



Peugeot //
308 / 308 SW



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.

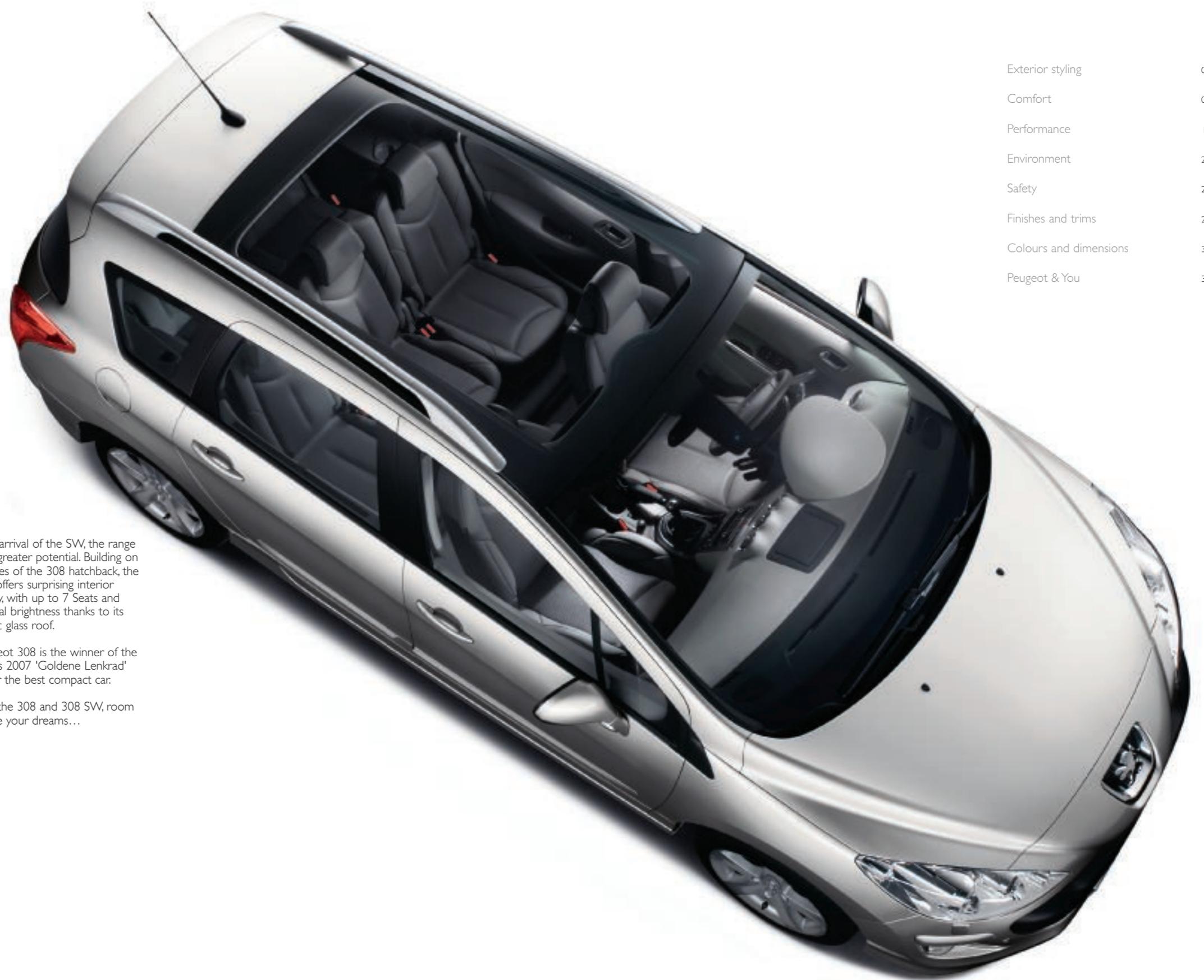
The first car of the "8" generation, the 308 has been designed and manufactured according to even stricter quality standards. It benefits from the latest improvements in motoring technology and was designed in accordance with the "Blue Lion" initiative to ensure an environmental performance of the highest 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...



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More beauty in the details

The 308 is all about powerful details. The grille, bonnet and dynamic lines on the car have been heavily sculpted to enhance its elegant profile, and the

attention to detail throughout the inside and outside of the vehicle provides a real premium feel.



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



The 308 SW, a dream of freedom.

A vehicle combining beauty, performance, practicality, modularity and comfort of a very high level. With its glazed surfaces and its panoramic glass roof* providing exceptional brightness, the 308 SW offers its passengers an incredible sensation of space and wellbeing. A generosity fully expressed in its exclusive modularity:

The 308 SW adapts instantly to your requirements thanks to independent folding rear seats* and the possibility of including a third row boosting capacity to 7 people*. The 308 SW can meet your every need.

*See Pricing and Specification details for availability



Explore the quality in depth

The 308's ergonomically designed dashboard puts every control you could need close to hand.

Want to skip a few tracks on the CD? Or maybe find a new restaurant via the RT4 Multi Media Satellite Navigation* system? How about setting a different temperature for you

and your front seat passenger via the ingenious dualzone air-conditioning system*? You'll find all the controls neatly clustered together in the thoughtfully laid out console.

Powerful connections

Slide into the stylish driver's seat and you'll discover everything is displayed for maximum effect.

The four, chrome ringed white dials* are easy to glimpse, as is the central display. The trim around the gearstick

gaiter echoes the V-shaped motif found throughout the cabin, including on the front courtesy light and the top of the seat cushions.

*See Pricing and Specification details for availability

A bright and warm interior.

Room for space

When we designed the interior of the 308, we wanted it to provide superior comfort. So one of our top priorities was to make sure that everyone had plenty of space to stretch out in. Part of our solution was to angle the dashboard by 30 degrees, freeing up space around driver and front passenger. We also gave them comfortable yet slim-backed sports seats, which created a few valuable extra inches of leg room for the rear passengers. But we didn't stop at giving the 308 more cabin space.

Room for brightness

On the 308, Peugeot is the first manufacturer to give a hatchback such an expansive glass roof*: 1.26 m²! Light penetrates over a wide area through the roof, and through the panoramic rear windscreen which follows the profile of the windows. Passengers therefore enjoy a sensation of space and brightness which they can enjoy or blank out by means of an electrically operated sliding blind with safety auto-reverse function. The panoramic glass roof* of the 308 SW is one of the most spacious in its category with a glazed surface area of 1.68 m², stretching back to its row 3 seats.

Lighting on the Peugeot 308 interior has also been given special treatment. When the doors are unlocked using the remote control, courtesy lighting* not only illuminates the passenger compartment but also switches on the front headlamps*. When the door is opened, lights in the door sills and front footwells* are also switched on. These are also part of the interior ambient lighting*.

*See Pricing and Specification details for availability





On the 308 SW, everything moves.

Why stay in one place when you can move, adapt and transform? With a long wheelbase that makes getting into the car easier, a cinema-like amphitheatre for optimised space and retractable seats

that make it easy to accommodate from 2 to 7 occupants, the 308 SW can be configured and reconfigured within an ingenious and modular space*.

* available on SW Sport and SE

Seats

- 5 seats or up to 7 seats as an option (7 Seats standard on SE)
- Seat backs recline from 19° to 30°
- Second row composed of 3 individual seats sliding over a length of 90 mm
- Front seat backrests complete with folding shelf

Shelf configuration

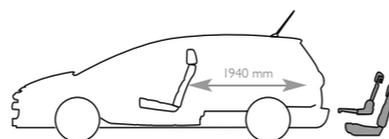
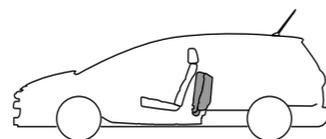
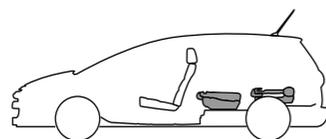
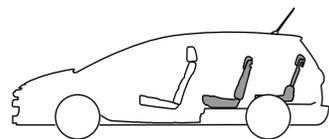
- Seat back can be folded onto the seat cushion to create a carpeted shelf
- The central seat of the second row serves as a shelf with the seat back folded

Folded configuration

- Optimised load volume with second or third row seats folded

Removed

- Possibility of keeping only the driver and front passenger seats
- Optimised carrying capacity



The flexibility of configurations

1. The 308 SW in the 4 seat configuration with the row 2 central seat folded.
2. The seat backs can be folded onto the seat cushion to form a carpeted shelf on which luggage or other objects can be placed.
3. With the seat back folded, the shelf configuration makes it easier to load long objects.



2

3



The 308 SW, generous from every angle.

Volume and storage

The boot of the 308 SW offers a load volume of up to 674 litres* under the load cover in the 5 seat version, and up to 2,149 litres** with the seats removed, giving it one of the largest capacities in this category. With a load sill only 55cm above the ground, the 308 SW makes it easier to load heavy objects.

Numerous features make the boot even more ingenious and practical: space for storage of the toolkit, storage space in the base of the boot, elasticated strap on the right-hand rear wheel arch, bag hooks, floor net and tall load luggage net***.

Boot lighting

There are several light sources in the boot: lights at the rear of the roof and below the load space cover; a portable torch*** installed behind the right-hand rear wheel arch. Equipped with a battery that recharges itself when the car is being driven, this torch can be removed from its support as required.

*Up to 570 dm³ VDA.

**Up to 1,736 dm³ VDA.

*** See Pricing and Specification details for availability

Two ways of opening: loading made easier

The load space cover makes the boot easily accessible either from the wide dark-tinted opening rear tailgate glass or via the open tailgate.





RT4 Multi Media system

Whether you're into pop or easy listening, you'll appreciate the RT4's exclusive new Jukebox function, which allows you to play your favourite CDs and MP3s and store up to 180 hours of music. The GPS RT4 MP3 radio telephone has a hard disc with an exclusive capacity of 30 GB, 10 Gigs of which are devoted to your music.



Hands-free GSM phone system

Stay in touch, stay legal with the RT4's hands-free GSM phone. The voice recognition feature means you can answer and receive calls without taking your hands from the steering wheel – pull over and you can even text using the keypad. The system also comes equipped with infrared so you can upload address books from your mobile or PDA.



Make and answer your calls using the keypad on the central console, the control on the steering wheel or the voice-recognition function.

Driving becomes more enjoyable.

You can access the functions of the GSM phone by means of the alphanumeric keypad, the control on the steering wheel and voice recognition.

Equipped with a hard disc, this system combines the CD MP3 mono radio, a hands-free GSM phone*, and a GPS satellite navigation system covering all of Europe.

All Audio and Multimedia functions of the RT4 MultiMedia Satellite Navigation System* are accessible via a 3D 16/9 retractable colour display incorporated in the fascia panel, as well as via a keypad, a control on the steering wheel and voice recognition.

On the Peugeot 308 the cruise control*, via a control on the steering wheel, allows the driver to maintain a constant speed without having to press the accelerator. With the speed limiter* the driver can programme a speed he does not wish to exceed. The tyre under-inflation detector* alerts you in the event of a puncture or insufficient tyre pressure.

*See Pricing and Specification details for availability
 **Access to these services requires the presence of a SIM card in working order (PIN code entered), inserted in the GPS RT4 MP3 radio telephone.



GPS Satellite Navigation system

Whether you're looking for a scenic route or a place to stay there's no need to overload your glove box with maps and CDs because the RT4 comes ready installed with detailed Navteq maps of Europe. Best of all, the RT4 can also help you avoid the jams, thanks to real-time traffic reports from our partner Trafficmaster.



You can choose to view the map in 2D or 3D on the 7" colour screen. Take the 3D option and you'll be treated to a simulated aerial view of the route with the horizon in perspective.



JBL hi-fi system*

A driving experience in itself, this superb JBL hi-fi has been specifically designed for the 308 and 308 SW, with acoustics optimised. The system features eight speakers in six locations with a subwoofer to add power and depth to the bass plus a 24-watt multi-channel amplifier to reproduce your favourite sounds perfectly.

The 308 GT THP 175, the best of THP technology - won the international "2007 Engine of the Year" award in its category.

With the new THP 175 bhp engine (Turbo High Pressure), the 308 combines the advantages of reduced fuel consumption, great results in terms of CO₂ emissions and thrilling dynamism. Thanks to its new direct injection system, its turbo with

overboost considerably increases torque, ensuring strong and vigorous acceleration. The new 6 speed manual gearbox meanwhile offers unrivalled motoring enjoyment.



A new world power

HDi diesel engines (High Pressure Direct Injection)

An innovation developed by PSA Peugeot Citroën, the HDi concept continues to build on its success. The reasons for this success? A saving in fuel consumption of more than 20 % compared to previous generation diesel engines, driving enjoyment obtained as a result of torque available at low engine speeds, and excellent environmental efficiency due to the

precise control of combustion made possible by the "common rail" system – Environmental credentials are led by the sub 120g/km engines HDi 90 and HDi 110 EGC. Since 2000, HDi technology has been combined with a very efficient anti-pollution system called the Diesel Particulate Filter System (FAP), which eliminates diesel particles to within measurable limits.

Petrol engines developed in collaboration with the BMW Group

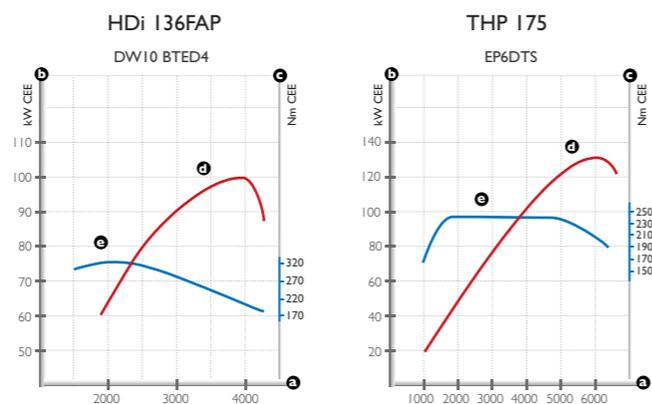
In collaboration with the BMW Group, PSA Peugeot Citroën is developing and producing a new family of petrol engines featuring the latest technological advances. Offering a power which ranges from 95 bhp to 175 bhp, they set new standards in terms of performance and motoring enjoyment by reducing fuel consumption and cutting emissions of carbon dioxide (CO₂).

THP Technology

The new THP technology (Turbo High Pressure) allows a remarkable synthesis between performance and fuel consumption thanks to its turbocharger and its high pressure direct injection system.

VTi Technology

Variable valve lift and Timing Injection technology features much of the technological content of the THP engine whilst adding a variable valve lift system to further improve the engine's thermodynamic efficiency and therefore its fuel consumption.



a : Engine Speed
 b : Power (Kw)
 c : Torque (Nm)
 d : Maximum Power: 100kw at 4000 rpm
 e : Maximum Torque: 320Nm at 2000 rpm



The 1.6 litre THP engine
 The 16 valve THP 175 bhp turbo engine with direct injection was voted

"International engine of the year 2007" in the category of 1.4 litre to 1.8 litre engines by 62 well known motoring journalists. This engine develops a maximum power of 175 bhp at 6000 rpm. Offering power and available torque at low engine speeds, it makes the 308 superbly flexible to drive and optimises the balance between driving enjoyment and fuel consumption.

HDi 110 Electronic Gearbox Control (EGC)

This 6 speed electronically controlled manual gearbox (EGC) is characterised by the absence of a clutch pedal and by different methods of changing gear: paddles under the steering wheel, sequential gear lever or automated mode.

An alternative to traditional manual or automatic gearboxes, the EGC transmission provides peace of mind and new driving pleasure and ensures considerable gains in fuel consumption and 120 g/km CO₂, all boosted by the presence of a sixth gear.



| Diesel engines | | Maximum power bhp at rpm | Maximum torque bhp at rpm | Maximum speed (mph) |
|----------------|----------------------|-----------------------------|------------------------------|------------------------|
| 308 | HDi 90 | 90 / 4000 | 161 / 1750 | 113 |
| | HDi 110FAP | 110 / 4000 | 180 / 1750 | 119 |
| | HDi 110FAP EGC | 110 / 4000 | 180 / 1750 | 117 |
| | HDi 136FAP | 136 / 4000 | 240 / 2000 | 129 |
| | HDi 136FAP AUTOMATIC | 136 / 4000 | 240 / 2000 | 127 |
| 308 SW | HDi 90 | 90 / 4000 | 161 / 1750 | 113 |
| | HDi 110FAP | 110 / 4000 | 180 / 1750 | 115 |
| 308 SW Cielo | HDi 110FAP | 110 / 4000 | 180 / 1750 | 115 |
| | HDi 136FAP | 136 / 4000 | 240 / 2000 | 125 |
| | HDi 136FAP AUTOMATIC | 136 / 4000 | 240 / 2000 | 122 |

FAP = Diesel Particulate Filter System

| Petrol engines | | Maximum power bhp at rpm | Maximum torque lb ft at rpm | Maximum speed (mph) |
|----------------|-----------------------|-----------------------------|--------------------------------|------------------------|
| 308 | 1.4 VTi 95 | 95 / 6000 | 102 / 4000 | 114 |
| | 1.6 VTi 120 | 120 / 6000 | 120 / 4250 | 122 |
| | 1.6 VTi 120 AUTOMATIC | 120 / 6000 | 120 / 4250 | 118 |
| | 1.6 THP 150 | 150 / 5800 | 180 / 1400 | 133 |
| | 1.6 THP 140 AUTOMATIC | 150 / 5800 | 180 / 1400 | 126 |
| 308 SW | 1.4 VTi 95 | 95 / 6000 | 102 / 4000 | 114 |
| | 1.6 VTi 120 | 120 / 6000 | 120 / 4250 | 117 |
| 308 SW Cielo | 1.6 VTi 120 AUTOMATIC | 120 / 6000 | 120 / 4250 | 115 |
| | 1.6 VTi 120 | 120 / 6000 | 120 / 4250 | 117 |
| | 1.6 VTi 120 AUTOMATIC | 120 / 6000 | 120 / 4250 | 115 |
| | 1.6 THP 150 | 150 / 5800 | 180 / 1400 | 129 |
| | 1.6 THP 140 AUTOMATIC | 140 / 6000 | 180 / 1400 | 123 |
| | 1.6 THP 175 | 175 / 6000 | 180 / 1600 | 133 |



FAP

Every diesel engine generates particles. At Peugeot, we should know. Because we pioneered the use of particulate filters (FAP) in our diesels. These filters reduce harmful emissions to barely measurable amounts (0.004 g/km), helping to preserve the environment without spoiling the performance of your 308.

Energy Saver tyres*

The less rolling resistance your tyres provide, the less fuel you need to travel the same distance. Michelin's Energy Saver tyre, used on some 308 models, has an innovative architecture that reduces resistance by 20 % without losing grip, saving you around 0.2 litres of fuel for every 100 kilometres you

drive compared to a normal tyre*. Which means your 308 actually produces 5 grams of CO₂ less for every kilometre you travel, this corresponds to around one tonne less of CO₂ being emitted during the life of a vehicle.

*Under similar driving conditions.



| Diesel engines | | Fuel consumption mpg (litres/100km)* | | | CO ₂ (en g/km) |
|----------------|----------------------|--------------------------------------|-------------|------------|---------------------------|
| | | Urban | Extra Urban | Combined | Combined |
| 308 | HDi 90* | 48.7 (5.8) | 74.4 (4.9) | 62.8 (4.5) | 120 |
| | HDi 110FAP* | 44.1 (6.4) | 70.5 (4.0) | 57.6 (4.9) | 129 |
| | HDi 110FAP EGC* | 49.5 (5.7) | 72.3 (3.9) | 62.7 (4.5) | 120 |
| | HDi 136FAP | 39.2 (7.2) | 62.8 (4.5) | 51.4 (5.5) | 146 |
| | HDi 136FAP AUTOMATIC | 30.0 (9.4) | 53.2 (5.3) | 31.5 (6.8) | 140 |
| 308 SW | HDi 90* | 47.1 (6.0) | 70.6 (4.0) | 60.1 (4.7) | 125 |
| | HDi 110FAP* | 44.1 (6.4) | 70.6 (4.0) | 57.7 (4.9) | 129 |
| 308 SW Cielo | HDi 110FAP* | 41.5 (6.8) | 64.2 (4.4) | 53.2 (5.3) | 134 |
| | HDi 136FAP | 37.1 (7.6) | 57.6 (4.9) | 47.8 (5.9) | 155 |
| | HDi 136FAP AUTOMATIC | 29.1 (9.7) | 50.4 (5.6) | 39.7 (7.1) | 187 |

*With Energy Saver tyres.

**As per 99/100/CE directives.
FAP = Diesel Particulate Filter System

Peugeot and the environment



For many years, Peugeot has been innovating with a view to reducing the fuel consumption of its

vehicles, cutting particle emissions and also reducing CO₂ emissions in real terms. Today, Peugeot takes a new step by qualifying its commitment to future generations under the "Blue Lion" initiative.

At the beginning of 2008, the "Blue Lion" initiative can already boast very concrete results:

- Since 2000, Peugeot has sold more than 1,600,000 private cars equipped with a Diesel Particulate Filter System (FAP).
- Since 2001, nearly 1,100,000 cars emitting less than 120g of CO₂/km have been registered by Peugeot in Europe.
- In 2007, 40% of private cars registered in Europe by Peugeot emitted less than 130g of CO₂/km.
- All of the Marque's vehicles are manufactured in plants approved to ISO 14001 and are designed to be 95% recyclable at the end of their lives.

By meeting the following criteria, the HDi 90, HDi 110 and HDi 110 EGC* on the 3 or 5 door 308 hatchback and the HDi 90* on the 308 SW have received the "Blue Lion" signature:

- Designed such that the vehicle is 95% upgradable at the end of its life (recycling and energy enhancement).

*With 15 or 16 inch Energy Saver tyres.

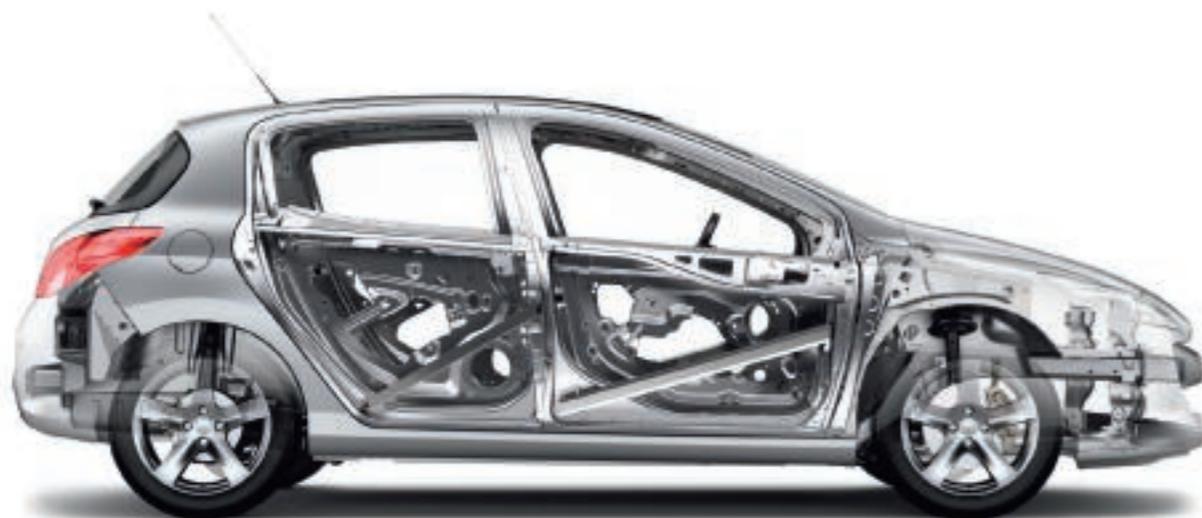
- CO₂ emissions less than or equal to 130 g/km for vehicles using fossil fuels,
- Manufactured in a factory approved to ISO 14001,

| Petrol engines | | Fuel consumption mpg (litres/100km)* | | | CO ₂ (en g/km) |
|----------------|-----------------------|--------------------------------------|-------------|------------|---------------------------|
| | | Urban | Extra Urban | Combined | Combined |
| 308 | 1.4 VTi 95 | 31.4 (9.0) | 54.3 (5.2) | 43.5 (6.5) | 155 |
| | 1.6 VTi 120 | 30.4 (9.3) | 53.3 (5.3) | 42.1 (6.7) | 159 |
| | 1.6 VTi 120 AUTOMATIC | 27.4 (10.3) | 49.6 (5.7) | 38.7 (7.3) | 174 |
| | 1.6 THP 150 | 28.8 (9.8) | 50.5 (5.6) | 39.8 (7.1) | 167 |
| | 1.6 THP 140 AUTOMATIC | 24.8 (11.4) | 47.1 (6.0) | 35.8 (7.9) | 188 |
| | 1.6 THP 175 | 26.4 (10.7) | 49.5 (5.7) | 37.1 (7.6) | 180 |
| 308 SW | 1.4 VTi 95 | 30.4 (9.3) | 53.30 (5.3) | 42.2 (6.7) | 159 |
| | 1.6 VTi 120 | 30.1 (9.4) | 53.30 (5.3) | 42.1 (6.7) | 160 |
| | 1.6 VTi 120 AUTOMATIC | 26.9 (10.5) | 47.9 (5.9) | 37.7 (7.5) | 178 |
| 308 SW Cielo | 1.6 VTi 120 | 28.8 (9.8) | 50.4 (5.6) | 39.8 (7.1) | 169 |
| | 1.6 VTi 120 AUTOMATIC | 26.4 (10.7) | 46.3 (6.1) | 36.7 (7.7) | 182 |
| | 1.6 THP 150 | 26.7 (10.6) | 48.7 (5.8) | 37.7 (7.5) | 177 |

*With Energy Saver tyres.

**As per 99/100/CE directives.

Perfect peace of mind

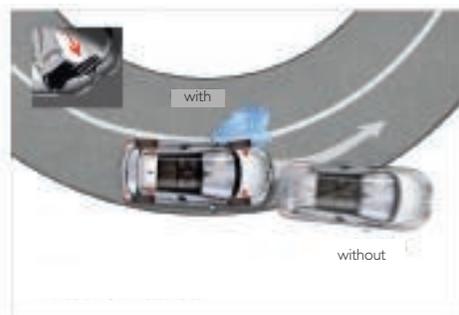


When we designed the 308, we didn't just want to design the perfect driver's car. We wanted to create a perfectly safe car. So it's hardly surprising that it was awarded five stars in the Euro NCAP* tests – the very highest safety accolade a car can receive. Established in 1997, and backed by five European Governments, the European

Commission and motoring and consumer organizations in every EU country, Euro NCAP is an independent organisation set up to provide motorists with a realistic assessment of car safety. Vehicles have to undergo a series of rigorous tests including simulated head-on and side collisions plus pillar tests. They also

measure the impact on pedestrians. Euro NCAP publish all their results awarding each vehicle up to five stars, which not only enables motorists to compare different makes and models, but can also influence their insurance group rating.

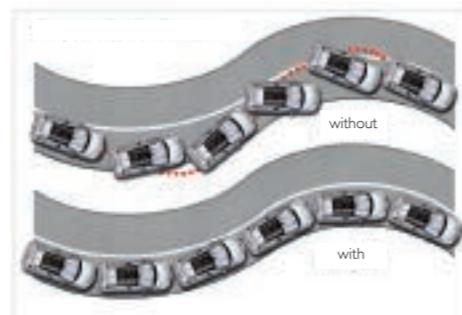
*European New Car Assessment Program.



Anti-lock brakes



Emergency Brake Assist (EBA)



Electronic Stability Programme (ESP)

An entertaining ride is a safe ride

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 a redesigned, electro-pump steering along with McPherson front suspension and steel rear 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. 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:

Electronic Stability Programme (ESP*)

- **Traction control (ASR)** activates the braking and engine management systems to prevent each wheel from spinning in slippery conditions.
- **Dynamic Stability Control (CDS)** 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.

Anti-lock brakes

to help you keep control of the steering and prevent the car from skidding under heavy braking.

Electronic Brake Force Distribution (EBFD) 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.

* See Pricing and Specification details for availability

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.

A further safeguard is provided by the 308's collapsible steering column which retracts to prevent the engine and gearbox being pushed back into the cabin.

We've also designed in an active footrest which helps to prevent ankle injuries by absorbing as much of the shock as possible.

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 rear 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 up to six SMART 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 you can carry tiny VIPs safely and securely with an electrically operated child safety device which locks the rear doors and deactivates the electric rear windows*.

Child protection

You can install a child seat in complete safety, without the need to immobilise it with the seat belt, on the rear side seats of the second row and on the front passenger seat, using fixing bars and anchorage points situated between the seat cushion and the seat back. In the version with panoramic roof, the 308 SW has 4 seats with ISOFIX fixtures for the installation of a child seat, with 3 locations possible in the steel roof version.

* See Pricing and Specification details for availability



Urban

(available on the 3 or 5 door 308 hatchback)

Exterior:

- Classic grille
- Electrically adjustable body colour door mirrors
- 15" steel wheels with Pacaya wheel trims

Interior:

- Aluminium style centre console
- Electric front windows
- Passenger seat height adjustment
- Radio / CD RD4 Player 6 Speakers and remote control
- Trip computer
- 6 SMART airbags

S

(available only on the 3 or 5 door 308 hatchback and 308 SW)

S = Urban features +

Exterior:

- Body coloured door mirrors and door handles
- Front fog lights
- 15" steel wheels with Atacama wheel trims

Interior:

- Manual Air Conditioning
- Radio / CD RD4 Player 6 Speakers and remote control



15" Atacama wheel trim (S)



15" Pacaya wheel trim (Urban)



16" Izalco alloy wheels (optional on S, Standard on SR)

SR

(available only on 5 door 308 hatchback and 308 SW)

SR = S features +

Exterior:

- 16" Izalco Alloy Wheels

Interior:

- Bluetooth Handsfree kit
- Radio / CD Player / MP3 Playback
- Satellite Navigation



Mistral Black Sibayak Cloth



Mistral Black Kawana Cloth (available on 308 SW)



Sport

(available on the 3 or 5 door 308 hatchback and the 308 SW)

Sport = S features +

Exterior:

- Fully body coloured exterior
- Sports front grille
- 17" Rinjani alloy wheels

Interior:

- ESP
- Cruise control with speed limiter
- Fasten seat belt indicator with rear seat belt warning
- Leather steering wheel
- Radio / CD Player / MP3 Playback
- Rear side SMART airbags (5 Door Hatchback)
- Rear electric windows
- Storage Pack (Front armrest, boot net)
- Steering column SAMRT airbag

Specific to the 308 SW

- Aluminium Roof Bars
- Height-adjustable passenger seat
- Individual / modular seats in row 2
- Opening rear tailgate glass
- Panoramic glass roof with electrically operated one-touch blind



17" Rinjani alloy wheels



Optional 18" Lincacabur alloy wheels



Mistral Black Starting Cloth (available on 3 and 5 door 308 hatchback)



Beige Irazu Mesh (available on 5 door 308 hatchback)



Mistral Black Kawana Cloth (available on 308 SW only)



SE

(available on the 5 door 308 Hatchback and the 308 SW)

SE = Sport features +

Exterior:

- Electric folding door mirrors
- Cielo panoramic glass roof (Hatchback only, Cielo standard on SW from Sport)
- Sports rear bumper (Hatchback only)
- Visibility Pack (auto headlamps & wipers)
- 16" Santiaguito alloy wheels



16" Santiaguito alloy wheels

Interior:

- Ambience Pack (fragrance diffuser, ambient lighting)
- Comfort Pack (Lumbar support, height adjustment, flip-up tables, rear armrest)
- Dual-zone air conditioning



17" Rinjani alloy wheels (optional)



18" Lincabur alloy wheels (optional)



Mistral Black Kiwana Cloth (available on 308 SW only)



Mistral Black Starting Cloth (available on 3 and 5 door 308 hatchback)



Beige Irazu Mesh (available on 5 door 308 hatchback)



Black semi-leather trim - Baryton Grey Payerne Mesh (available on 3 and 5 door 308 hatchback)



Aluminium gear lever

308 THP 175 bhp
(available on the 3 and 5 door GT)

Exterior:

- Lowered body shape
- Sport rear spoiler
- Special sport front bumper

Interior:

- Aluminium pedals and footrest
- Aluminium gear lever



Aluminium pedals and footrest



18" Lincacabur alloy wheels



Sport rear spoiler

Leather Options:



Black Simple Leather (308 Hatchback and 308 SW)



Grey Simple Leather (308 Hatchback and 308 SW see Pricing and Specification for full details)

Metallic colours (optional)



Nera Black



Shark Grey



Lunar Mist



Aluminium



Taranga Blue



Montebello Blue



Thorium Grey*



Moondust**



Babylon Red

Solid Colours



Bianca White



Hurricane Grey

* Colour available on 308 Hatchback

** Colour available on 308 SW

Dimensions



4276 mm



1498 mm

2038 mm

Peugeot 308



4500 mm



1564 mm

2038 mm

Peugeot 308 SW

Peugeot & You

308 / 308 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 (12,500 miles for 1.6 HDi diesel 24,000 miles or 2 years on Boxer; 10,000 miles or 1 year on 107). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions. 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.

Finance – Let the Specialists help

Peugeot Financial Services offer a number of flexible finance plans that make owning a new Peugeot easy. We specialise in car finance and can provide you with choice, convenience and flexibility direct through your local dealer. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18's only, a guarantee may be required.

Peugeot Insurance

If you are unfortunate enough to have an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot original parts. Plus we'll give you a courtesy car while yours is being repaired (subject to availability when you use an approved repairer).

When the time comes to renew your insurance cover, why not try Peugeot Insurance?

You can call Peugeot Insurance for a quote on 0870 0240 206.

Lines open 8am-8pm weekdays, 9am-5pm Saturdays.

Max call charge from a BT landline is 8p per minute. Calls from other networks may vary. Calls may be recorded.

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, recycling policies and Blue Lion Range.

Peugeot Accessories

Peugeot Accessories are designed specifically for each model which means there are no compromises on fit or function. In addition they are rigorously tested to our own high standards giving you complete confidence and peace of mind. We also offer 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

Peugeot online

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

About this brochure

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www.peugeot.co.uk

So now you've been introduced to the 308. You've got an idea of what it's all about, what it can do. And you've had a glimpse of how it could fit into your lifestyle.

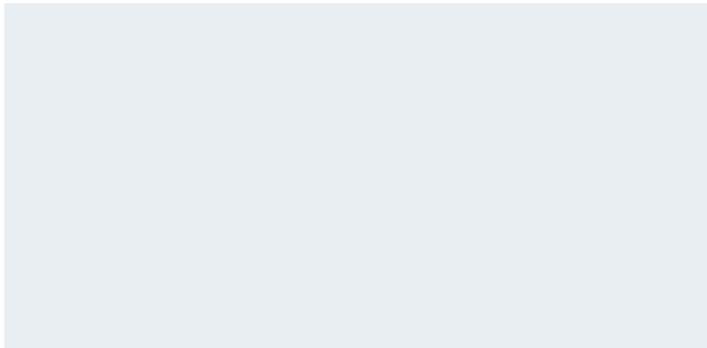
Along the way, we hope you've been impressed by the innovative design, superior safety and pure drive ability that make the 308 the car of 2008.

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 308 Hatchback and SW better, either go to www.peugeot.co.uk or visit your nearest Peugeot dealer to book a test drive.

And see just how attractive adventure can be.



Dealer stamp



THE DRIVE OF YOUR LIFE