

**307**



**ENGINEERED TO BE ENJOYED**

The new  
benchmark



From first glance it's clear the 307 is a car apart.

With its monospace profile, sports flanks, sweeping bonnet and generous window surfaces, here is a vehicle that was made for supreme driving pleasure while delivering loads of room for the extras you and your passengers want to take with you.

Look closer at the 307 and you'll see it leaves no stone unturned in its quest to set new standards in performance, safety and handling.

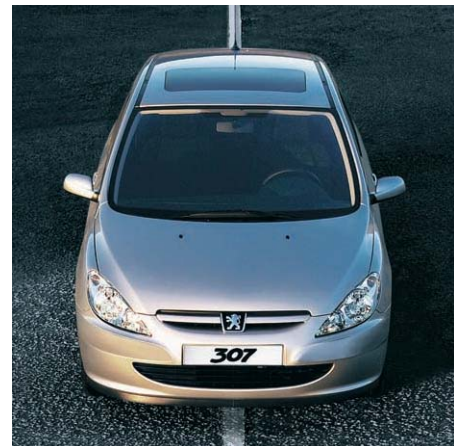
The panoramic windscreen provides an unobstructed view of the road ahead. No less than six airbags come standard. And active front headrests help reduce the risk of whiplash injury while seatbelts have force limiters for maximum safety and comfort.

Whether you're motoring around the city, or breaking loose in the country, comfort levels are assured thanks to the 307's climate-control air conditioning. Standard on all models, this allows you to set a temperature and forget about making adjustments for changing outside conditions – it's all done for you.

No wonder the 307 won the coveted European Car of the Year Award upon its release.

When was the last time your car made you feel this good?

The Peugeot 307. *Engineered to be enjoyed.*



Inside, the 307 is pure Peugeot: stylish, sophisticated and functional. Generous glass areas provide world-class vision. No blind spots in sight, just a dramatically inclined curved windscreen that boasts a surface area of 1.4 m<sup>2</sup>. The wrap-around cabin design extends this feature, ensuring a panoramic view for both driver and passengers.

The XS, XS HDi, XSR, XSE and XSi models feel surprisingly big, thanks to a platform structure that reinvents the definition of a hatchback. The boot can virtually quadruple in size from 341 litres to a spacious 1,328 litres with the rear seat folded. For tall objects, the rear parcel shelf can be removed or slid away. A 2/3-1/3 folding rear seat adds to the interior's versatility.

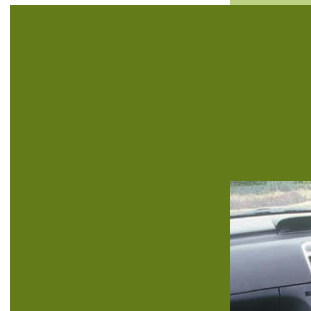
The 307 Touring XS HDi and XSE benefit from a longer wheelbase and rear overhang as well as a 2/3-1/3 folding rear seat. The seat backs can be folded fully without removing the three head restraints. As the rear seat cushions can be easily removed, additional space is available with a completely flat floor.

Storage compartments are plentiful in all models, including a roomy air conditioned glove box and slide trays under the front seats to conceal valuables. Plus there are hooks to secure luggage or shopping bags in the boot and six fasteners for a luggage net.

Everything in the 307's cabin is made to the highest quality, right down to the soundproofing to seal off the doors, windows and joints for a whisper-quiet ride.

Comfort is a top priority. The front seats are height-adjustable and contoured for true support. There are front and rear armrests, headrests for five, and generous legroom and headroom for your rear seat passengers.

Technological enhancements reflect the same high standards. Climate-control air conditioning, power windows and mirrors, remote central locking, a CD sound system and on-board trip computer all come standard on the 307.



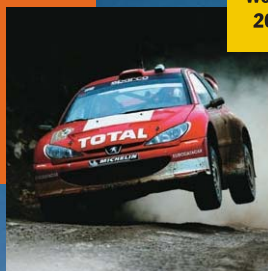
Room  
to move



Born to ride



World Rally Champion  
2000, 2001 & 2002.



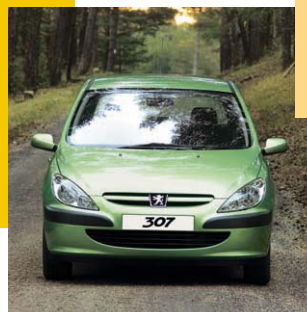
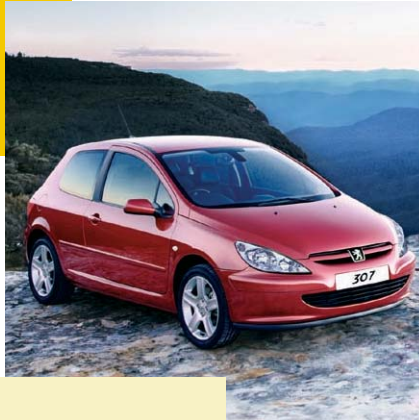
In the 307, Peugeot's legendary roadholding and cornering ability are taken to new heights. Showcasing the abilities which made Peugeot the World Rally Champion in 2000, 2001 and again in 2002, this is a car that inspires driver confidence.



The pseudo-Macpherson front suspension provides superior dynamics by enhancing 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. When it comes time to stop, the advanced braking system ensures that your 307 does exactly that, efficiently, every time.

Every 307 is fitted with two ventilated discs at the front and two 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 in an emergency situation and the Emergency Brake Assist amplifies the pressure further by employing the vehicle's full (and considerable) braking potential.



Whatever you do with your life you'll do more easily and stylishly in the 307 Touring. It gives you all the superb ride, handling and performance characteristics of the 307 with extra space and accessibility.

Whether it's a week away visiting your favourite beaches, a weekend dash into the country with all your gear, or just the weekly supermarket run, the 307 Touring gives you the flexibility to simply throw it all in without compromising on driving enjoyment.

A longer wheelbase and extended boot area create a supremely comfortable five seater with 520 litres of carrying space below the rear parcel shelf. Fold the rear seats flat (or split them 1/3 or 2/3) and lift the tailgate – and you have acres of space for everything from bikes to surfboards. The integrated roof bars do more than simply add to the 307 Touring's sporty good looks – they give you the option to carry longer loads like kayaks or longboards.

The Peugeot brand of escape comes in two forms: the Touring XS HDi with its high-torque, fuel-efficient direct-injection turbo diesel engine; and the Touring XSE, with a powerful, 100 kW 16-valve engine.





Extra room  
for an easy  
escape



Advanced  
features for an  
advanced car





### Cruise Control (XS HDi, XSR, XSE, XSi and Touring Models)

Cruise control allows you to set a selected speed and the car will maintain it – up hill or down dale. It helps to reduce driver fatigue on long journeys, and to avoid penalties for exceeding the speed limit. Optional at extra cost on 307 XS.



### 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.



### Anti-Theft Locks and 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.



### 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. The same screen also displays radio and CD function information.



### Rain-Sensing Windscreen Wipers (XSE, XSi and Touring XSE)

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.



### Electric Windows and 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.



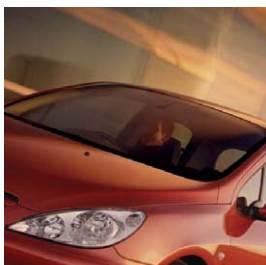
### Front Headlights

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



### 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.



### 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.



### 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, XSR, XSE, XSi and Touring XSE.



### 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).

To put immensely agile cars in the hands of capable drivers is the core of the Peugeot Active Safety policy. This is superbly 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.

### 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 the 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.



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

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.

### Anti-lock Braking System (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.

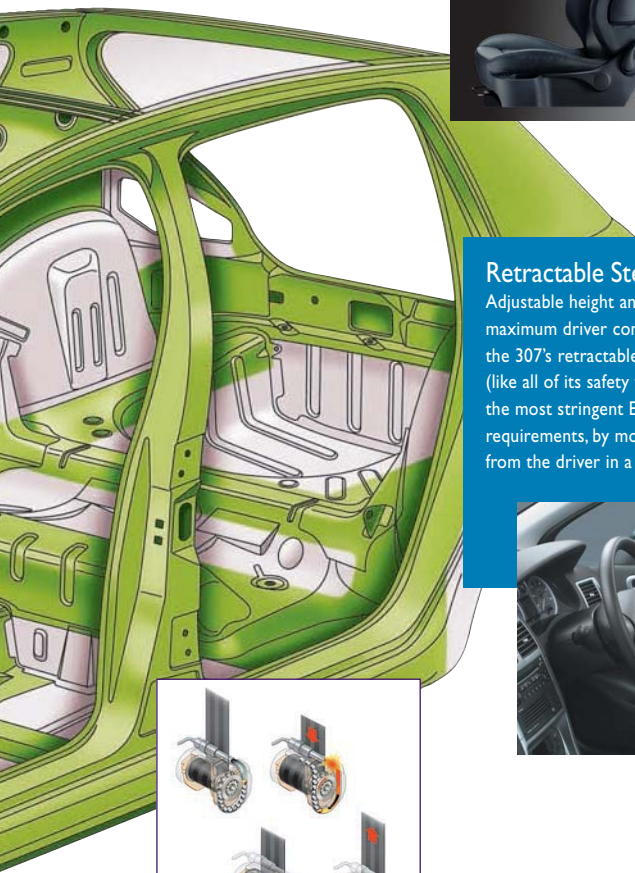


### Active Front Seat Headrests

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.

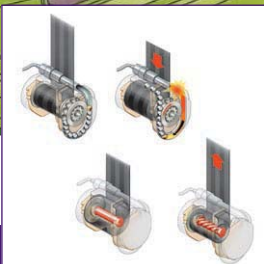


## You're in safe hands



### Retractable Steering Column

Adjustable height and reach for maximum driver comfort. 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.



### 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.

To make the 307 extra safe, there is an impressive range of smart features that come as standard: 6 airbags, pretensioning 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, 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, these work to keep the engine and passenger compartments separate.

Straight to  
the heart



ENGINEERED TO BE ENJOYED



# Warranty

## 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 engine cars 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. 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.

## 36 MONTH / 100,000 KILOMETRES 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. During the period you will also automatically receive Peugeot Assistance cover for complete peace of mind (subject to the conditions outlined in the Warranty Maintenance Book).

Peugeot Automobiles Australia,  
Locked Bag 206, Silverwater NSW 1811.  
[www.peugeot.com.au](http://www.peugeot.com.au)

## 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 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. 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 September 2004. 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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