** offers voice recognition (radio, navigation and telephony features).



DELIGHT YOUR SENSES.

High fidelity acoustics, thanks to the sharp, natural sound of the Denon Hi-Fi speaker system*, and the amplified sound from the Driver Sport Pack** will delight the senses of even the most discerning driving enthusiast.

OUTSTANDING DYNAMICS.





DRIVING PLEASURE.

The new PEUGEOT 308 delivers exemplary behaviour on the road. Road-holding is adapted to each engine type, whether it is BlueHDi diesel or PureTech petrol, 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.

* Optional, or standard, according to the trim chosen.
Please refer to the model specification sheet for full details

THE PURSUIT OF EFFICIENCY.





PureTech.

The new PEUGEOT 308's PureTech petrol engines are more efficient than ever, thanks to reduced weight and size. PureTech technology delivers driving pleasure and high-level performance, without compromising on consumption or emissions. Indeed, the PureTech petrol engine won an International Engine of the Year award* in 2015, 2016 & 2017.



BlueHDi.

The new PEUGEOT 308's BlueHDi diesel engine range combines high performance and reduced emissions. With an exclusive combination of SCR (Selective Catalytic Reduction) and an additive DPF (Diesel Particulate Filter), BlueHDi engines reduce fuel consumption while restricting emissions, reducing the emission of nitrogen oxides (NOx) by up to 90% and eliminating 99.9% of fine particles.

HAVE IT YOUR WAY.

The new 308 is available with a wide choice of accessories and optional equipment to suit your lifestyle, your needs. With so many choices, you can tailor your car to your exact preference – so you will stand out from the crowd. Talk to your local Peugeot Dealer about our Genuine Peugeot Accessories today.



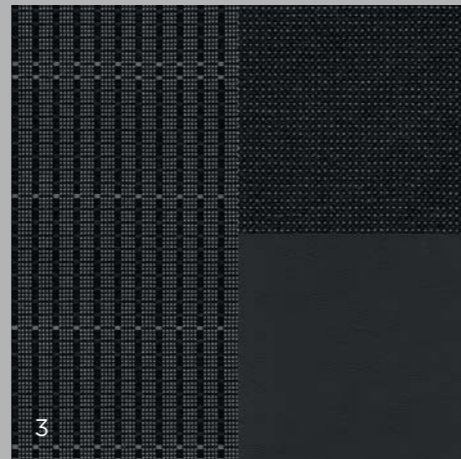
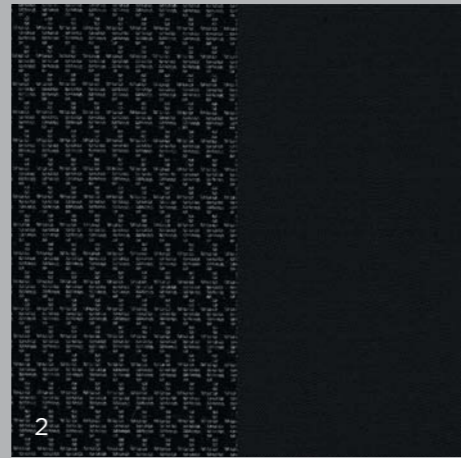
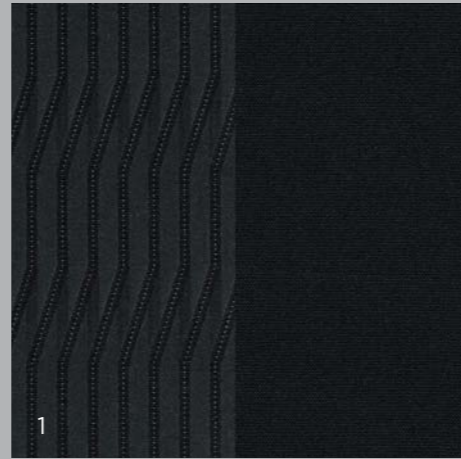
- 1. Roof bars (image used for illustration purposes only)
- 2. Boot mat
- 3. Front and rear parking sensors
- 4. Floor mats
- 5. Seat covers
- 6. Black door mirror shells with 'Ligne S' red detail

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. Mistral 'Metax' cloth trim
2. Mistral 'Meco' cloth trim
3. Mistral 'Oxford' leather effect and cloth trim
4. Black Mistral leather trim

* Not available, optional, or standard, according to the trim chosen. Please refer to the model specification sheet for full details. Please note some surfaces contain artificial leather, denoted by "leather effect".



SET THE TONE.

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

* Standard

** Optional extra. Please refer to the model specification sheet for full details



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.

* Optional or standard, according to the trim chosen.
Please refer to the model specification sheet for full details.



NETWORK AND SERVICES.

When you choose Peugeot, you can rest easy, safe in the knowledge that your vehicle has been designed and built to give you years of worry free motoring. Our primary aim is to bring you peace of mind motoring.

As a Peugeot owner, you can furthermore rely on the customer care services of your dealer. This will ensure that you're talking to a specialist who'll listen to you, understand your problems and respond efficiently - someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot diagnostic equipment and Peugeot original parts.

FOR YOUR PEACE OF MIND WARRANTY

All new Peugeot passenger vehicles registered in Ireland benefit from a 5 year 100,000km warranty, which consists of a 3 year manufacturer warranty plus a 2 year warranty extension. Our cars also come with a 12 year anti-perforation and 3 year paint warranty (6 and 2 years on vans). For full terms and conditions, please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE

All new Peugeot passenger vehicles registered in Ireland come with 3 years Peugeot Assistance and breakdown recovery. Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24 hours a day, 365 days a year. Peugeot Assistance includes European cover, home and roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).

SERVICING YOUR PEUGEOT

Peugeot in Ireland has a network of Peugeot Service Centres. Our Aftersales teams are trained to provide you with the best care for your vehicle. Nobody knows your Peugeot like we do. Logon to Peugeot.ie to find your nearest Peugeot Service Centre and please refer to your maintenance book for details of the relevant service intervals.

PEUGEOT SERVICE CLUB

Join the Peugeot Service Club and get every fourth service absolutely free! Join up at your participating local Peugeot Dealer. For more details and full terms and conditions, see Peugeot.ie.

FINANCE - LET THE SPECIALISTS HELP

Your local Peugeot Dealer offers a range of flexible finance to make owning a new Peugeot easy. As specialists, they will provide choice, convenience and flexibility.

PEUGEOT ACCESSORIES

Peugeot Accessories are designed specifically for each model, meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete peace of mind.

PEUGEOT AND THE ENVIRONMENT

Our website has details of Peugeot's environmental and recycling policies.

ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features shown in this brochure may not be available in Ireland - please refer to model specification sheets for standard or optional equipment according to trim - and some photography may feature left hand drive models.

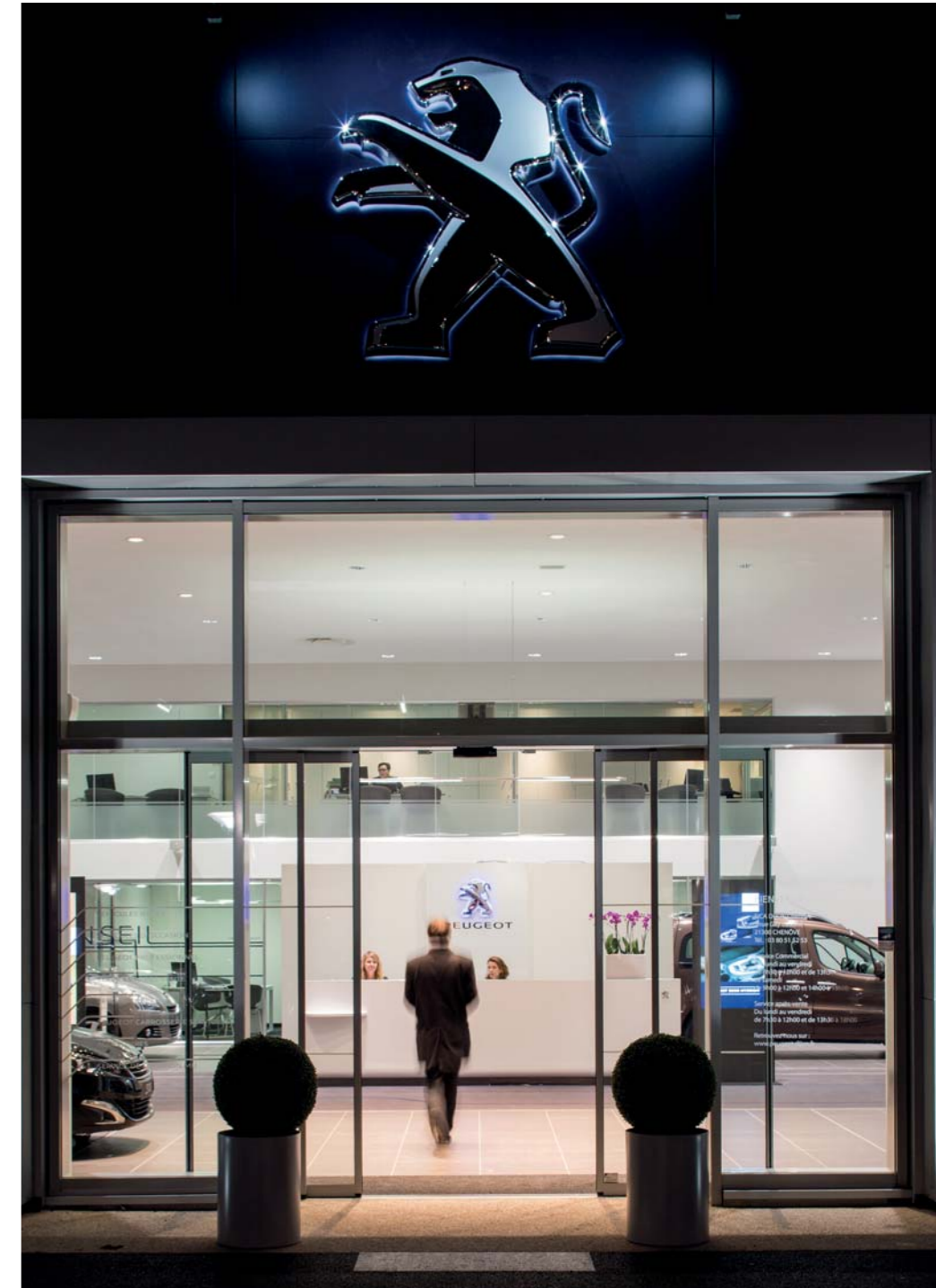
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