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NEW



For over 210 years, PEUGEOT has unfailingly upheld a French manufacturing tradition of quality and inventiveness. Today, PEUGEOT is more focused than ever on designing sleekly styled vehicles affording drivers a sensory experience that goes beyond driving by heightening all the senses. From ergonomics to materials and connectivity, we have worked on each detail to bring you a more intuitive driving experience. More than anything else, and because people will always be at the heart of our approach, we want to transform your time on board our vehicles into an ever more qualitative time.

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**INTENSE
CHARM**





AMAZING PERSONALITY

The new PEUGEOT 308, with its decidedly high-end design, emits an intense charm thanks to its strength of character and dynamism. To make each moment, your moment, you can count on the innovative and enhancing technologies of the new PEUGEOT i-Cockpit® and on its range of efficient, rechargeable, hybrid, petrol or Diesel engines.

THE NEW FACE OF PEUGEOT

The new 308 is the first model in the world to bear the new PEUGEOT logo, the brand's timeless identity which combines History and ultra-modernity. This emblem is set majestically on the radiator grill. The 308 monogram is set on the bonnet, with a front side symbolising renewal.



AUDACIOUS PROPORTIONS

The new PEUGEOT 308 is dynamic from every angle. Its streamlined shape and audacious proportions emphasise a powerful personality:

- The large vertical grill continues with a long bonnet.
- The rear is all about muscle and power. It is visually enlarged, solidly set on its wheels.
- The sleek and smooth profile unveils its athletic lines.



HEADLIGHTS

The ultra-compact front light signature is decidedly modern and technological. Uniting finesse with strength, the headlights reflect the energy and identity of the new PEUGEOT 308.

They are chiselled and sleek and benefit from LED technology⁽¹⁾ or PEUGEOT Matrix LED Technology⁽²⁾, with plunging fang-shaped DRL on the front bumper.

(1) Available as standard

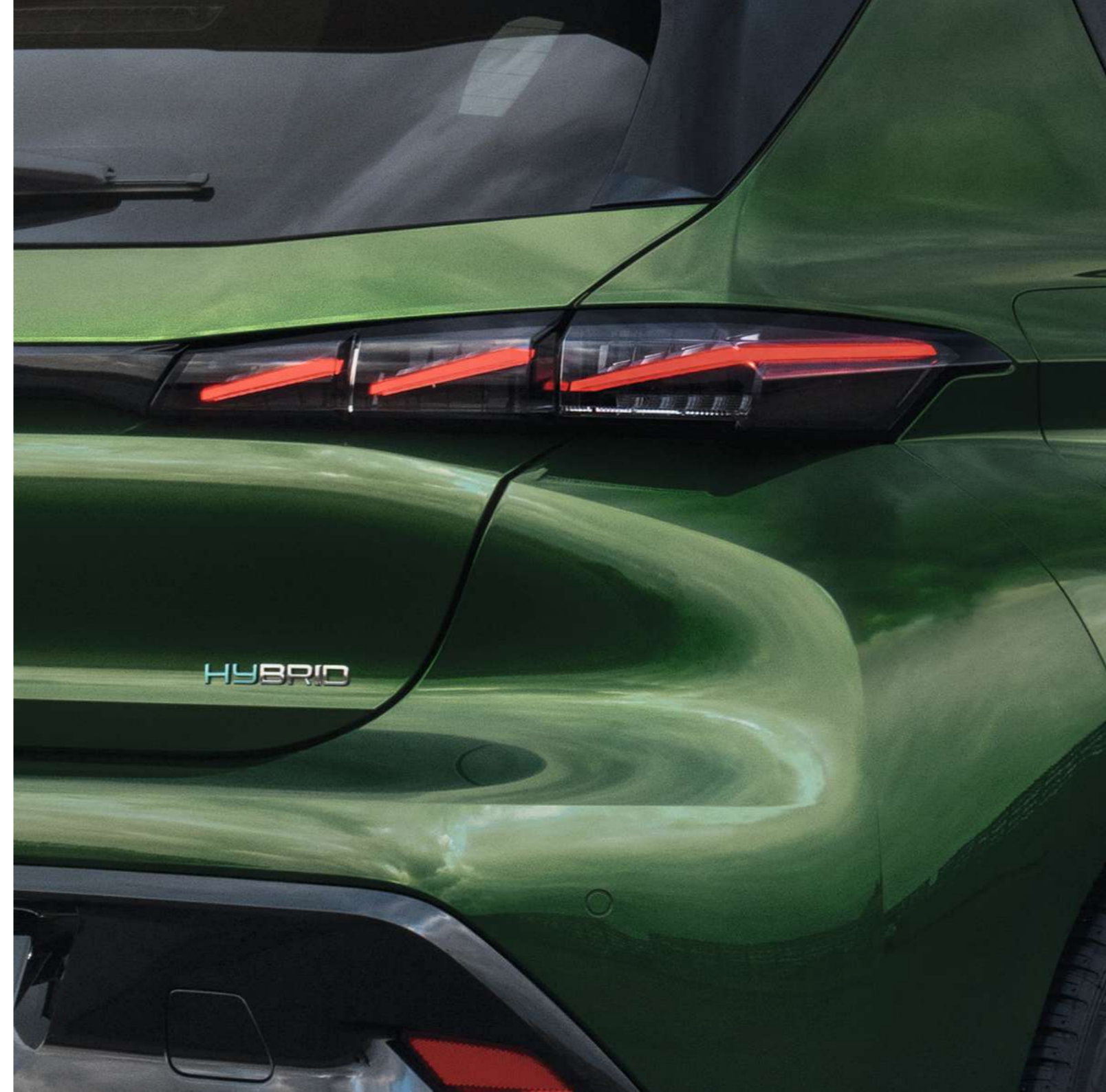
(2) Standard on the GT/GT Pack models

TAIL LIGHTS

The technological and modern rear light signature offers Full LED ultra compact⁽¹⁾ or Full LED 3D⁽²⁾ lights, with a specific claw effect lighting.

(1) Available as standard depending on model

(2) Standard on the GT/GT Pack models



TECHNO SPIRIT*

*TECHNOLOGICAL SPIRIT





NEW EXPERIENCE OF THE PEUGEOT i-COCKPIT®

The new PEUGEOT i-Cockpit®, decidedly ergonomic and intuitive, offers simpler access to all the features which have been carefully designed to transform your time into quality time: New compact steering wheel, new digital head-up⁽¹⁾ or digital 3D holographic⁽²⁾ instrument panel.

For a shared on board experience, the PEUGEOT i-Cockpit® is very accessible to passengers: New intuitive and customisable touch screen⁽¹⁾ with multi-windows and new virtual i-toggles⁽³⁾ and new central console with lots of storage space.

(1) Available as standard.

(2) Standard on the GT and GT Pack models.

(3) Available as standard or not available depending on model - Tactile shortcuts to adjust air-conditioning, telephone contacts and radio stations.

AN i-COCKPIT DEVOTED TO THE WORLD OF RECHARGEABLE HYBRID CARS

The configurable and customisable digital head-up panel displays information specific to rechargeable hybrid cars, at the driver's eye level.

Thanks to the new 10" HD touch screen you can access configuration functions and driving information about the new 308 HYBRID.



TECHNOLOGY FOR OPTIMUM COMFORT

All the information that a driver needs are displayed on the new instrument panel. This panel, situated at eye level, includes a 10 inch digital screen from the Active Pack level. In the GT model, it moves into the third dimension with the i-Cockpit 3D.

It is completely configurable and customisable, and offers several display modes (Navigation, Radio/media, driving aids, energy flows, etc.) which can be modified from the steering column to the left of the steering wheel.

LIKE A SMARTPHONE

The 10" HD touch screen is fully and easily customisable. It offers a multi-window display mode with widgets or shortcuts, very easy to use and reactive like a tablet.

The PEUGEOT 308 invents virtual and completely configurable i-toggles(1). They are positioned within reach of the central screen and are attractive and technological, unique in the segment. For more ease and safety, each i-Toggle button is a customisable tactile shortcut to an app or a favourite action in the central screen (selected destination, air-conditioning settings, favourite telephone contacts, radio stations).

(1) Available as standard or not available depending on model - Tactile shortcuts to adjust air-conditioning, telephone contacts and radio stations





NEW CENTRAL CONSOLE

On the stylishly-designed central console, an arch groups together all the car's dynamic controls on the driver's side.

The arch extends as far as the wireless phone charging station⁽¹⁾. So, all the rest of the console, accessible for passengers, is totally devoted to storage: 2 drink-holders, up to 34 litres of storage space including a large storage compartment under the armrest.

(1) Recharge by induction for equipment compatible with the Qi standard – Available as standard, optional or unavailable depending on model

EVER CONNECTED

The new PEUGEOT i-Cockpit® inaugurates the latest infotainment system, the intuitive and connected PEUGEOT i-Connect Advanced.

Travel in total serenity with the connected navigation Pack⁽¹⁾ with vocal recognition in natural language including automatic, real time updating of TomTom® and Traffic mapping and danger zones by TomTom Services⁽²⁾.

Recharge your smartphone by induction⁽³⁾, duplicate your smartphone apps thanks to the wireless Mirrorscreen⁽⁴⁾ function, define your profile and conserve your preferences for display, ambiance and settings (up to 8 profiles).

Finally, easy access to connected services and the on board documentation and tutorials.

(1) Available depending on destination. (2) services can display all essential driving information in real time: real-time traffic, service stations, car parks, weather, local searches and danger zones by TomTom Services (according to national legislation). All of these services come with a 3-year subscription which can be extended or subsequently renewed online for a fee. (3) Recharge by induction for equipment compatible with the Qi standard – Available as standard, optional or unavailable depending on model. (4) Standard, optional, or unavailable depending on model. Only Android Auto™ and Apple CarPlay™ certified applications will work while stationary and while driving. When driving, certain functions of the applications concerned will be inhibited. Some types of content, which may be available for free with your smartphone, require a subscription to an equivalent certified, fee-based Android Auto™ or Apple CarPlay™. The Mirror Screen feature works with Android Auto™ (for Android phones) or with Apple CarPlay™ (for iOS phones), subject to mobile data contracts. Find out more from your country's PEUGEOT website.



INSTANT WELL-BEING

Inside, the atmosphere is inviting and comfortable :

- Customise the LED ambiance lighting depending on your preferences (choice of 8 colours).
- Enjoy the sensational sound quality of the Hi-Fi Premium FOCAL®(1)
- Travel in serenity. The AQS(2) system (Air Quality System) is capable of activating air recycling by itself. It is completed by Clean Cabin(3), an air treatment system. The air quality is shown on the central touch screen.
- Appreciate the ergonomics and comfort of the enveloping front seats with heating(3) and massage(1) functions at 10 points, with 8 pneumatic pockets and 5 setting programmes. The seats are labeled AGR (German label concerning back health).

(1) Available as standard, optional or unavailable depending on mode.

(2) Available from the Allure level.

(3) Available on the GT and GT Pack models.





DRIVING PLEASURE, MORE THAN EVER⁽¹⁾

The new PEUGEOT 308 is equipped with multiple driving and manoeuvring aids to enhance your comfort and safety, notably:

- New HD 180° reversing camera⁽¹⁾.
- 360° parking assistance thanks to 4 cameras⁽²⁾.
- Long-range blind spot monitoring⁽²⁾.

And guides you towards semi-autonomous driving:

- Adaptive speed regulator with Stop and Go function⁽¹⁾.
- Active lane assist⁽¹⁾.

⁽¹⁾ Available as standard or not available depending on model.

⁽²⁾ Available as standard, optional or unavailable depending on model.

PERFECT FIT*

*PERFECTLY ADAPTED



PLUG-IN HYBRID ENGINES

The new PEUGEOT 308 HYBRID combines power and efficiency with its two HYBRID 180 e-EAT8 FWD⁽¹⁾ and HYBRID 225 e-EAT8 FWD⁽²⁾ engines. Discover the new driving sensations offered by the alliance of thermal and electric energy, which ensures exemplary road-holding and high-end driving comfort. You will also appreciate the optimised battery for a 100% electric experience with up to 60 km⁽³⁾ driving range.

(1) From 25 g of CO₂ per km – Estimated data, communicated for information only and subject to pending WLTP certification.
(2) From 26 g of CO₂ per km – Estimated data, communicated for information only and subject to pending WLTP certification.
(3) Estimated data, communicated for information only and subject to pending WLTP certification. Electric driving range up to 60 km depending on the options installed in the car. Driving range may vary according to actual conditions of use (climatic conditions, driving style, etc.).





OPTIMISE YOUR DRIVING RANGE

Different modes are available for a driving experience adapted to your needs:

- Electric: allows you to drive 100% electric⁽¹⁾ up to 135 km/h
- Hybrid : alternation of electric and thermal combustion mode to optimise energy use.
- Sport : harnesses all the power of the thermal and electric engines and for maximum dynamic performance.

(1) Electric mode is the mode activated by default when the car is started depending on conditions

RECOVER DRIVING RANGE WHEN BRAKING

Regenerative braking recovers the energy available during braking and decelerating phases when you lift your foot off the pedal (energy normally lost with thermal engine models). This action lets the driver partially recharge the high voltage battery and increase the vehicle's electric driving range.

The Brake function can be activated to allow a deceleration of the vehicle without pushing down the brake pedal. Acting as an engine brake, it helps to charge the battery.

PRIVATE CHARGING

You can fully recharge the battery of the new PEUGEOT 308 HYBRID :

- on a standard socket (8A, 220 V) in 7h05⁽¹⁾.
- on a Legrand type socket (16A, 220 V) in 3h55⁽¹⁾.
- on a strengthened, Wall Box type socket (16A) in 3h25⁽¹⁾.
- on a Wall Box type charging station (32A) in 1h40⁽²⁾

PEUGEOT has selected the partner ZEborne to carry out a diagnosis and offer a solution adapted to the installation of a Wall Box terminal at your home⁽³⁾.

(1) With the single-phase on-board charger (3.7 kW).

(2) With optional single-phase on-board charger (7.4 kW).

(3) See point of sale conditions.





PURETECH & BLUEHDI ENGINES

The new PEUGEOT 308 is equipped with a wide range of latest generation engines €6⁽¹⁾, Puretech petrol and BlueHDi Diesel engines that can be combined with a 6-speed manual gearbox or an 8-speed EAT8⁽²⁾ automatic transmission. These different engines, all equipped with Stop&Start, combine performance, controlled fuel consumption and driving pleasure.

(1) Engines offering consumption savings, driving pleasure and high-level performance.

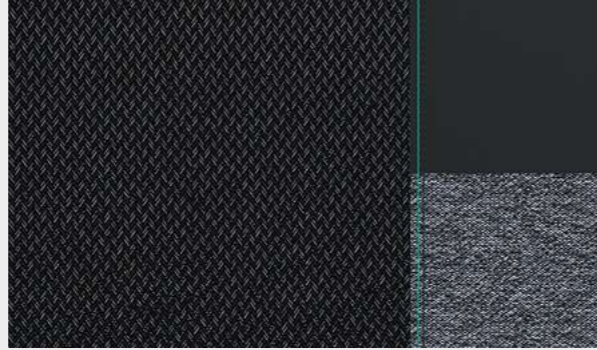
(2) EAT8: Efficient Automatic Transmission 8 – 8-speed automatic gearbox.

CUSTOMISATION

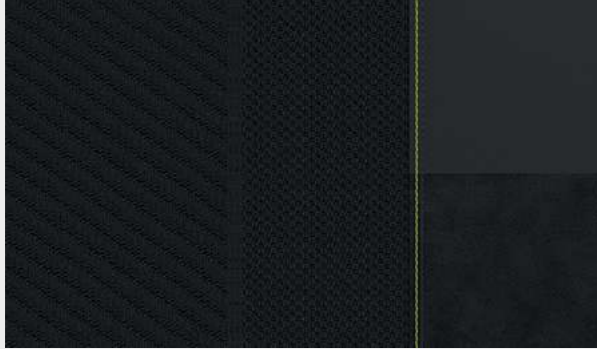




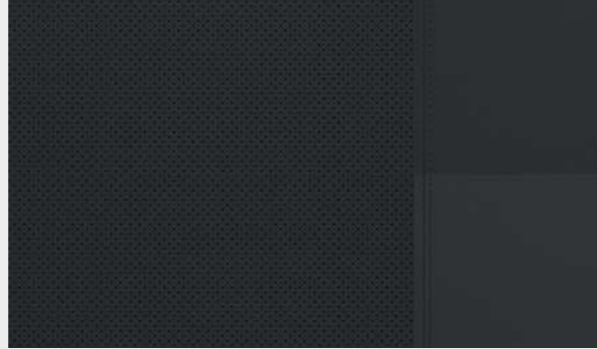
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1. Three-material fabric trim called Renze⁽¹⁾
2. Mi-TEP Mistral/Fabric trim called Falgo⁽²⁾
3. Mi-TEP Mistral/Alcantara trim called Fraxx Knit⁽³⁾
4. Nappa Mistral Leather trim⁽⁵⁾
5. Blue Naboo Nappa Leather trim⁽⁴⁾

- (1) Available as standard on the Active Pack model.
- (2) Available as standard on the Allure/Allure Pack models and optional on the Active Pack model.
- (3) Available as standard on the GT model.
- (4) Available as an option or unavailable depending on model.
- (5) Available as an option on the GT/GT Pack models.

INVITING ATMOSPHERE

Create your own inviting and elegant ambience with our selection of interior trims, evolutive fabric, technical knits, alcantara, embossed leather* and tinted nappa leather*.

* Available as an option - Leather and other materials: for details about the leather trim, please refer to the technical specifications available from the point of sale or on the website: www.peugeot.cpm.cy





Olivine Green⁽¹⁾



Vertigo Blue⁽²⁾



Elixir Red⁽²⁾



Blanc Banquise⁽³⁾



Cumulus Grey⁽²⁾



Perla Nera Black⁽²⁾



Pearly White⁽²⁾

SET THE TONE

Choose from a palette made up of nine top-of-the-range colours.

- (1) Free colour.
- (2) As an option.
- (3) As an option, unavailable on the GT and GT Pack models

AND HARMONISE

Your new PEUGEOT 308 is equipped with alloy hubcaps and wheel rims, available in 16, 17 or 18 inch for more elegance and personality.



Hubcap 16" BERGEN⁽¹⁾



Aluminium wheel rim 16" AUCKLAND⁽²⁾



Aluminium wheel rim 17" CALGARY⁽³⁾



Aluminium wheel rim 17" HALONG⁽⁴⁾



Aluminium wheel rim 18" KAMAKURA⁽⁵⁾



Aluminium wheel rim 18" PORTLAND⁽⁶⁾

(1) Available for PureTech 110 S&S BVM6 engine on the Active Pack model.

(2) Available on the Active Pack model.

(3) Available on the Allure model.

(4) Available on the Allure Pack model.

(5) Available on the GT model.

(6) Available on the GT Pack model.



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ACCESSORIES

Practical, robust, comfortable...

The new rechargeable hybrid 308/308 offers a wide range of accessories to equip and protect your vehicle.

1. Bike rack on roof
2. Boot tray
3. Dog screen
4. Roof box
5. Rear blinds
6. Lateral blinds
7. Removable ball joint coupling - no tool required



NEW 308 LIFESTYLE

Discover the collection of Lifestyle products inspired by the world of the new 308. See our full PEUGEOT Lifestyle range on the site: <https://boutique.peugeot.com>.



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1. Thermos bottle
2. C-Lite co-branding Samsonite cabin luggage
3. Diving watch with 2 interchangeable straps
4. Jacket
5. Parka
6. 3D storage accessory (Phone holder & card holder)
7. 3D storage accessory (Glasses holder)



PEUGEOT RECOMMANDE **TOTAL**

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