

Peugeot, a car manufacturer since 1889

With more than a century's experience, Peugeot has developed acknowledged expertise in designing cars that meet drivers' expectations. With names like 504, 205, 306 or 207, Peugeot cars have always left their mark by combining inventiveness and motoring passion with reliability and engineering prowess, making them a reference particularly in terms of road holding.

The Marque's sporting exploits, be it the world titles won by the 206 WRC in the World Rally Championship or the successes of the 908 HDi FAP on endurance circuits, serve only to underline this perpetual quest for technological excellence.

Today, Peugeot makes this unique know-how available to motorists with an eye to developing ever more environmentally-friendly technologies. The first manufacturer to market an innovation as important as the Diesel

Particle Filter System (FAP), Peugeot has taken a new step by qualifying its commitment to future generations under the "Blue Lion" initiative.

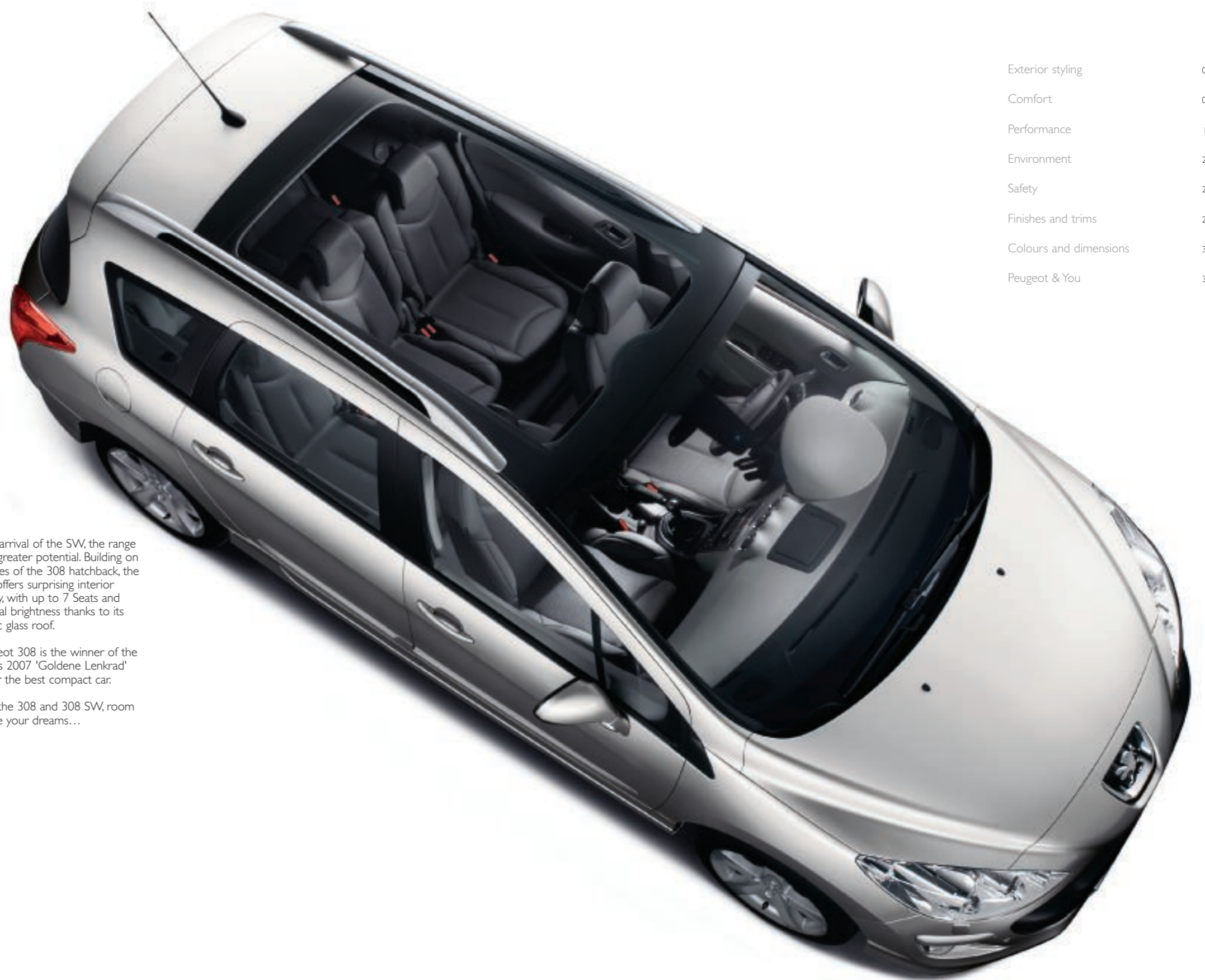
The first car of the "8" generation, the 308 has been designed and manufactured according to even stricter quality standards. It benefits from the latest improvements in motoring technology and was designed in accordance with the "Blue Lion" initiative to ensure an environmental performance of the highest order: a reduction in fuel consumption naturally, but also the recycling of materials at the end of the vehicle's life were among the sought-after objectives.

Its qualities have already been acclaimed, while its new THP 175 bhp engine won the international "2007 Engine of the Year" award in its category.

With the arrival of the SW, the range has even greater potential. Building on the qualities of the 308 hatchback, the 308 SW offers surprising interior modularity, with up to 7 Seats and exceptional brightness thanks to its panoramic glass roof.

The Peugeot 308 is the winner of the prestigious 2007 'Goldene Lenkrad' Award for the best compact car.

Discover the 308 and 308 SW, room to explore your dreams...



Exterior styling	04
Comfort	08
Performance	18
Environment	20
Safety	22
Finishes and trims	24
Colours and dimensions	34
Peugeot & You	35

