



NEW PEUGEOT 308 & 308SW





REFINED DESIGN

Bold and refined, the new Peugeot 308 adopts a new image and enters a new dimension. A pure design favouring clear dynamism is emphasised by wide wheel arches and a lowered ground clearance. Its sporty curves follow the mechanics as closely as possible and define a streamlined silhouette. The quality materials serve as a setting for the latest innovations.

SIMPLE, NEEDS-FOCUSED MINIMALISM

From its design phase, the New PEUGEOT 308 was intended to combine environmental performance and driving properties of a high level. Painsstaking work to reduce the weight of the vehicle permitted a saving of 140 kg compared to its previous version.

The silhouette is refined for optimum aerodynamic properties, while the electric power steering and the new engines combine their virtues to limit fuel consumption.





THE SERENE CHOICE

The New Peugeot 308 offers a range of equipment which contributes to the safety of the vehicle and its occupants. This includes programmable cruise control*, ABS with Electronic Brake Force Distribution and Emergency Braking Assistance. This is not just technology

for technology's sake. It's about leaving nothing to chance, with parking aid systems*, reversing camera* and electric handbrake* all adding to safety and convenience.

*Standard or unavailable according to version



A MOMENT OF PRIVILEGE

The New Peugeot 308 indulges the senses. Its compact body shape still offers a spacious interior as every element has been carefully considered to maximise space.

The boot capacity of 470 litres (420 dm³ in volume VDA) is one of the most generous in its segment: the result of careful planning that optimises space.



A SERENE DRIVE

The New PEUGEOT 308 SW responds to even the slightest prompt from the driver. Get behind the compact steering wheel to discover the ergonomic driving position and exceptional comfort generated from a lowered ground clearance, excellent road holding and soundproofed interior.

Experience the performance you would expect from a saloon when you drive the New Peugeot 308 SW. Intuitive and precise handling ensures a stable

yet dynamic road performance and numerous driving aids such as ESP, Emergency Braking Assistance and ABS with Electronic Brake Force Distribution increase the safety of the vehicle and its occupants. The new Peugeot 308 SW doesn't leave anything to chance and improves driving experience further with functions such as Hill Assist* reversing camera* and electric parking brake*.

*Standard or unavailable according to version.

SLEEK AND ELEGANT

The New Peugeot 308 SW is a large, sleek and sporty estate. The pyramid shaped tailgate, large wheel arches and lowered ground clearance reinforce its balanced and aerodynamic design.

The streamlined rear lights benefit from the latest LED technology and blend seamlessly with the curves of New Peugeot 308 SW to create a precise and chic silhouette.



CHANGE YOUR PERSPECTIVE



The quality of the New Peugeot 308 SW can be seen in its pure design. This sleek, modern estate benefits from improved aerodynamics and uses innovative technology to ensure that it is both elegant and efficient. New fuel efficient engines, lighter materials and a significant reduction in vehicle mass ensure that the New Peugeot 308 SW redefines standards in terms of CO₂ emissions and fuel consumption.

Discover the style and practicality of this comfortable, family estate. The large, flexible boot space is made especially

functional thanks to the rear bench seat which folds down instantly to create a completely flat floor.

The New Peugeot 308 SW is packed full of technology to give you the ultimate driving experience. Every aspect of the refined interior has been carefully designed to deliver the maximum space and comfort while the intuitive driving position places controls within easy reach. A dynamic drive encased in the latest innovations.



THE CAPACITY TO ADAPT

4585mm long, 2043mm wide (including door mirrors) and 1472mm high, the New Peugeot 308 SW has the perfect dimensions for a family estate car with exceptional interior space and boot volume. There are several useful storage spaces under the boot floor which add to the New Peugeot 308 SW's boot volume of 660 litres, making it one of

the best in its segment. Adapting to all your requirements, the load capacity is increased to an optimal 1775 litres in flat floor configuration. The adjustable tie down hooks fitted to chrome boot rails* allow you to organise and secure your luggage with ease.

*Standard or unavailable according to version.



REDISCOVER THE ROAD

Built on a cutting edge platform that is light, compact, strong and safe, the New Peugeot 308 benefits from all of Peugeot's road handling expertise to ensure an exhilarating performance.

It handles superbly, responding to the driver's every command. The electric

power steering is as light as it is precise, so it takes corners with ease. Comfort on board is guaranteed by the excellent traction control, exemplary road holding and improved soundproofing, which transforms every journey into a moment of pleasure and serenity.

FULL LED

TECHNOLOGY*

Equipped with full LED technology*, the headlights complement the chiselled design of the radiator grille and feline appearance of the New Peugeot 308 to create a captivating light signature.

This cutting edge LED technology can also be seen in the rear lights and courtesy lighting that is integrated in the door mirrors.

*100 % light emitting diode technology. Standard or unavailable according to version





PEUGEOT

i-Cockpit

Peugeot has created an ultra-modern interior architecture for the New Peugeot 308: the Peugeot i-Cockpit. The pure, minimalist design is crafted around a raised centre console, 9.7" touch screen, sports steering

wheel and head up instrument cluster. Created in black gloss and satin chrome, the Peugeot i-Cockpit is a refined and distinctive space.



LARGE MULTIFUNCTION TOUCH SCREEN*

Perfectly integrated at the top of the central console, the latest generation 9.7" touch screen allows easy access to all functions. The touch sensitive buttons and numerous shortcuts make it easier to use and personalise*.

*For safety reasons, it is advisable to only use the touch screen when the vehicle is stationary.

AIR CONDITIONING

You can control the air conditioning and ventilation system via the touch screen.

DRIVING AIDS

All driving aid systems (speed limiter, speed regulator, ...) can be adjusted using the touch screen.

AUDIO

The New Peugeot 308 offers exceptional audio quality and the large volume button highlights the sleek design of the centre console.

SATELLITE NAVIGATION

Combining satellite navigation* with large touch screen technology brings incredible clarity to mapping information, to further improve driving experience.

SETTINGS

Ergonomic and intuitive touch screen technology means you can set all of the functions in a matter of seconds.

PHONE

You can respond to calls safely with Bluetooth®. The address book and hands free system is accessible via the central touch screen, leaving you in charge of your vehicle.

*Standard or optional according to model

PRECISION & VISION

The Peugeot signature head up instrument panel means that driver information can be accessed easily without taking your eyes off the road. Inspired by the world of watchmaking, the stylish, modern gauges on this display panel include specially

engineered needles. The inverted counter displays guide your eyes toward the front of the vehicle. Its just one of those little touches of innovation and exclusivity that make the new Peugeot 308 such an enjoyable and intuitive driving experience



PEUGEOT AND THE ENVIRONMENT

Peugeot is a leading manufacturer of low emission vehicles and more than half of its global sales are for vehicles emitting less than 140g of CO₂ per km. This performance is based on proven technology: the Diesel Particulate Filter.

Launched in 2000, and equipped as standard on more than 2.1 million vehicles, it reduces particle emissions by 99.99%. Peugeot has also led the way on other breakthrough technologies including Stop & Start and a new generation of HDi engines.

The vehicle mass of New Peugeot 308 has been significantly reduced saving 140 kg compared to the previous version and the body style has been designed to achieve optimal aerodynamics. These

improvements combined with the latest generation of PureTech petrol and BlueHDi diesel engines offer excellent rates of fuel consumption and CO₂ emissions.

PURETECH

Peugeot's PureTech 3 cylinder petrol engine technology is available on New Peugeot 308 and offers drive and performance with significantly improved fuel consumption and CO₂ emissions. PureTech ensures that the New Peugeot 308 balances performance with driving sensations.

BLUEHDI ENGINES

BlueHDi, Euro 6 diesel engines, are available on the New Peugeot 308 : an exclusive new technology that combines a Selective Catalytic Reduction (SCR) function with the diesel particulate filter system. This BlueHDi technology drastically reduces NOx (the combination of mono-nitrogen oxides NO and NO₂) by more than 90%, which optimises CO₂ emissions, improves fuel consumption and almost totally eliminates particle emissions (99.9%).

SAFETY

BRAKING AND ESP®

The New Peugeot 308 is equipped with a complete braking and ESP control system that improves handling in difficult driving conditions:

- ESP® (Electronic Stability Program), with its traction control (ASR), acts on the brakes and engine control to limit wheelspin in the case of loss of grip.
- Dynamic Stability Control (CDS) continuously compares stability information to detect understeer or oversteer. It then works to keep the New Peugeot 308 on its original trajectory.
- Anti-lock Braking System (ABS) helps to control loss of traction during emergency braking.
- Electronic Brake Force Distribution (EBFD) works wheel by wheel for greater efficiency, particularly when braking on bends.
- Emergency Brake Assist (EBA) increases the effectiveness of braking when necessary.

INTELLIGENT TRACTION CONTROL

This clever traction control system brings a new feature to classic traction. It helps to identify situations that could hinder grip and the progress of the vehicle on icy or snowy roads. In these situations, the system of Intelligent Traction Control replaces ASR to reduce wheelspin and promote good traction.

ENHANCED SECURITY

In keeping with the philosophy of the New Peugeot 308, many facilities are available to provide you with maximum security. In addition to excellent handling, a strong structure helps to withstand and absorb the energy of frontal and side impacts.

AIRBAGS

The New Peugeot 308 is equipped with 6 airbags: two front airbags, two side airbags and two curtain airbags.



ALL NEW ENGINES

NEW PureTech THREE CYLINDER PETROL TURBO

Peugeot PureTech is an advanced three cylinder petrol engine technology that offers drive and performance normally associated with much bigger engines but with significantly improved fuel consumption and CO2 emissions.

It is a product of Peugeot's 100 years of intelligent, innovative engineering and combines reduced weight materials with the efficiency of applying direct fuel injection to three cylinders.

On the New 308 we've even added turbo power optimising torque at all revs to delivering an engine with a unique personality, which will give you maximum driving pleasure and responsiveness.

PureTech 1.2 e-THP 130 6 speed manual stop & start*	
Maximum power hp (Kw)	130 (96) @ 5500 rpm
Maximum torque Nm	230 @ 1750 rpm
Combined drive cycle litres/100km	From 4.8
CO ₂ emissions g/km	From 110

PureTech 1.2 e-THP 130 6 speed automatic stop & start	
Maximum power hp (Kw)	130 (96) @ 5500 rpm
Maximum torque Nm	230 @ 1750 rpm
Combined drive cycle litres/100km	From 5.2
CO ₂ emissions g/km	From 119

NEW 1.6 Turbo High Pressure Petrol

1.6 e-THP 150 6 speed automatic	
Maximum power hp (Kw)	150 (110) @ 5000 rpm
Maximum torque Nm	240 @ 1400 rpm
Combined drive cycle litres/100km	From 6.5
CO ₂ emissions g/km	From 150

BlueHDi TECHNOLOGY

BlueHDi is the next generation of Peugeot's diesel engine technology, targeted to meet Euro 6 emissions standards. BlueHDi is designed to drastically reduce nitrogen oxides – by more than 90% – while minimising CO₂ emissions and optimising fuel consumption.

2.0 Blue HDi Engine 150hp 6 speed automatic stop & start	
Maximum power hp (Kw)	150 (110) @ 3750 rpm
Maximum torque Nm	370 @ 2000 rpm
Combined drive cycle litres/100km	From 4.1
CO ₂ emissions (g/km)	From 107

308 TECHNICAL SPECIFICATIONS

HATCHBACK		1.2 e-THP 130bhp 6-speed manual*	1.2 e-THP 130bhp 6-speed automatic	1.6 THP 150bhp 6-speed automatic*	2.0 BlueHDi 150bhp 6-speed automatic
DRIVETRAIN	Fuel type	Petrol	Petrol	Petrol	Diesel
	Cubic capacity (cc)	1199	1199	1598	1997
	Maximum power hp (Kw)	130 (96) @ 5500	130 (96) @ 5500	150 (110) @ 5000	150 (110) @ 3750
	Maximum torque lb ft (Nm at rpm)	173 (230) @1750	173 (230) @ 1750	177 (240) @ 1400	277 (370) @ 2000
	6 speed manual	●			
	6 speed automatic		●	●	●
BRAKES	Front & rear discs	●	●	●	●
SUSPENSION & TYRES	Front Suspension	Pseudo MacPherson			
	Rear Suspension	Deformable U Crossmember			
	Size - 15" steel wheels	195/65R15			
	Size - 16" alloy wheels		205/55R16		
	Size - 17" alloy wheels			225/45R17	
	Size - 18" alloy wheels			225/40R18	
	Spare wheel (space saver)	●	●	●	●
FUEL TANK	Capacity (litres)	53 litres			
FUEL CONSUMPTION, EMISSIONS AND PERFORMANCE INFORMATION		15" & 16" wheels	15" & 16" wheels	17" & 18" wheels	17" & 18" wheels
	Maximum speed (km/h)	201	200	211	211
	Acceleration (0-100km/h)	10.3	9.8	8.5	9.6
	Urban drive cycle (l/100km)	6.0	6.5	8.8	4.8
	Extra urban drive cycle (l/100km)	4.1	4.4	5.2	3.7
	Combined drive cycle (l/100km)	4.8	5.2	6.5	4.1
	Regulated emission standard	Euro 6	Euro 6	Euro 5	Euro 6
	Carbon dioxide emissions (g/km)	110	119	150	107
VEHICLE WEIGHT INFORMATION (KG)	Gross vehicle weight	1750	1770	1780	1900
	Kerb weight	1090	1150	1255	1310
	Gross train weight	3041	2970	2380	3500
	Maximum braked trailer weight	1300	1200	600	1500
	Maximum tow ball weight	75	75	75	75
	Turning circle (m)	5.2			

STATIONWAGON		1.2 e-THP 130bhp 6-speed automatic	1.6 THP 150bhp 6-speed automatic*
DRIVETRAIN	Fuel type	Petrol	Petrol
	Cubic capacity (cc)	1199	1598
	Maximum power hp (Kw)	130 (96) @ 5500	150 (110) @ 5000
	Maximum torque lb ft (Nm at rpm)	173 (230) @ 1750	177 (240) @ 1400
	6 speed automatic	●	●
BRAKES	Front & rear discs	●	●
SUSPENSION & TYRES	Front Suspension	Pseudo MacPherson	
	Rear Suspension	Deformable U Crossmember	
	Size - 16" alloy wheels	205/55R16	
	Size - 17" alloy wheels		225/45R17
	Size - 18" alloy wheels		225/40R18
	Spare wheel (space saver)	●	●
FUEL TANK	Capacity (litres)	53 litres	
FUEL CONSUMPTION, EMISSIONS AND PERFORMANCE INFORMATION		16" wheels	17" & 18" wheels
	Maximum speed (km/h)	198	210
	Acceleration (0-100km/h)	10.1	8.8
	Urban drive cycle (l/100km)	6.5	8.8
	Extra urban drive cycle (l/100km)	4.4	5.2
	Combined drive cycle (l/100km)	5.2	6.5
	Regulated emission standard	EURO 6	EURO 5
	Carbon dioxide emissions (g/km)	119	150
VEHICLE WEIGHT INFORMATION (KG)	Gross vehicle weight	1855	1870
	Kerb weight	1200	1315
	Gross train weight	2955	2470
	Maximum braked trailer weight	1100	600
	Maximum tow ball weight	70	70
Turning circle (m)	5.4		

● Standard

*Indicative figures only. Unconfirmed at time of publication

308 SPECIFICATIONS Continued



308 ACCESS

Hatchback

Exterior Features

- Rear lamps with “claw effect” LEDs
- Colour coded mirrors & door handles
- LED daytime running lamps
- 15” ‘Ambre’ wheel trims

Comfort and Convenience

- Manual mono-zone air conditioning
- ‘One Touch’ electric front & electric rear windows
- Remote controlled central locking
- Cruise control with speed limiter

In-car Entertainment

- Radio/CD player with Bluetooth and USB connection

308 ACTIVE

Hatchback & Station Wagon

All ACCESS features plus...

Exterior Features

- 16” ‘Quartz’ alloy wheel
- Front fog lights
- Electric folding door mirrors

Comfort and Convenience

- Rear park aid
- Leather wrapped steering wheel
- Automatic headlights
- Rain sensing wipers
- Programmable cruise control
- Driver lumbar support
- Reversing camera and satellite navigation (available option)

In-car Entertainment

- 9.7” multifunction colour touchscreen
- CD player with Bluetooth and USB

308 ALLURE

Hatchback & Station Wagon

All ACTIVE features plus...

Exterior Features

- 17” ‘Rubis’ alloy wheel
- Full LED headlights with fully integrated LED daytime running lights
- Electric folding door mirrors with courtesy approach lighting

Comfort and Convenience

- Satellite navigation
- Electric handbrake
- Reversing camera
- Front park aid

Optional Extras

- 18” ‘Saphir’ Alloy Wheels
- Panoramic Cielo Roof
- Premium Leather trim with heated seats

COLOURS



Bianca White



Tornado Grey*



Aluminium*



Twilight Blue*



Hurricane Grey



Pearlescent White**



Rich Oak*



Nera Black*



Rioja Red*

*Metallic Paint **Pearlescent Paint



Cumulus Grey*

TRIMS



WHEELS



15" steel wheels
with Ambre trims - Access



16" Quartz alloy wheels
- Active



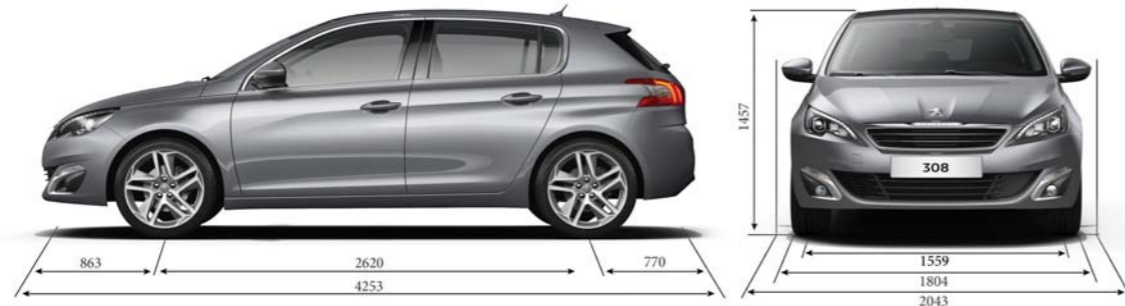
17" Rubis alloy wheels
-Allure



18" Saphir alloy wheels
- Allure optional

*Available according to version.

DIMENSIONS 308



DIMENSIONS 308 SW



All measurements in mm

ACCESSORIES



FRONT DOOR AIR DEFLECTORS

These air deflectors allow you to refresh the air in the passenger compartment whatever the weather without the unpleasant noise produced by open windows, and without rain entering the cabin.

#1610452480



RUBBER FLOOR MATS

A set of 2 front mats and 2 rear mats in black contoured rubber. The height of the edges and the rigidity give a tray effect to protect the original flooring; they can be shaken out very easily. The mats hold excellently to the floor and the driver's mat has fastenings. The rubber mats are suitable for intensive use and are easy to maintain. They offer complete protection for the original carpeting due to fitting perfectly to the contours of the floor, thus enhancing the vehicle's resale value.

Hatch Part #1609853180 | Station Wagon Part #1609853380



LUGGAGE COMPARTMENT TRAY

Provides effective protection for the original boot mat when transporting goods or materials that may soil or cause permanent damage by tearing. The boot liner perfectly fits with vehicle dimensions, colour and finish, protecting the floor of your vehicle's boot. It is made out of top-end, anti-slip material, specifically designed for your vehicle.

Hatch Part #1609822980 | Station Wagon Part #1609837880



REMOVABLE TOW BAR

The tow ball can be fitted and removed in a matter of seconds, without any tools, allowing you to easily and effortlessly change the appearance of your vehicle. Once the tow ball is removed the towbar is not visible.

Refer to your parts department



FRONT & REAR MUDFLAP SETS

These mudflap sets protect the door apertures and the underframe of the vehicle against splashes from water, mud and gravel. They integrate perfectly in the style of the vehicle combining aesthetics and effectiveness. Protects the vehicle against splashes of mud and gravel, so contributing to resale of the vehicle.

Front Part #1610092580 | Rear - Hatch Part #1610092680
Rear - Station Wagon Part #1610092780



SET OF 2 ROOF BARS

These stylish roof bars increase your loading capacity and make the transportation of bulky objects easier. Multipurpose, they permit the installation of various transportation accessories such as roof boxes, bike & ski carriers and kayak carriers. Perfectly suited to the dimensions and style of the vehicle, they have been designed to avoid scratches to the body work and are fitted with an anti-theft system.

Hatch Part #1607440780 | Station Wagon without longitudinal bars Part #1607440880
Station Wagon with longitudinal bars Part #1608868480



SKI/SNOWBOARD CARRIER

This ski/snowboard carrier offers optimum safety of transportation while being resistant to the weather and road hazards. Designed in aluminium and with easy opening and installation, it is fitted with a key operated anti-theft system. There is no risk of damage to the vehicle as there is no contact with the body work. Provides the option of carrying a number of skis and snowboards, or a combination of the two.

4 pairs skis/2 snowboards Part # 961514 | 6 pairs skis/4 snowboards Part #961515



TOW BAR MOUNTED BIKE CARRIER 2 BICYCLES

Tow bar mounted bike carrier for carrying two bikes. Folds flat for easy storage, becoming sufficiently compact to be stowed in the vehicle's boot. You can access the boot without having to unload the bikes. Alternatively for more storage, there are separate 3 & 4 bike carriers as an option.

Part #961508

The New PEUGEOT 308 voted 2014 "CAR OF THE YEAR"



The 2014 European 'Car of the Year' title represents the most prestigious recognition for the 308, which embodies the brand's values of excellence, in terms of its design, elegant and dynamic, efficient concept based on an advanced approach to weight reduction, driving experience with its innovative instruments and controls (the PEUGEOT i-Cockpit) playing a part and quality of the highest level.

PEACE OF MIND

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.

SERVICING REQUIREMENTS

Peugeot petrol engine cars require servicing every 20,000 kms or every 12 months, whichever is the sooner. 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-PERFORATION 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. The purchase of your new Peugeot automatically entitles you to Peugeot Assistance for three years.

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

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