

307 
PEUGEOT



Engineered to be Enjoyed



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A MARQUE 112 YEARS IN THE MAKING

Many manufacturers claim to be "motoring marques". Few have the credentials or the qualities required to do so. Fewer still have the heritage to support their claims.

One company that does is Peugeot. The Peugeot emblem has been respected by drivers for more than 112 years now, far longer than virtually every other marque. From the very first Peugeot – the world's second car – in 1889, Peugeots have been engineered to endure and to provide a rare sense of driver enjoyment while doing so.

Thus *Engineered to be Enjoyed*. This fine balance of intellect and inspiration is what sets the Peugeot marque apart.

The all-new Peugeot 307 is an outstanding example. And with all this heritage and sheer know-how behind it, it's little wonder that it was awarded arguably the most prestigious and widely-recognised prize in motoring: the European Car of the Year 2002.



European
Car of the Year
2002



THE NEW BENCHMARK

Take a good look at the new 307. Widely regarded by motoring critics as the new benchmark in its class, it single-handedly sets new standards in style, space, performance, safety, handling, and – perhaps most importantly – in sheer enjoyment of ownership.

At first glance, the sleek and distinctive lines and the elegant audacity of its spacial dimensions set the 307 apart as a car belonging to a completely new genre. With its monospace profile, its sports flanks, its plunging bonnet and its generous window surfaces, 307 redefines the look and proportions of the modern medium-sized car.

A closer inspection reveals even more. Here is a “smart” car that leaves no stone unturned in its quest to be genuinely innovative and to provide that elusive and satisfying sense of *completeness*.

There’s the panoramic windscreen for an unobstructed view of the road ahead, the deceptively spacious interior, the numerous storage compartments, the on-board computer, the 6 airbags, an ABS braking system with Electronic Brake Force Distribution and Emergency Brake Assist, active front headrests to reduce the risk of whiplash injury, and as you will soon discover, so much more.

In fact, the new 307 is so well conceived, so generous and so smart, that you’ll discover the simple pleasure of getting into your car and driving. When was the last time your car made you feel this good?





THE VERY REVEALING INSIDE STORY

A revolutionary new platform structure inspired Peugeot engineers to build an entirely new kind of hatchback outside and, more especially, inside. A hatch that for space and appointments more resembles a large saloon.

Inside, the 307 is smart, intuitive, communicative. And, above all, it feels surprisingly big. Generous glass areas provide class-leading vision. No blind spots in sight, just a dramatically inclined, 'curved' windscreen that boasts a surface area of 1.4m². The wrap-around cabin design builds on this feature, ensuring a remarkable panoramic view for both driver and passengers.

Everything in the cabin of the 307 has a high quality finish. Only the best of materials have been used, right down to the soundproofing which seals off the doors, windows and joints, providing a whisper-quiet ride. Comfort is a top priority. The front seats are height-adjustable and contoured for true support. The seatbelts have force limiters for maximum safety and comfort. There are front and rear armrests, headrests for five, and generous legroom and headroom for your rear seat passengers.

The technological enhancements similarly invite comparison. Climate-control air conditioning, power windows and mirrors, remote central locking, a CD sound system and on-board trip computer all come as standard on the 307.

But first, last and always, the 307 is a hatch. And due to the platform design, arguably the most spacious of its size ever built.

The boot can virtually quadruple in size from 341 litres to a spacious 1328 litres with the rear seat folded. Additional storage spaces abound. Two behind the wheel arches and one in the well around the spare wheel. There are hooks to secure luggage or shopping bags and six fasteners for a luggage net that holds objects horizontally or vertically. For tall objects, the rear parcel shelf can be removed and slid away.



In addition, you'll find cleverly concealed storage compartments right throughout the 307's interior. Storage compartments in the rear seat area, multiple compartments in the centre console, a roomy air conditioned glovebox compartment and even an ingenious overhead console to store your driving glasses. There are even slide trays under the front seats to conceal valuables.



Inset picture: XS interior. Main picture: XSi interior

THE DRIVE OF A LIFETIME

To help keep your enjoyment of life in high gear, the new 307 is a seriously well engineered motor car.

Generous and responsive at every turn, in a host of ways. There's the design itself. The captivating lines. The fluid yet muscular body shape demands to be driven, so drive it you must.

Incredibly, Peugeot's legendary roadholding and cornering ability have been taken to new heights. Showcasing the

abilities which made Peugeot the World Rally Champion in 2000 and again in 2001, this is a car that inspires instant driver confidence.

The pseudo-Macpherson front suspension provides superior dynamics by optimising the geometry of the front suspension, dampers and steering. The rear suspension, featuring a twisting crossmember, works in perfect synchronicity.

The race-bred 'fly-by-wire', cable-free electronic accelerator pedal delivers maximum precision in controlling the engine's performance. With these advancements and more, your every prompt and pressure from the driver's seat of the 307 is met with an astonishingly agile response.

You won't want your drive to stop. But when it invariably must, the advanced braking system ensures that your 307 does stop. Super efficiently, every time.

Every 307 is fitted with 2 ventilated discs at the front and 2 discs at the rear, all connected to an ABS and Electronic Brake Force Distribution (EBFD) system. A firm touch of your foot on the brake pedal and the Emergency Brake Assist further amplifies the pressure, by automatically employing the vehicle's full (and considerable) braking potential. We trust you've enjoyed your first drive in the new 307. The car you've waited a lifetime for.



Peugeot: Manufacturers' Champion 2000 & 2001 – World Rally Championship



SMART FEATURES FOR A SMART CAR

Anti-Theft Locks & Immobiliser



High security is standard on your 307, inside and out. Anti-pick locks, a remote central locking system, the anti-theft mechanism fitted on your steering column, and an advanced electronic immobiliser with transponder, all help to secure your 307. And keep it that way.

Rain-Sensing Windscreen Wipers (XSE & XSi)



The wipers on your 307 automatically activate and then adapt to the rain's intensity. Two strong arms press the wipers to the windscreen, dispersing the rain with each wide sweep. The result? The surface area cleared is maximised, so too is driver visibility and attention to the road ahead.

Front Headlights

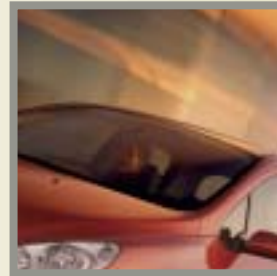


Smart, feline appearance. Smart design. The 307's smooth, 'diamond' lenses cover the directional indicators, the fog lights where fitted, and the twin unit headlights. Simply brilliant.

On the 307 XSE and the XSi, there is an automatic headlight illumination system which senses the onset of darkness and reacts accordingly.

Athermic Windscreen

A fine layer of metallic oxides in the windscreen helps you keep your cool. No matter how hot it is outside. The sun's rays are reflected by the metallic layer, helping to reduce interior temperatures – and harmful UV penetration.



Ergonomically Smart

A height-adjustable driving seat means at last you can find your ideal driving position, especially when combined with the height and reach-adjustable steering wheel. Both front seats feature a dynamic form to provide safety and comfort. Longitudinal position, seat back inclination, head restraint and seat height can all be adjusted manually (on both front seats).



Climate-control Air Conditioning

Smart enough to adapt to give you the right combination of temperature, air flow and demisting. You can set a temperature and forget – the system maintains it automatically. An active carbon filter which filters pollens, dust particles and hydrocarbon odours is fitted as standard.

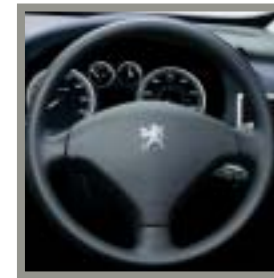


Electric Windows & Mirrors

One touch and you're in your own world. The 307 features one-touch front and rear windows (front only on XSi) – with a safety auto-reverse function if any obstacle (like a child's hand) is encountered. Your 307's exterior mirrors are also electrically operated and heated.

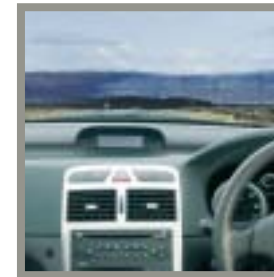


Variable Power Steering



Every 307 in the range comes fitted with variable power steering that makes it light for manoeuvres, yet firm on the road. The amount of assistance provided varies in accordance with vehicle speed and force exerted on the steering wheel. Result? Lighter and easier parking, yet more firmness and precision when speed is increased.

On-Board Computer



The more you're in control, the more you'll enjoy the drive. The 307 comes with an extraordinary standard feature: a trip computer, activated from the tip of the wiper stalk. Information is sent to a multi-function screen on your dash which shows current and average fuel consumption, cruising range, distance covered, average speed, and outside temperature.

Tiptronic Transmission

An option, once sampled, you'll find hard to be without. This optional Porsche Tiptronic-system gearbox offers the pleasures of a manual gearbox with the ease of an automatic. Four conventional positions in the automatic mode, but with a twist. A fifth position, when selected, immediately allows you to change gears manually – push forward to shift up, pull back to shift down. In the conventional Drive position the driver can select a 'Sport' mode when desired – the gearbox immediately adjusts, moving from effortless cruising to dynamic sports performance. Optional on XS, XSE and XSi.

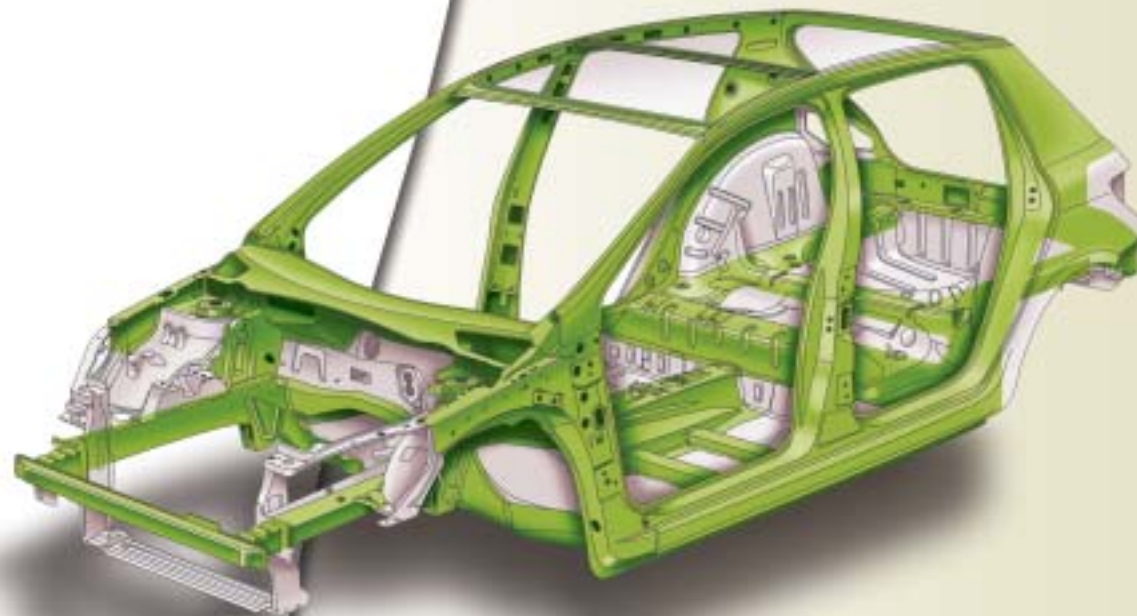


FEEL FREE TO ENJOY,
IN COMPLETE SAFETY

To put immensely agile cars in the hands of capable drivers. This is the core of the Peugeot Active Safety policy, superbly well expressed in the new 307. But should it ever come to the crunch, it's reassuring to know that your 307 redefines Passive Safety standards for the category.

To make the 307 extra safe, there is an impressive range of smart features that come as standard: 6 airbags, force-limiting seatbelts, retractable steering column and 'active,' whiplash-preventing front seat headrests. You can read more about these safety innovations in the boxes on this page.

Take a moment to learn about the reinforced safety cell which the 307 is built around. The cell reduces the risk of injury after an impact by meeting the highest 'energy-absorption' criteria.



In a front or rear impact, the reinforced structure and huge front and rear impact zones are designed to 'deform' to absorb the energy of the blow. In a side impact, special cushioning materials in the doors and the body frame and superstructure itself, all contribute towards absorbing the impact's energy. The integrity of the safety cell is designed to be preserved (along with the lives of the occupants).

Similarly, the mounting system of your 307's engine is configured with "impactor controllers" that restrict engine/transmission assembly movement. In an accident situation, these work to keep the engine compartment and the passenger compartment separate.

Peugeot believes there's only one thing more important than enjoying life in the new 307. And that's protecting your life.

Electronic Brake Force Distribution (EBFD) system
Emergency Brake Assist (EBA) system



EBFD is a high-technology system which is designed to enhance the dynamic performance of the 4-sensor ABS brakes fitted as standard to the 307 range. Sensors continually monitor the loading and speed of each

road wheel and act to maintain the right balance of front and rear braking effort in an emergency stop. The Emergency Brake Assist (EBA) system automatically increases the braking effort in a sudden stop situation, and activates the hazard lights to warn following drivers.

Front, side and curtain airbags - six in all



The airbag is probably the most important single safety innovation since the seatbelt. The 307 comes fully equipped with 6 airbags:

two in the front and two on the side, with two complementary 'curtain' airbags.

The driver's airbag is positioned in the steering wheel and, for the front passenger, in the dashboard. Depending on impact severity, these airbags are inflated by either one of two inflators (as opposed to just one inflator on most vehicles).

The 307's side airbags are incorporated in the front seat frames. In the event of a side impact, these optimise the protection of the head and chest areas of both the driver and front passenger.

To complete the head protection for occupants in the front and rear, the 307 is fitted with 'curtain' airbags which are located above the side windows, and work in conjunction with the side airbags. These 'curtain' airbags are activated a few milliseconds after an impact, deploying along the full length of the side windows.

ABS

Four wheel disc brakes and the latest multi-sensor Bosch ABS braking system ensure that the 307 can be brought to an extremely rapid but controlled halt should the need arise.



Pyrotechnic Front Seatbelt Pretensioners

Controlled by a specific module, a confined detonation occurs in an accident which activates a tensioning mechanism contained within the seatbelt spool. This in turn causes the seatbelt to retract and tighten across the lap and chest, milliseconds before the wearer commences to move forward against it.



Active Front Seat Headrests

To prevent whiplash in the event of a rear impact. An ingenious mechanism located in the back of the front seats responds to the pressure of a severe impact from behind. It simultaneously raises and moves the head restraint forward to counter neck movement and prevent a sharp backwards movement. An anti-collapse system which stops the headrest from lowering completes this feature.



Retractable Steering Column

Adjustable height and reach for maximum driver comfort. More importantly, the 307's retractable steering column (like all of its safety features) meets the most stringent European safety requirements, by moving in and away from the driver in a front-on collision.





THE HEART OF THE ENJOYMENT

It all starts here. The three dynamic and responsive engines that power the 307, and your driving enjoyment. There's the 1.6-litre/16-valve, the 2.0-litre/16-valve and the ground breaking 2.0-litre/HDi turbo diesel.

Each has much to commend it. It's your choice. You will be heartened to know that environmental considerations are a high priority for Peugeot (and indeed for all of us). All three engines, in particular the HDi diesel, deliver hefty reductions in fuel consumption and emission rates. All three meet strict new Euro 3 emission standards.

The 1.6-litre petrol engine with twin overhead camshafts and 16 valves develops maximum power output of 80 kW (110 bhp) at 5,750 rpm and maximum torque of 147 Nm at 3,900 rpm. The compact 2.0-litre petrol engine is made of light alloy. It features twin overhead cams and 16 valves, and develops maximum power of 100 kW (138 bhp) at 6,000 rpm and torque of 190 Nm at 4,100 rpm.

The high-pressure direct injection system on the 2.0-litre HDi turbo diesel minimises noise and harmful emissions while enhancing performance levels at low running speeds. It develops 66 kW (90 bhp) at 4,000 rpm and maximum torque of 205 Nm at a very accessible 1,750 rpm. The HDi's impressive torque means relaxed driving both in the city and on the highway, and astonishingly low fuel consumption.



PEUGEOT PEACE OF MIND

Peugeot cars are designed and manufactured to give you trouble free motoring and total peace of mind. As a Peugeot owner you are immediately entitled to a comprehensive range of customer care services – all available from your Peugeot Dealer. Your local Dealer has the expertise to maintain your Peugeot to its peak performance. Each Dealer employs a Specialist Peugeot Technical Advisor who has access to the latest technical information and diagnostic equipment developed for Peugeot vehicles. There's no way your car could be in better hands. To get the very most from our commitment to service, just ask about any of the benefits listed below. Your Dealer will also keep you up to date on any product innovations that could add to your driving pleasure. It's all part of the service.

Driving down the costs of servicing

Peugeot petrol and diesel engines need servicing every 20,000 kms 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. Cost savings compared with competitive models increase with mileage covered, and could be up to 45%. While Peugeot can predict the maintenance needs of 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. Peugeot recommends an intermediate check between services.

2-year unlimited km Warranty

Complete parts and labour cover in the first two years, irrespective of distance travelled. During the period, you will also automatically receive Peugeot Assistance cover for complete peace of mind (subject to conditions outlined in the Warranty Maintenance Book).

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 Extended Warranty

Extended Warranty cover for a further 12 or 24 months after the original 2-year warranty expires. Peugeot Extended Warranty is a comprehensive scheme exclusively available to Peugeot owners. Customers wishing to extend their warranty will also extend their Peugeot Assistance cover at extremely advantageous rates. Speak to your Peugeot Dealer for full details.

Peugeot Assistance

Whatever it takes to get you going again, in the event of a breakdown or emergency, it only takes one free phone call to make it happen. 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.

Peugeot Automobiles Australia 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 Australia, or modifications made to meet Australian standards or requirements. All data in this brochure is believed to be correct as at June 2002. However, as development is an ongoing process, changes may occur from time to time which will not necessarily be reflected herein. Therefore, Peugeot Automobiles Australia 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. Dealers are not agents of Peugeot Automobiles Australia and have absolutely no authority to bind Peugeot Automobiles Australia by an express or implied undertaking or representation. Peugeot Automobiles Australia is the trading name of Sime Darby Automobiles Pty Limited (ACN 000 426 282).

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Peugeot Automobiles Australia, Locked Bag 206, Silverwater NSW 1811.
www.peugeot.com.au