



NEW PEUGEOT **308**



PEUGEOT



THE RIGHT DNA

WHEN YOU CHOOSE A PEUGEOT, YOU'RE BUYING MORE THAN AN ELEGANT PIECE OF DESIGN OR A SUPERB PIECE OF ENGINEERING, YOU'RE BUYING A VISION – OUR DREAM OF A MARQUE THAT EMBODIES YOUR DESIRES AND MEETS YOUR EXPECTATIONS IN EVERY WAY. A VEHICLE THAT IS THE VERY PERSONIFICATION OF THE PEUGEOT SPIRIT.

This spirit, or essence, of our marque can be summed up in four words. Style, quality, dynamism and innovation – the values that every Peugeot is created around. So what does that mean to you? It means beauty, stunning design, pure Peugeot lines, the very quintessence of aesthetics as seen by top Peugeot designers.

Or, roughly translated, a car that makes your heart beat faster every time you look at it.

It means a car that you can trust. Every new Peugeot is engineered to the very highest standards to achieve optimum active and passive safety, ensuring technical excellence, superb handling plus peace of mind.

It also means passion. Our passion for creating cars with real poise and precision, cars that communicate with the road and connect with you, lifting your spirits on every journey. Cars that re-awaken your enthusiasm for driving.

It goes without saying that it means intelligent, innovative designs and features that answer your demands for better, safer, more comfortable and environmentally respectful vehicles. We've reduced emissions from our engines and every new car we build is at least 90% recyclable.

These are the strands of Peugeot DNA that you'll find running through every vehicle that bears our name today, and every car that we'll build tomorrow. Creating the perfect chemistry between you and your car. **Motion and Emotion.**



THE ART OF COMPLETENESS

How can you tell when you've achieved design excellence? When you've refined every detail until you can't improve it any further? When all the individual components come together to make one, beautifully balanced whole, just as they do in the Peugeot 308? One look at its sleek V-shaped bonnet, the wide, cat-like headlights, the distinctive front grille with its aerodynamic louvres and the deeply recessed fog lights, and you don't have to be told that, in its class, this car sets a new benchmark. You just know.



PERFECTLY POISED

Even at a standstill, the 308 looks poised, ready for action. Its perfect balance of height and length, combined with a commanding, wide track give it a purposeful stance. The taut body line running the length of its side from the rear shoulder to the front wheel arches gives it a feeling of momentum. The striking LED driving lights, the pronounced, flat wheel arches and the large wheels hint at the dynamic performance to come.

While from the rear, the wrap-around window and muscular sports bumper simply confirm its intentions. If you like what you see on the surface of the 308, you'll be even more impressed when you discover what lies beneath.

ENDLESS POSSIBILITIES, INCLUDING 7 SEATS AS STANDARD

The spacious new 308 SW is versatile in more ways than one. It's stronger, lower and wider with the ability to accommodate up to seven passengers.

The fact that you can rearrange the rear seating into over 50 different seating configurations means it fits perfectly with any lifestyle.

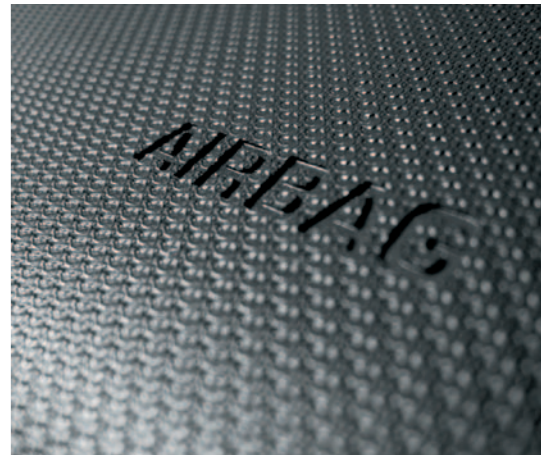
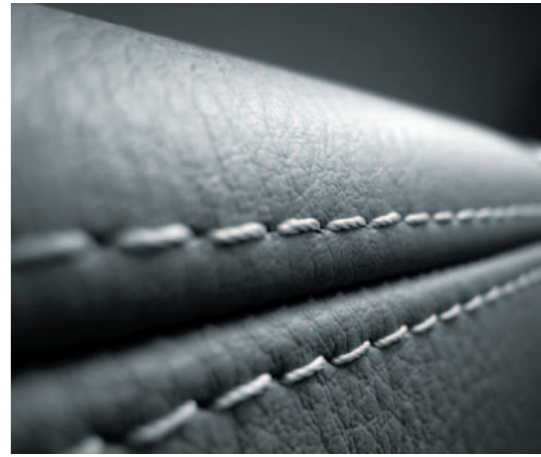
The body has also been designed to reflect the car's versatility, by combining a particularly expressive and dynamic design at the front with an original and curvaceous shape at the rear.

A sloping design adds elegance whilst flowing lines reinforce the impression of space and on-board comfort.



LET THE LIGHT SHINE

Beyond that, the 308 SW boasts some very practical features such as a full length panoramic glass roof and wrap-around rear windscreen which all aim to increase natural light and it's also a great talking point for the family.



Model shown may differ to that available.

ERGONOMIC INNOVATION

When we designed the interior of the 308, we wanted it to provide truly superior comfort. So one of our top priorities was to make sure that everyone had plenty of space to stretch out. Part of our solution was to angle the dashboard by 30 degrees, freeing up space around the driver's and front seat passenger's knees.

We also gave them comfortable yet slim-backed sports seats, which creates a few valuable extra inches of leg room for the rear passengers.

But we didn't stop at giving the 308 more cabin space. To boost comfort levels even higher, we raised the back seats – treating occupants to improved visibility.

And just to make the car feel really spacious and airy we designed in a huge panoramic rear window.

More clever thinking went into ensuring that the interior of the 308 is a really calm place to be. We built in high levels of sound insulation.

The little things were big priorities too. Like making sure that there are plenty of places to stow away all your family's bits and pieces. Other ingenious storage spaces include a glove box connected to the air conditioning.

We don't want you to be left in the dark when light levels start to fall either. That's why you'll find courtesy lights in the front and centre of the roof, as well as in the boot.

So, did we succeed in making the 308 one of the most comfortable places to be on the road? Well, we can honestly say we think you'll be impressed.

SPECIFICATION



308 Access Petrol:

- Daytime running lights
- Cruise Control
- Rear park aid
- 16" alloy wheels (Santiaguito)
- Leather steering wheel
- Chrome gear knob
- Electrically operated & heated door mirrors
- Cloth interior

308 Active Petrol & Turbo Diesel:

All of the Access features, plus the following:

- Bluetooth
- Electrochrome rear view mirror
- Unfasten seatbelt warning screen
- Automatic headlights
- Automatic airconditioning
- Folding side mirrors
- Front park aid
- 6 speed tiptronic gearbox

308 Allure Petrol & Turbo Diesel:

All of the Access & Active features, plus the following:

- Rear Ventilation
- Front Footwell lighting
- Celio Panoramic glass roof
- 17" Alloy Wheels
- Alarm
- Aluminium pedals

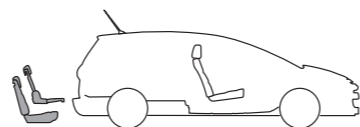
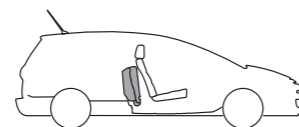
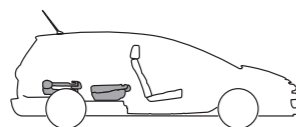
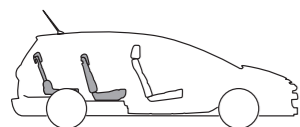


308 SW Turbo Diesel:

- 2 additional seats in row 3
- Chrome Roof Rails
- Rear window sun blinds
- 17" Alloy Wheels
- Daytime Running Lights
- Cruise Control

- Leather Steering Wheel
- Electrically operated & heated door mirrors
- Cloth Interior
- Bluetooth
- Electrochrome rear view mirror

- Unfasten seatbelt warning screen
- Automatic headlights
- Automatic airconditioning
- Folding side mirrors
- Front and rear park aid
- 6 speed tiptronic gearbox



Seating

- 5 seats or up to 7 seats available as standard
- Seat backrests recline from 19° to 30° in seat row 2
- Second seat row comprising 3 individual sliding seats over a length of 90mm

Seat shelf position

- The backrest can be folded down against the seat cushion to form a carpeted shelf
- The centre seat in the second seat row, once the backrest is folded, can be used as a table/shelf

Seats folded position

- Improved load volume when the seats in the second or third seat row are folded down

Seats removed

- Option of retaining only the driver and front passenger seats
- Optimised load volume



CREATE YOUR OWN SPACE: 308 SW

The 308 SW was designed to allow you to create the environment you want. This is done by giving you the ability to literally re-sculpture the inside of your car to fit your personal lifestyle requirements. The three seats in the second row are independent and interchangeable, and can slide, fold away, be removed completely or even placed in the third row. You also have the option of two independent, foldable and removable third row

seats – perfect for when you have unexpected company. And you will still have room for additional luggage thanks to its extremely generous boot size. The second row seats also have the advantage of being able to slide over a distance of 90mm, increasing rear leg room or creating extra space in the load area which is handy when transporting extra bulky items.

308 SW, SPACIOUS FROM EVERY ANGLE

Why remain fixed in one place when you can move around, evolve and transform? With its long wheel base providing easy access, its layout is similar to the layout of a cinema for more space, its retractable seats can be easily transformed to provide 2 - 7 seats, the 308 SW arranges and re-arranges itself within an ingenious and modular space.

Volume and Storage

The 308 SW boot offers a load volume of up to 674 litres under the luggage cover on the 5-seat version and up to 2149 litres with the seats removed, making it one of the most spacious vehicles in this category.



SEE DRIVING IN A NEW LIGHT

Getting into the 308 for the first time is a very enlightening experience. Not content with giving the 308 the largest expanse of window glass in its class (3.6m²), for a virtually unobscured view of the road, we've also given it a huge, panoramic glass roof* which lets light flood in from outside to give you an amazing sense of freedom and space. This increases the glass area to an incredible 4.8m² (Hatch) or 5.58m² (SW). Stretching an incredible 1.26m (1.68m for SW), the roof effectively extends the stylishly raked windscreen right to the back of the passenger compartment, brightening up everyone's journey. Worried

about your passengers getting too much sunshine? Don't be. The heat reflective, tinted glass has been treated to filter out 80% of the sun's ultraviolet rays. And if the sun really starts to shine down, an electric sunblind is ready to cover up all or part of the roof at the touch of a button. There's even a thoughtful anti-pinch system to stop it operating if little fingers get in the way. Yes, the 308 could seriously change your outlook on driving. Settle down in the driving seat of the 308 and you know you're on the road to the perfect driving experience.

* Standard on Allure Hatch and all SW models

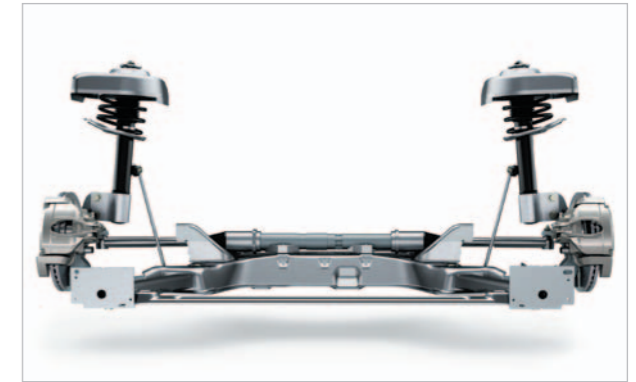
THE PERFECT DRIVING PARTNER

As if our knowledge and experience plus our passion for developing drivers' cars weren't invitation enough, the 308's rigid chassis, low centre of gravity and wide track positively beg you to put its outstanding driving dynamics to the test.

Braking hard into a corner? You'll be pleased to know that the 308's brakes are class leading, featuring extra large ventilated discs on the front for more bite and endurance without a hint of vibration.

Daytime running lights have been proven to reduce accidents by increasing visibility to the benefit of everyone on the road. They can be seen from a distance by other drivers and pedestrians and in all conditions such as full sunlight, shady roads or during a wet rainy day.

The daytime running lights are placed in the fog light area on the 308 and the 6 LEDs create a unique boomerang shaped light signature. An LED light will use as little as 10% of the power required by a conventional headlight, ensuring the extra energy requirement is negligible.



THE CHOICE OF EFFICIENCY

PEUGEOT AND THE ENVIRONMENT



ENGINE CHOICES AND FUEL CONSUMPTION / EMISSIONS

	Gearbox	308 / 308 SW Engine Specs & Fuel Consumption litres/100km					
		Max Power kW @ rpm	Max Torque Nm @ rpm	Urban	Extra-Urban	Combined	CO2 (g/km)
Petrol Engines							
308 1.6 litre petrol 120hp Hatch	4 speed auto	88 @ 6000	160 @ 4250	10	5.5	7.2	166
308 1.6 litre turbo petrol 156hp Hatch	6 speed auto	115 @ 6000	240 @ 1400	9.4	5.2	6.7	155
Diesel Engines							
308 2.0 litre turbo diesel 163hp Hatch / SW	6 speed auto	120 @ 3750	340 @ 2000	8.1 / 8.8	5.0 / 5.5	6.1 / 6.7	159 / 174

*EU directive '2004/3. Always refer to price and specification guide for latest information.

Peugeot offers an extensive range of low emission vehicles – more than half of its worldwide sales are of vehicles producing less than 140 g of CO₂ per km. Peugeot is the leader in a range of proven technologies designed to improve environmental performance. For example, the diesel engine combined with particle emission filter (FAP), results in a 99.99% reduction of particle emissions. Launched in 2000, this technology is now fitted in more than 2.1 million vehicles. Peugeot's breakthrough technology includes the integration of the Stop & Start system and the development of a new generation of HDi engines.

HDi FAP

A high performance emission control system, the Particle Emission Filter (FAP) is combined with HDi technology.

A self-cleaning system, it treats the gases produced by the diesel engine's combustion. The filter further reduces the diesel particles, bringing them to the measurable limit (0.004 g/km). Simply put – a cleaner, greener diesel engine.

ALL ROUND PROTECTION – 5 STAR SAFETY

At Peugeot, we don't believe you should have to take risks to have fun on the road. That's why we've spent thousands of hours developing, testing and refining the 308 to ensure it can keep its composure on even the most demanding of roads.

Our engineers gave it a wide wheel track and redesigned, electro-pump steering along with MacPherson front axle with a deformable cross-member. What does that mean on the road? Pick your favourite bends and put the 308 through its paces, you'll find it strikes the perfect balance between solid

stability and extreme agility, even at speed.

Driving in town? Then you'll find its variable, electric power-assisted steering makes it easy to park and manoeuvre in heavy traffic. As you might expect, the 308 is also equipped with a powerful, durable braking system designed to help maintain the car's composure even in difficult situations. This includes:

Anti-lock Brakes (ABS) to help you keep control of the steering and prevent the car from skidding under heavy braking.

Electronic Brake force Distribution (EBD) applies a different amount of braking force to individual wheels to keep the car stable – especially if you need to brake in a corner.

Emergency Brake Assist (EBA) Hit the brakes hard in a hurry and the system will come to your aid, applying maximum braking power in milliseconds to bring you to a halt quickly and safely.

This system automatically activates the hazard lights to warn other motorists.

Electronic Stability Programme (ESP) which is standard across the range comprises:

- **Traction Control (ASR)** activates the braking and engine management systems to prevent the driven wheels from spinning in slippery conditions.
- **Dynamic Stability Control (DSC)** continuously monitors and compares data from the steering wheel sensor and the yaw sensor to detect any under or oversteer, then uses the braking and engine management systems to keep you on course.

YOUR PERSONAL BODYGUARD

People come first with us. That's why we've taken all the features you can't see on the 308 as seriously as those you can. Beneath its elegant, dynamic lines lies a passenger safety cell that's been designed with three impact absorption structures to soak up as much of the crash energy as possible if you're involved in an accident. In the event of a head-on collision, you're protected by the main impact structure, as well as a new lower structure fitted onto the front subframe and extra reinforcements above the front wheel arches. So you and your passengers are effectively cocooned in a protective cell.

A further safeguard is provided by the 308's collapsible steering column which retracts to prevent excessive injuries to the driver. The all-round protection continues with reinforced side panels to take the brunt of the force if you're hit from that angle, plus an aluminium alloy impact bar at the back to safeguard the cabin and the fuel tank.

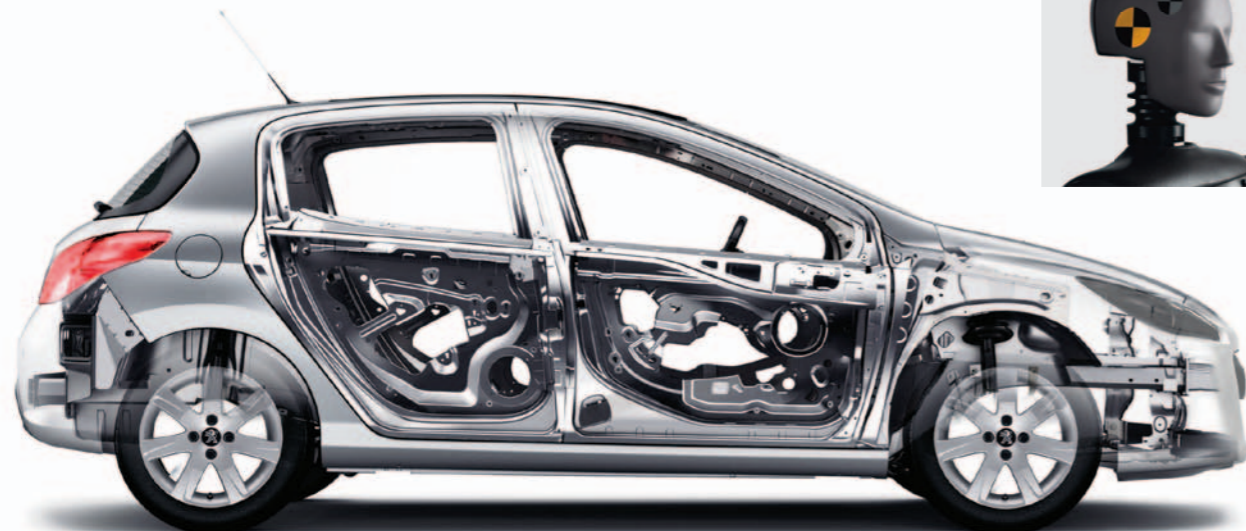
If you do find yourself in a dangerous situation, it's reassuring to know that the 308 is fully equipped with 3-point seatbelts with force limiters, which complement the restraining effect provided by the pretensioner in

the driver and front seat passenger's belts.

The 308's final line of defence is provided by six airbags.

- Two adaptive driver and front passenger airbags for head and upper body protection, which adapt their level of inflation to match the severity of the impact.
- Two front side airbags safeguard the driver and front passenger's chests and bodies.
- Two curtain airbags, to protect both the front and rear passengers' heads.

For when you have children on board the rear seats are fitted with child seat mounting points so you can carry tiny VIPs safely and securely in compatible child seats.



In 2009, the Peugeot 308 hatch successfully repeated the Euro NCAP* ADULT OCCUPANT PROTECTION test, obtaining once again 5 stars (i.e; the "excellent" level), the maximum that can be obtained. Created in 1997, the Euro NCAP is an independent European organisation that evaluates the safety of vehicles available on the market by means of several tests: front impact, side impact, pillar test, etc. The organisation makes the results of these tests public using a star rating system.

* European New Car Assessment Program.



INTERIOR TRIMS



Black leather - optional



Sibyak Mistral fabric - standard

DIMENSIONS



COLOURS & WHEELS

METALLIC COLOURS



Aluminium Grey



Nera Black



Thorium Grey



Vapour Grey



Bistre Brown



Egyptian Blue



Philoae Blue

SOLID



Pearl White (optional)



Hurricane Grey



Babylon Red (optional)

GLOSSY

WHEELS



Santiaguito 16" Aluminium Rim
Available on Access & Active models



Melbourne 17" Glittering Aluminium Rim
Available on Allure models



Lincancabur 18" Aluminium Rim
Optional

ACCESSORIES

Head restraint coat hanger

This chrome effect attaches to the rear of a front seat head restraint and provides convenient hanging space for jackets and coats low down where they can't restrict your rear vision.

#9664PG



Door wind deflectors

Allows you to draw stale air out of the vehicle whilst letting fresh air in, reduces interior heat and wind noise, and eliminates windscreen fogging.

#9621H6



Styled mudflaps

Designed to complement the lines of the vehicle whilst protecting the vehicle's bodywork from damage that can be caused by road debris.

#9603Q7 Front Hatch & SW. #9603Q9 Rear Hatch. #9603R6 Rear SW.



Boot tray

Manufactured from hard-wearing washable rubber, this high sided tray will not only protect against dirty items but will also help contain small liquid spills in the boot.

#966365 Hatch. #966367 SW.



Roof bars

An excellent foundation for carrying large items and for attaching cycle carriers and luggage boxes.

#9616W2 Hatch. #9616W3 SW.



Wi Fi on board

Passengers can connect any wireless enabled device to the internet. Requiring an internet specific 3G/3G+ SIM card*, the unit creates a Wi Fi zone of up to 10 metres for up to 4 users with connection speeds of up to 2mbps.

*SIM card and subscription not supplied.

#9702GV



PEACE OF MIND 308

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. What's 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 problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot genuine parts.

Driving down the costs of servicing

Peugeot petrol and diesel engine cars need servicing every 20,000 km 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 the 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.

3 year / 150,000 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.

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

Sime Darby Automobiles NZ Ltd 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 New Zealand, or modifications made to meet New Zealand standards or requirements. Features shown or described in this brochure may not be available on all 308 models. All data in this brochure is believed to be correct at the time of printing. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, Sime Darby Automobiles NZ Ltd 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.

Peugeot proudly supports



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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.

Throughout this long history we have tirelessly questioned the accepted norms, seeking ways to refine existing vehicle concepts and even to create a few new ones of our own.

On behalf of all the people that make our brand, I hope that you enjoy the new journeys and sensations it creates for you.

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

Christian Peugeot