



Peugeot //

307 / 307 Estate / 307 SW



307 / 307 Estate / 307 SW

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Peugeot

The right chemistry

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 built to the very highest standards, ensuring technical excellence, superb handling plus peace of mind, and is engineered to achieve optimum active and passive safety.

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 reawaken your enthusiasm for driving.

And it goes without saying that it means intelligence. 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 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 – just as the four lines run through the design of every page in this brochure. Creating the perfect chemistry between you and your car. And ensuring you the drive of your life.



Peugeot 307 SW in Himalayan Grey

It's time to stop dreaming



The 307 was made to be admired. With its sleek, muscular appearance and dynamic lines it has all the style you could dream of. And with its powerful, unmistakably Peugeot face, it has more personality than you could imagine. No wonder so many drivers put it at the top of their wish list.

A style of its own



Some curves are meant to be appreciated when you're standing still. Like the lines that define the profile of the 307 SW's elegant, transparent roof. Or the unmistakable contour of its bonnet, and the way it sweeps down past the wide grille and distinctive tapered headlights. With a car as stunning as this, you'll be proud to be different.



Comfort //

Let there be light

Impact resistant glass

The 307 SW's panoramic roof has hidden strengths. Because the glass is laminated, it's actually 30 times tougher than traditional glass. It's also designed to cut down road noise and filter out 90% of the sun's ultraviolet rays. And just to make things even

safer for you and your passengers, the 307 SW comes with two curtain airbags just above the side windows to protect you and your passenger's heads* in the event of a collision.

Panoramic sunroof

The reflective, panoramic roof measures an impressive 1.4m², effectively extending the raked windscreen right back over the rear seats so all your passengers can experience the incredible sensation of light and space.

Electric shutter blind

When the weather gets hot, you and your passengers don't need to. The electric shutter blind can be operated at the touch of a button, to extend across all or part of the panoramic roof, as required.

*As far back as row 2.



Comfort //

The power to put you at ease

The 307 is a perfect example of what technology should be all about – making life simpler and easier. There's a trip computer* to keep you in touch with your car's performance, dual zone air

conditioning* to maintain everyone's cool, even an air-conditioned glove box. Everything, in fact, that you could need to get yourself comfortable.

*Depending on model.



1. Air-conditioning

Stay cool, no matter how sticky the situation gets. Dual zone temperature regulation* enables the driver and front seat passenger to control their own air flow and temperature perfectly – right down to within half a degree in fact.

2. Aluminium detailing

Aluminium pedals are standard on hatchback Sport and GT models.

3. RD4 audio system

If you like your music, you'll love this CD RDS, MP3 compatible* radio system. It features an output of 4x15 Watts and a Digital Sound Processor for the best possible tone. (Model shown with CD changer).

4. White dials

Available on all models except SW.

*According to versions.

Comfort //

Room for everyone

With its generous proportions and large windows, the 307 is light, airy and surprisingly spacious. It's also supremely comfortable, thanks to

the many features included for your well-being. And that makes a very welcome difference to any journey.



Sit back and relax

As soon as you step into the 307, you know you can relax. It comes fully equipped with all the intelligent

technology you could need to get you to your destination with the minimum of stress.



GT model shown

The advanced RT3* communication system features:

Satellite navigation system (Global Positioning System) which broadcasts the latest traffic information and gives you directions verbally through the speakers and visually on the multi-function colour display.

16/9 7" high-definition colour display with audio/video input for a camcorder, DVD or games console, should you fancy a little extra entertainment when your

307 is parked.

An SMS compatible, dual-band GSM telephone with SIM card** ready to connect you to all compatible European networks, incorporated into the radio. Thanks to a built-in microphone, steering wheel-mounted controls and speakers in the radio you can safely keep in touch with your friends and family and still concentrate on the road ahead.

Voice recognition and voice synthesis to take the hassle out of using the system.

An RDS mono CD dual-tuner car radio with 24 presets (MP3* compatible via the audio/video input located in the glove box).

*Optional according to versions.
**Access to these services requires an operational SIM card (PIN number entered) to be inserted in the RT3.



Flat blade front windscreen wipers with automatic regulation*

A rain sensor at the top of the front windscreen controls automatic operation of the front windscreen wipers and adapts their speed to the intensity of the rain.



Follow Me Home lighting

After the ignition has been switched off, the system keeps the dipped beam on to guide you to your door.



Bluetooth "hands-free" kit**

Make and receive your phone calls through your car stereo unit. There's no need to touch your phone or wear a headset, just activate the Bluetooth setting on your phone, then use the stereo remote control to access the phone functions you need – you can even scroll through your address book**.

*According to versions.
**Optional according to version and according to phones for the Bluetooth system. Comes with MP3 compatible CD player.





Designed around you

Flexibility's a really big thing for the 307 SW. With its long wheelbase, plus seats that fold and slide to take up to seven passengers in comfort, it's ready for anything from a romantic picnic for two in the country to a family touring holiday. Or even to help out on moving day. Which could make a real difference to the way you organise your life.

Modular seats

The 307 SW was designed to fit in with your day – and whatever it throws at you. Both wraparound front seats can be reclined or raised for maximum comfort and a completely personalised driving position. Move back to the second row and you'll find three individual, removable seats that can be reclined or slid backwards and forwards to

meet your needs. This row also benefits from airline-style foldaway tables and pockets incorporated into the front seat backs plus numerous other storage compartments.

The third row may be last, but it's certainly not least. It can accommodate up to two of the second row seats in any of three positions to create any number of convenient configurations. You also have the option of adding one or two extra accessory seats (optional) so you can take up to seven passengers.

Storage

With clever storage solutions located all around the cabin, you'll find there's a place for virtually everything. Check out the CD compartment, or the two cup holders in the central console, or

the door pockets, or the drawers hidden under the front seats*. Practicality certainly does come as standard with the 307 SW.

Boot

Whatever you need to pack in, you'll find the 307 SW is incredibly accommodating. With the rear seats removed, you've got over two square metres** of space to play with. And if you need more room to stow away those bits and pieces, you'll find two storage bins with a total volume of 5 litres on either side of the passenger compartment plus removable storage nets located around the boot space.

*According to model.
**PSA Method.

Responsive power

The 307 range offers a choice of 16 valve petrol and HDi engines.

Hatchback	Petrol					Diesel		
Consumption mpg (litres/100km)	1.4 l. 16v 90bhp	1.6 l. 16v 110bhp	1.6 l. 16v Tiptronic automatic	2.0 l. 16v 141bhp	2.0 l. 16v 180bhp	HDi 90	HDi 110	HDi 136
Gearbox	5 speed manual	5 speed manual	4 speed automatic	5 speed manual	5 speed manual	5 speed manual	5 speed manual	6 speed manual
Urban	32.5 (8.7)	28.2 (10.0)	25.2 (11.2)	26.4 (10.7)	23.9 (11.8)	46.3 (6.1)	46.3 (6.1)	39.8 (7.1)
Extra Urban	53.3 (5.3)	48.7 (5.8)	47.1 (6.0)	47.1 (6.0)	43.5 (6.5)	65.7 (4.3)	65.7 (4.3)	62.8 (4.5)
Combined	43.5 (6.5)	38.2 (7.4)	35.8 (7.9)	36.7 (7.7)	33.6 (8.4)	57.6 (4.9)	57.6 (4.9)	52.3 (5.4)
Combined CO ₂ (g/km)	155	174	189	184	200	129	129	142

Estate	Petrol		Diesel	
Consumption mpg (litres/100km)	Petrol 1.6 l. 16v 110bhp	Petrol 1.6 l. 16v 110bhp Tiptronic automatic	HDi 90	HDi 110
Gearbox	5 speed manual	4 speed automatic	5 speed manual	5 speed manual
Urban	28.5 (9.9)	24.8 (11.4)	45.6 (6.2)	45.6 (6.2)
Extra Urban	44.8 (6.3)	44.8 (6.3)	64.2 (4.4)	64.2 (4.4)
Combined	36.7 (7.7)	34.0 (8.3)	56.5 (5.0)	56.5 (5.0)
Combined CO ₂ (g/km)	178	194	131	131

SW	Petrol		Diesel		
Consumption mpg (litres/100km)	Petrol 1.6 l. 16v 110bhp	Petrol 1.6 l. 16v 110bhp Tiptronic automatic	HDi 90	HDi 110	HDi 136
Gearbox	5 speed manual	4 speed automatic	5 speed manual	5 speed manual	6 speed manual
Urban	28.5 (9.9)	24.8 (11.4)	44.8 (6.3)	44.8 (6.3)	38.6 (7.3)
Extra Urban	44.8 (6.3)	44.8 (6.3)	62.8 (4.5)	62.8 (4.5)	60.1 (4.7)
Combined	36.7 (7.7)	34.0 (8.3)	55.3 (5.1)	55.3 (5.1)	50.4 (5.6)
Combined CO ₂ (g/km)	178	194	134	134	148



4-speed automatic sequential gearbox

Enjoy the relaxed approach of an automatic combined with all the fun and control of selecting your own gears, courtesy of the "Tiptronic System Porsche" automatic sequential gearbox. Sequential mode lets you go through the four gears quickly and precisely. Automatic mode does all the gear changing for you.



Manual 6-speed gearbox

Why six gears? You haven't driven the 307 SW with its HDi 136 bhp engine yet, have you? To give you even more driving pleasure, the 5th gear has been shortened for sharper acceleration while the 6th gear has been lengthened for greater fuel economy.



Speed limiter and cruise control*

To help you make the most of the HDi 2.0l 16 valve engine's performance, this 136bhp powerhouse comes with a 6-speed manual gearbox. The fifth gear has been shortened for sharper acceleration while the sixth gear has been lengthened for greater fuel economy - all of which adds up to increased driving pleasure.

Particulate Emission Filter (FAP)

Fitted as standard on the HDi 136 and HDi 110 engines, the FAP is a porous structure integrated into the catalytic converter to trap harmful particles of carbon as the exhaust gas passes through it, reducing emissions to barely measurable amounts without affecting performance.

*Depending on model.

Peace of mind

The 307 is equipped with effective, high-performance active and passive safety devices to prevent the risk of collision and lessen the eventual consequences. Enjoy the trip... and peace of mind.



Active safety

The 307 has been designed to give you confidence from the second you pull away. Start to put it through its paces... take it through a few twisting bends... and you'll really start to appreciate its exemplary road-holding.

McPherson type front suspension, wider tracks and a steel rear axle with a deformable crossmember help keep you firmly glued to the road, while excellent body rigidity plus powerful and durable braking just add to the sense of reassurance.

But that's not all. To retain optimal balance and preserve your driving pleasure in difficult situations, the 307's braking system combines several functions:

- Anti-lock braking system (ABS) stops wheels from skidding and brakes locking during emergency braking.
- Emergency Brake Assist (EBA) enhances the effectiveness of your braking if necessary.
- Electronic Brake Force Distribution (EBFD) controls braking wheel by wheel for greater efficiency, particularly when braking in corners.

The ESP (Electronic Stability Program), available as an option, offers two additional functions:

- Traction control (ASR) acts on the brakes and the engine management to limit wheel slip if grip is lost.
- Dynamic Stability Control (DSC) continuously compares information transmitted by the steering wheel sensor and the yaw sensor to detect any incipient understeer or oversteer and returns your 307 to its initial trajectory.

In addition to all these advanced features, if you brake sharply your hazard warning lights are programmed to come on automatically to alert drivers behind, leaving you free to concentrate on the road ahead.



Passive safety



With 4 stars in the Euro NCAP tests to protect adult occupants of the vehicle (ADULT OCCUPANT PROTECTION), the 307 protects you in a number of ways.

Crumple zones at the front and rear of the car are designed to take the brunt of the force in any impact, and should you be involved in a head-on collision, the steering wheel column retracts to lower the risk of it harming the driver; and to help prevent the engine and gearbox being pushed into the cabin.

Additional protection is provided by 6 airbags fitted as standard:

- Driver and front passenger air bags designed to inflate to a level that reflects the intensity of the impact.
- 2 front side air bags which protect the chest, pelvis and abdomen of the driver and front seat passenger.
- 2 front and rear curtain air bags to protect the heads of all passengers seated at the sides of the vehicle.

The 307 SW is designed to protect you in other ways too. For example it comes with five 3-point seat belts – the two at the front are equipped with pretensioners while the three at the rear feature force limiters. What's more all the head rests have a built-in anti-collapse system.

Got a really tiny VIP on board? No problem. You can fit compatible child seats quickly and easily to any of the ISOFIX anchor points on the rear side seats.

The 307 SW can even keep itself safe from unwanted admirers. The long list of security features include an anti-lock picking device, door locks that turn without engaging if anything other than the correct key is inserted, a coded anti-start device, deadlocks plus an alarm*.

*Optional or standard depending on version.

To find out more about 307 technology go to www.peugeot.co.uk



Get away from it all www.peugeot.co.uk

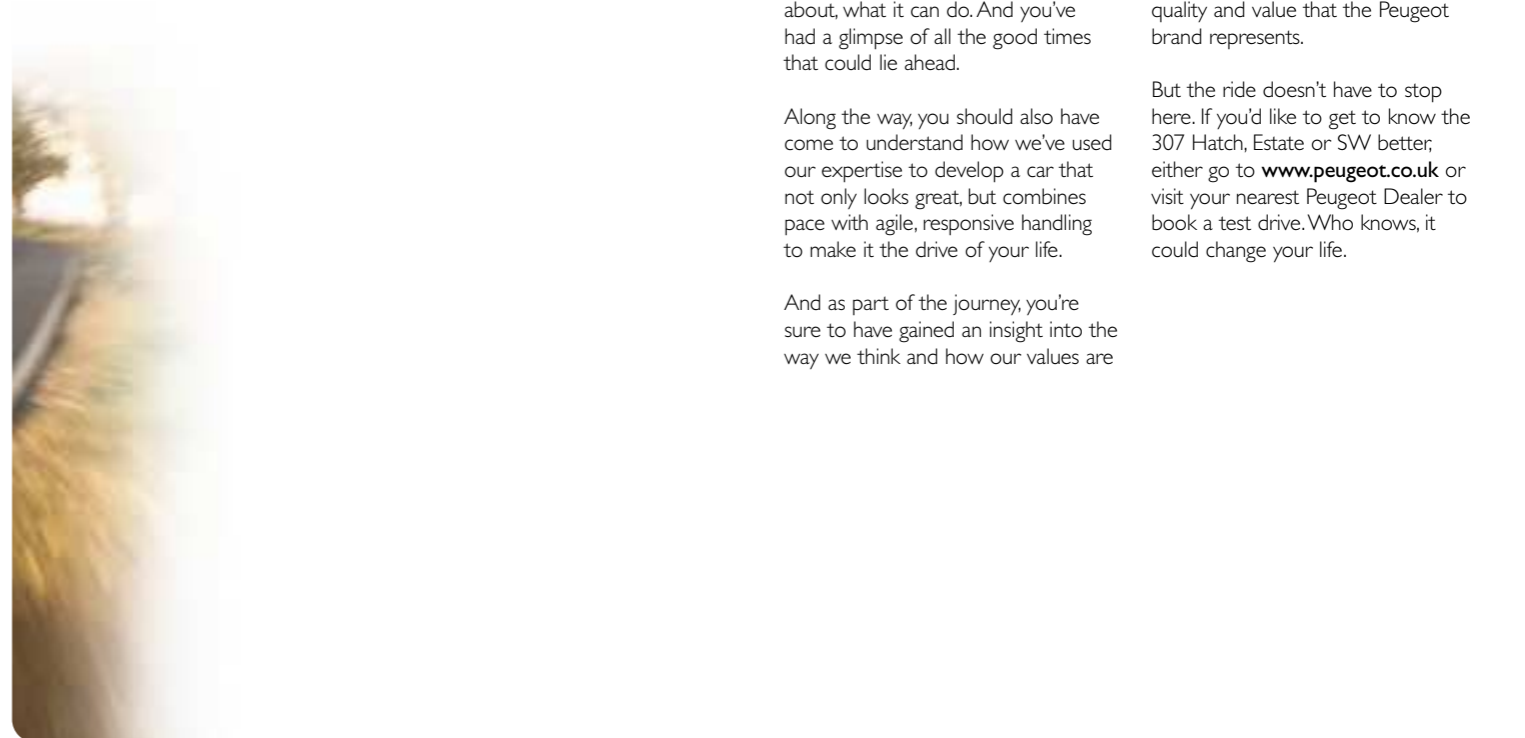
So now you've met the 307 range. You've got an idea of what it's all about, what it can do. And you've had a glimpse of all the good times that could lie ahead.

Along the way, you should also have come to understand how we've used our expertise to develop a car that not only looks great, but combines pace with agile, responsive handling to make it the drive of your life.

And as part of the journey, you're sure to have gained an insight into the way we think and how our values are

continuing to shape the marque. We also hope you've come to trust the quality and value that the Peugeot brand represents.

But the ride doesn't have to stop here. If you'd like to get to know the 307 Hatch, Estate or SW better, either go to www.peugeot.co.uk or visit your nearest Peugeot Dealer to book a test drive. Who knows, it could change your life.



Finishes



Astrakan Black leather*



Starting Black/Grey cloth

Hatch & Estate (Urban)

- Air conditioning
- Deadlocks
- Radio / CD player
- Chrome trimmed black instrument dials
- Electrically operated and heated door mirrors
- Electric front windows

Hatch & Estate (S)

Specifications in addition to Urban model:

- Cruise control with speed limiter
- Front fog lights
- Grille bars with chrome detailing
- Perforated leather trimmed steering wheel
- 16" Equinox alloy wheels (15" Apollo 1.4 16v)
- Chrome trimmed white instrument dials



Turbine Black / Grey cloth



Turbine Black / Red cloth



Astrakan black leather

Hatch (Sport)

Specifications in addition to S model:

- Chrome exhaust pipe extension
- Aluminium pedals
- Aluminium gear knob
- Sports seats
- Automatic rain sensing front wipers
- Automatic headlights
- Front seat armrests
- Carpet mats
- Five disc CD autochanger
- 17" Atalante alloy wheels
- Leather trimmed sports steering wheel

Hatch (GT)

Specifications in addition to Sport model:

- Alarm
- Roof mounted rear spoiler
- 17" Aidel alloy wheels
- Simple black leather trim



Perlo Black cloth

SW (S)

- Cruise control with speed limiter
- Grille bars with chrome detailing
- Front fog lights
- Leather trimmed steering wheel
- 16" Equinox alloy wheels
- Air conditioning
- Panoramic glass roof with electric shutter blind
- Audio pack - 6 speakers & audio remote control
- Silver coloured roof rails and door handles
- Electrically operated + heated door mirrors



Agave Grey velour

SW (SE)

Specifications in addition to S model:

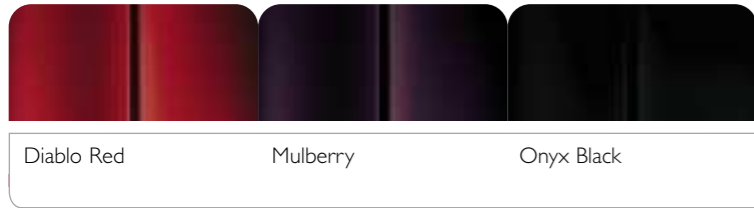
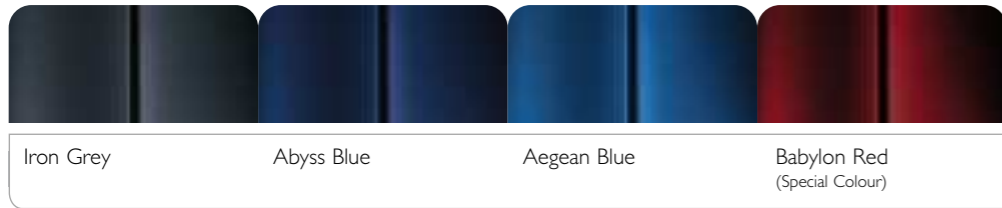
- Dark tinted glass side windows for rows 2 and 3
- Rear parking aid
- Five disc autochanger
- Electric folding door mirrors
- Automatic rain sensing front wipers
- Automatic headlamps
- Athermic (heat reflective) windscreen
- Air conditioning with dual zone climate control
- Agave grey velours trim

Also available in Perlo Black cloth and Astrakan Black leather

Make the new 307 your 307

With its pioneering use of light and materials, the new 307 offers original, elegant and refined ambiances on each of its 9 levels of finish for even more personality.

Metallic colours (optional):



Solid colours:



Please consult your dealer concerning possible colour/trim combinations, and also wheels available according to versions.

Alloy wheels



Columbia 15"



Apollo 15" (1.4 petrol)



Equinoxe 16"



Aidel 17"



Atalante 17"

Saloon



Estate / SW





Peace of mind 307 / 307 Estate / 307 SW

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 Original Equipment Parts.

Peugeot Warranties

As well as the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer come with a free, optional additional year of Warranty through the Peugeot UK Dealer network. The mileage limit on this additional Warranty is 60,000 miles (100,000 miles for Boxer vans excluding Motorhomes and other converted vehicles) from first registration. At the end of the 3 year Warranty period (or after 60,000 miles) you have the option to purchase a Peugeot Platinum Extended Warranty. 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 on all of these, please contact your Peugeot Dealer.

Peugeot Assistance

All new Peugeots come with 12 months' Peugeot Assistance – our breakdown assistance service (36 months for the 607). This covers all incidents involving vehicle-based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year.

Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or hotel accommodation if required. It can be

extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling **0870 752 7050**.

Peugeot service care

Peugeot vehicles benefit from extended service intervals of up to 20,000 miles or 2 years (12,000 miles for 1.6 HDi diesel and 2.0 litre 180 bhp petrol engines; 10,000 miles or 1 year on the 107). Please refer to the maintenance book for details of the service intervals for specific models.

To minimise the inconvenience often associated with servicing, our Dealers promise to offer you a number of options.

- A while-you-wait service, with a timed appointment.
- Local vehicle collection from your home, or from your work.
- Alternative transport to a train station, home, or work.
- By arrangement, a hire car at a concessionary rate.

What's more, they will aim to ensure that your vehicle is cleaned before you get it back.

Peugeot Insurance

Peugeot Insurance is designed specifically for Peugeots. It offers tailored cover at a competitive price. Should you be unfortunate enough to be involved in an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot Original Equipment Parts. We'll even give you a courtesy car while yours is being repaired (depending on availability) when you use an approved repairer. **Why not call Peugeot Insurance now for a quote at 0870 0240 206**

Peugeot Insurance is underwritten by UK Insurance Limited. Conditions apply.

PEUGEOT AND THE ENVIRONMENT

Our website has full details on all Peugeot products, and offers available in the UK. You'll also find information about our environmental and recycling policies.

Peugeot Boutique

The Boutique offers a wide choice of original Peugeot merchandise designed to suit your Peugeot and your lifestyle. Be sure not to miss our **Ligne de style** Peugeot merchandise catalogue – it's a great place to look for treats or gifts for any Peugeot owner. To download the latest catalogue visit www.peugeot.co.uk/merchandise

Peugeot online

Discover more about us at www.peugeot.co.uk

About this brochure

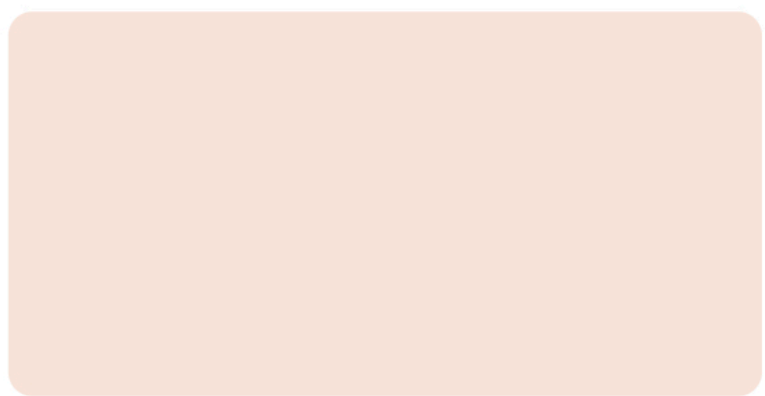
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www.peugeot.co.uk



Dealer stamp



PEUGEOT

THE DRIVE OF YOUR LIFE