



Peugeot //

308



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 engineered to the very highest standards to achieve optimum active and passive safety, ensuring technical

excellence, superb handling plus peace of mind.

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 re-awaken your enthusiasm for driving.

It goes without saying that it means intelligent, 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 at least 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. Creating the perfect chemistry between you and your car.



Discover //

Built to perfection

How can you tell when you've achieved perfection?

When you've refined every detail until you can't improve it any further? When all the individual components come together to make one, beautifully balanced

whole, just as they do in the Peugeot 308?

One look at its sleek V-shaped bonnet, the wide, cat-like headlights, the distinctive front grille with its aluminium louvres and the deeply recessed fog lights,

and you don't have to be told that, in its class, this car can't be bettered.

You just know.



Perfectly poised

Even at a standstill, the 308 looks poised, ready for action.

Its perfect balance of height and length, combined with a commanding, wide wheelbase give it a purposeful stance.

The taut body line running the length of its side from the rear shoulder to the front wheel arches gives it a feeling of momentum. The pronounced, flat wheel arches and the large wheels hint at the dynamic performance to come.

While from the rear, the wrap-around window and muscular sports bumper with chrome highlights* simply confirm its intentions.

If you like what you see on the surface of the 308, you'll be even more impressed when you discover what lies beneath.

*XTE and XTS models.



Endless possibilities

The spacious new 308 Touring is versatile in more ways than one.

Not only is it more powerful than its predecessors, it's also stronger, lower and wider with the ability to accommodate up to seven passengers*. The fact

that you can rearrange the rear seating into over 50 different seating configurations means it fits perfectly with any lifestyle.

The body has also been designed to reflect the car's versatility, by combining a particularly expressive

and dynamic design at the front with an original and curvaceous shape at the rear. A sloping design adds elegance whilst flowing lines reinforce the impression of space and on-board comfort.

Beyond that, the 308 Touring boasts

some very practical features such as a panoramic glass roof and wrap-around rear windscreen which all aim to increase natural light and enhance your driving experience.

*6th and 7th seats optional at extra cost





Quality in depth

Control central

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 Satellite Navigation* system? How about

setting a different temperature for you and your front seat passenger via the ingenious dual zone air-conditioning system? You'll find all the controls neatly clustered together in the thoughtfully laid out console.

*Available as an option on XSE, XTE and XTS models.

Powerful connections

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

The four chrome ringed dials are easy to glimpse, as is the central display*. The aluminium gearknob is designed to feel comfortable

in the palm of your hand, and 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.

*XSE, XTE and XTS models.



Beige leather – option on XSE and XTE models

Destination perfection

When we designed the interior of the 308, we wanted it to provide truly superior comfort. So one of our top priorities was to make sure that everyone had plenty of space to stretch out.

Part of our solution was to angle the dashboard by 30 degrees, freeing up space around the driver's and front seat passenger's knees. 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.

To boost comfort levels even higher, we raised the back seats – treating occupants to improved

visibility. And just to make the car feel really spacious and airy we designed in a huge panoramic rear window.

More clever thinking went into ensuring that the interior of the 308 was a really calm place to be. We built in high levels of sound insulation. We fitted a photosensitive rear-view mirror* to prevent the driver from being dazzled by the car behind.

We even added a fragrance dispenser* so that you can fill the cabin with your favourite, mind-soothing scent.**The little things were big priorities too. Like making sure that there were plenty of places to stow away all your family's bits and pieces, including a compartment in the parcel shelf*** that can be accessed from the cabin

or the boot, another one in the centre armrest that's big enough to hold six CDs, plus an air-conditioned glovebox, a handbag hook and even a thoughtful glasses box.

We didn't want you to be left in the dark when light levels started to fall either. That's why you'll find courtesy lights in the front and centre of the roof, as well as in the boot.

So, did we succeed in making the 308 one of the most comfortable places to be on the road? Well, we can honestly say we think you'll be impressed.

*XTE and XTS models.

**Six fragrances available.

***XSE, XTE and XTS, excluding Touring



A touch of class

Part of the 308's beauty is in the details. Evidence of our commitment to quality can be found in features like the specially woven seat trim.



Create your own space

The 308 Touring was designed to allow you to create the environment you want. This is done by giving you the ability to literally re-sculpture the inside of your car to fit your personal lifestyle requirements. The three seats in the 2nd row are independent and interchangeable, and can slide, fold away, be removed completely or even placed in the 3rd row. You also have the option of two independent, foldable and removable 3rd row seats* –

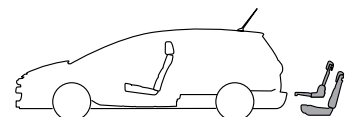
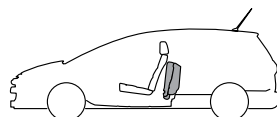
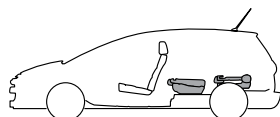
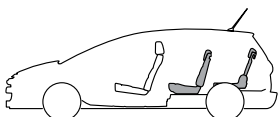
perfect for when you have unexpected company. And you will still have room for additional luggage thanks to its extremely generous boot size.

Comfort for every passenger is at the heart of the 308 Touring. Its unique 2nd row seating features backrests that have the ability to recline at an angle of between 19 and 30 degrees, allowing each passenger to individually adjust the angle to which they are most comfortable. The 2nd row seats

also have the advantage of being able to slide over a distance of 90mm, increasing rear leg room or creating extra space in the load area which is handy when transporting extra bulky items.

From snowboarding to mountain bike riding to weekends away with the whole family, the 308 Touring has been designed to do what you want it to do. So you can just relax, sit back and enjoy the ride.

*available at extra cost





See driving in a new light

Getting into the 308 for the first time is a very enlightening experience.

Not content with giving the 308 the largest expanse of window glass in its class (3.6 m²), for a virtually unobscured view of the road, we've also given it a huge, panoramic glass roof* which lets light flood in from outside to give you an amazing sense of

freedom and space increasing the glass area to an incredible 4.86 m² (Hatch) or 5.58 m² (Touring). Stretching an incredible 1.26 m² (1.68m² for Touring), the roof effectively extends the stylishly raked windscreen right to the back of the passenger compartment, brightening up everyone's journey.

Worried about your passengers getting too much sunshine?

Don't be. The heat-reflective, tinted glass has been treated to filter out 90% of the sun's ultraviolet rays.

And if the sun really starts to shine down, an electric sunblind is ready to cover up all or part of the roof at the touch of a button. There's even a thoughtful anti-pinch system to stop it operating if little fingers

get in the way. Yes, the 308 could seriously change your outlook on driving.

*Standard on XTE, XTS and Touring, optional on XSE models.



Extra thought that counts

At Peugeot, just 'good enough', has never been good enough for us.

Which is why we've put so much thought into equipping the 308 with technology designed to optimise your driving comfort.

If you're working your way across town, the variable speed limiter will keep you within the legal limit for as long as you ask it to, no matter how many times you need to use the brake or clutch.

Long motorway drive ahead of you? The variable cruise control enables you to maintain the same, constant cruising speed effortlessly. So you can relax and enjoy the ride.

You don't have to worry if you've forgotten to check the tyres recently either. The tyre under-inflation detection system* has been designed to alert you to any slight drop in pressure and warn you immediately if a puncture is detected.

But that's just the beginning. We've also given serious consideration to the problem of parking by adding clever rear parking sensors** to give you an audible and visual warning of any obstacle in the vehicle's path.

Not that we've simply added gadgets for gadget's sake. There are handy stereo connections conveniently located in the glove box allowing you to plug your iPod or MP3 player directly into the car's stereo system. The optional MP3 compatible RT4 multimedia system*** puts more than just a radio and CD player at your fingertips. It also turns your 308 into a communications centre, providing you with hands-free GSM phone access and satellite navigation at the touch of a button.

And just to help you keep your focus on the road, all the 308's audio and multi-media functions can be controlled via the 7" fold-away colour monitor (with Sat Nav option), the keyboard, buttons on the steering wheel-mounted stalks or voice recognition.

Now how's all that for a demonstration of inspired thinking?

*XTE and XTS models.

**XSE, XTE and XTS models.

***Optional on XSE, XTE and XTS models.

Optional RT4 Multimedia Satellite Navigation System*



Jukebox function

Whether you're into hard rock or easy listening, you'll appreciate the RT4's exclusive Jukebox function, which allows you to play your favourite CDs and MP3s and store up to 180 hours of music in MP3 format on its 10 GB hard drive.



Set your display up in any one of five graphic styles.



Hands-free GSM phone system

Stay in touch and 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.

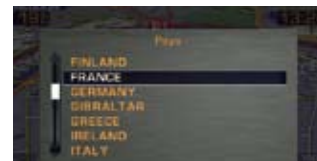


Make and answer your calls using the keypad on the central console, the control on the steering wheel stalk and the voice-recognition function.



GPS satellite navigation system

Whether you're looking for a scenic route or a place to stay, the RT4's satellite navigation system will get you there by the best possible route. There's no need to overload your glove box with maps and CDs because the RT4 comes ready installed with detailed Navteq maps of Australia.



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.

*Optional on XSE, XTE and XTS models.



Lead //

The perfect driving partner

Settle down in the driving seat of the 308 and you know you're on the road to the perfect driving experience.

As if our knowledge and experience plus our passion for developing drivers' cars weren't invitation enough, the 308's rigid chassis, low centre of gravity and wide wheelbase positively beg you to put its outstanding driving dynamics to the test.

Braking hard into a corner? You'll be pleased to know that the 308's brakes are equal to the best in its class, featuring extra-large ventilated discs on the front for more bite and endurance without a hint of vibration.

Storm clouds looming? The 308's already ahead of you. As soon as the first drops hit, the intelligent sensor* at the top of the windscreen will activate the wipers,

which speed up to match the intensity of the rain. And if the light levels start to fall too, the same sensor will turn on the headlights for you.

The 308 can also see you safely to and from your door at night. The headlights stay on to light your way for a few seconds after you've used the plip key to lock or unlock the car.

Equally important, the 308 can take care of itself. The fuel filler cap can only be opened with a key, and it has a coded anti-start device to discourage unwanted admirers.

*Standard on XSE, XTE and XTS models.



The widened frame of the 308 increases its stability and improves its handling.



No Compromise

Just one look at the sporty front grille and rear bumper of the 308 XTS and you'll realise this car is the epitome of forward thinking Peugeot design.

Inside, there's no compromise either. There are aluminium finishes on the gear knob, pedals and footrest, as well as a sporty steering wheel as standard.

These special touches all work to enhance the premium feel of the passenger compartment and are a great example of motoring refinement.

But it doesn't just look good. It performs well too. The perfectly tuned and powerful 1.6 litre turbo engine, designed in collaboration by Peugeot and the BMW Group,

is an example of state of the art automotive engineering. In fact, it is so impressive that it has won the International Engine of the Year award in its category, two years in a row.

Developing a maximum power of 128kW at 6,000 rpm, you can be assured this car is a serious performance machine.

It also features a finely tuned and precise six speed manual gearbox, which makes any road an incredibly rewarding drive.

The XTS is at the pinnacle of the 308 range and includes other notable extras such as a sports leather/cloth trim, xenon headlamps and 18" alloy wheels.

A new world power

At Peugeot, we go to great lengths in the pursuit of perfection. Which is one of the reasons we are now the world leader in direct-injection diesel engines, and why we're

pushing the boundaries of technology to produce more fuel-efficient engines and reduce emissions.

Our latest petrol and diesel engines are the result of that passion, offering the perfect combination of fuel economy, flexibility and driving pleasure.

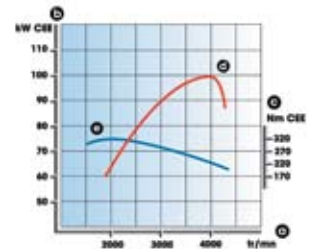
HDi turbo diesel engines (High-pressure Direct Injection)

The success of our refined HDi diesels is a case in point. A Peugeot innovation, they incorporate a particulate filter (FAP) along with a pump that feeds fuel into

a 'common rail' and they are renowned for their remarkable fuel-efficiency, high levels of torque (even at low revs) plus their radically low CO₂ emissions.

With an additional 20Nm torque using the overboost function, this very intelligent application of power also means that they are extremely rewarding to drive.

Diesel engines 2.0 HDi



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

Performance			
Diesel engines	Maximum power (kW @ rpm)	Maximum torque (Nm @ rpm)	Maximum speed (km/h)
1.6 HDi	80 @ 4000	240 @ 1750	190
2.0 HDi	100 @ 4000	320 @ 2000	205 / 200

Clean, efficient diesel power is supplied by either the responsive 80kW, 1.6 HDi or the impressive 100kW, 2.0 HDi.

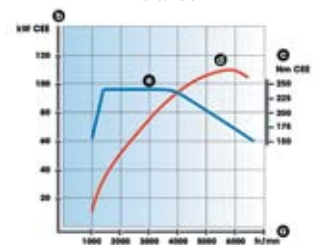
Petrol engines – a Peugeot collaboration with the BMW Group

The 308's range of next generation petrol engines have been developed jointly with the BMW Group and boast a host of technological innovations to

give you an immediate response. More low end torque along with more constant torque throughout the rev range means you don't have to keep changing gear to

get the most out of the engines. Combining smooth power with high efficiency, these engines set new standards for performance, dynamism and CO₂ emissions.

Petrol engines 1.6 turbo



- a: Engine Speed
- b: Power (kw)
- c: Torque (Nm)
- d: Maximum Power:
110kW @ 5800 rpm
- e: Maximum Torque:
240Nm @ 1400 rpm

Performance			
Petrol engines	Maximum power (kW @ rpm)	Maximum torque (Nm @ rpm)	Maximum speed (km/h)
1.6	88 @ 6000	160 @ 4250	195 / 188
1.6 turbo	110 @ 5800 (man) 103 @ 6000 (auto)	240 @ 1400	213 / 202
1.6 turbo 128	128 @ 6000	240 @ 1600	225

The two responsive, fuel injected 1.6 litre turbo engines develop 110kW (103kW for auto) or 128kW of power and feature variable valve timing (VVT). They deliver power exactly when you need it to ensure you can enjoy the 308's dynamic capabilities to the full. A precise manual or a Tiptronic automatic gearbox (103kW engine only) helps you make the most of its performance.



Engineering intelligence

EGC Electronic Gearbox Control

In addition to the slick manual and smooth Tiptronic automatic transmissions which are available across the 308 range, the 308 hatch in combination with the 1.6 HDi diesel engine is now available with the new Electronic Gearbox Control (EGC) transmission.

EGC is a new transmission that is controlled by state of the art electronics. It can be driven by either manually changing gears, without a clutch pedal, or automatically by allowing the electronics to do all the work.

But you will always be in complete control. The system allows you to alternate between sequential and automatic modes at any time, providing greater flexibility for different driving conditions.

Fully automatic

In automatic mode, simply put the gear lever in "A" and let the ECU do all the work.

Sequential mode

In sequential mode, the driver can either change gears sequentially from the gearbox, or by the steering wheel-mounted paddles – FI style.

The introduction of the EGC is timely and relevant in today's economic climate thanks to its significantly lower fuel consumption and CO₂ emissions when compared to traditional automatic technology. The HDi engine, when combined with the EGC, achieves a remarkable combined consumption figure of just 4.7 litres/100km and CO₂ emissions of 125g/km. With its 60 litre tank it means you could travel over 1200km on a single tank.

All in all, the EGC transmission makes for an extremely engaging and rewarding driving experience.





Peugeot and the environment

Fact: climate change is one of the biggest challenges facing the planet.

Sadly, we can't ignore the automobile's contribution to the greenhouse effect. Or turn back time.

So at Peugeot for some years now we've been concentrating on what we can do – to build vehicles with the future in mind.

Because we're genuinely committed to reducing CO₂ emissions, we've invested heavily in new technologies and innovations designed to make our cars more fuel-efficient (believe it or not, we've even been developing biofuels from plants that absorb CO₂ while they're growing).

We've also got on with the job of cleaning up the air. We pioneered the use of the FAP particulate filter in HDi diesel engines, significantly reducing the amount of polluting particles released in the air.

Our hard work is continuing to pay off. We've managed to reduce the CO₂ emissions from the 308's 1.6 HDi engine to just 125g/km (in conjunction with the 6 speed EGC) in the combined cycle.

So we can all breathe easier, we're switching away from using paints containing organic solvents, opting instead for water-based alternatives that discharge nearly five times fewer volatile organic compounds into the atmosphere, yet still look as good and last as well as their

more noxious counterparts. We've even been looking at ways to replace the HFC used in our air-conditioning systems.

Worried about landfill? So are we. That's why at least 90% of every new Peugeot is now recyclable, including the metal, glass, fluids, plastic materials and rubber. And we're well on the way to creating the fully recyclable car.

Which brings us back to the 308. It's the latest in our ever-increasing line of highly fuel-efficient cars. Like every other Peugeot being built today, its petrol engines are already set up to run on a mix of 10% bioethanol.

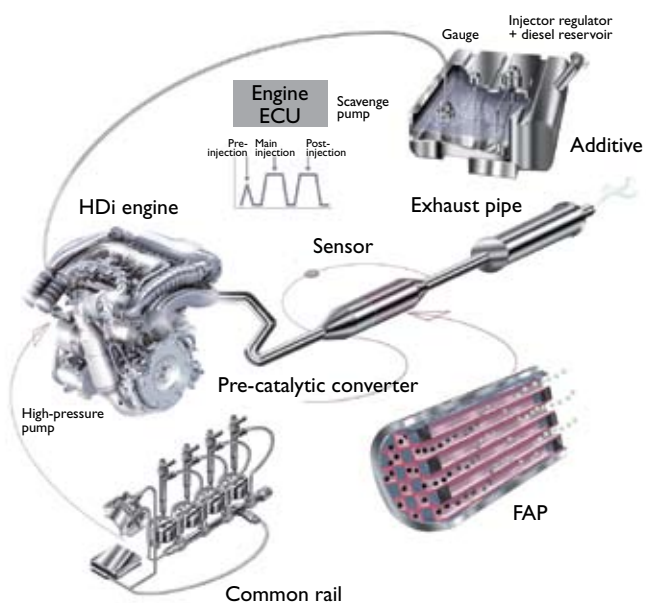
It's not just the engines themselves that we've been busy refining either. More aerodynamic cars need less fuel to get moving, which in turn means they produce less pollution (a 10% improvement in aerodynamics ultimately results in a 2.5% drop in CO₂ emissions). Which is why we've designed the 308 to be as sleek and streamlined as possible, reducing its drag co-efficient to just 0.29.

We may not be able to repair the damage that mankind has already done to the environment, but we are committed to doing everything we can to produce vehicles that work with it, rather than against. Are you with us too?

Peugeot and the environment

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 levels, helping to preserve the environment without spoiling the performance of your 308.



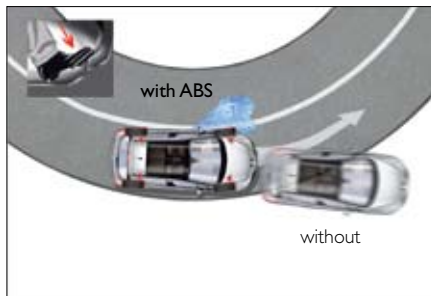
Engines	Fuel consumption (litres / 100km)		
	City	Highway	Combined
1.6 (man / auto)	9.3 / 10.3	5.2 / 5.7	6.7 / 7.3
1.6 turbo (man / auto)	9.8 / 11.4	5.6 / 6.0	7.1 / 7.9
1.6 turbo 128 (man)	10.7	5.7	7.6
1.6 HDi (man / EGC)	6.6 / 5.9	4.2 / 4.1	5.1 / 4.7
2.0 HDi (man / auto)	7.2 / 9.4	4.5 / 5.3	5.5 / 6.8

CO ₂ (g / km)
Combined
159 / 174
167 / 188
180
134 / 125
146 / 180



Protect //

Perfect peace of mind



Anti-lock brakes (ABS)



Emergency Brake Assist (EBA)



Electronic Stability Program (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 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, even at speed. 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:

Anti-lock brakes (ABS) 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. This system automatically activates the hazard lights to warn other motorists.

Electronic Stability Program (ESP) which is standard on the XSE, XTE and XTS, models with the EGC transmission, and optional on the XS models comprises:

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



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.

In the event of a head-on collision, you're protected by the main impact structure, as well as a new lower structure fitted onto the front subframe and extra reinforcements above the front wheel arches. So you and your

passengers are effectively cocooned in a protective cell.

A further safeguard is provided by the 308's collapsible steering column which retracts to prevent excessive injuries to the driver.

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 back to safeguard the cabin and the petrol 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 seven 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.

- Driver knee airbag to protect the lower limbs (standard on XTS, optional on XSE and XTE).

For when you have children on board the rear side seats are fitted with child seat mounting points so you can carry tiny VIPs safely and securely in compatible child seats.

Choose //

Levels



XS highlights

Exterior:

- 'Classic' grille
- Electrically operated door mirrors
- 15" steel wheels with Pacaya wheel trims
- Body coloured door mirrors and handles

Interior:

- Aluminium style centre console
- Trip computer
- Front seat height adjustment
- 6 airbags
- Cruise control and speed limiter
- Dual zone climate control
- Front centre armrest with storage bin
- Height and reach adjustable steering wheel

Additional Touring highlights:

- Panoramic glass roof
- Three independent and interchangeable 2nd row seats
- Individually reclining and sliding 2nd row seats
- Individually folding and removable 2nd row seats
- Two individually folding and removable 3rd row seats (optional)

Engines:

- 1.6
- 1.6 HDi diesel
- 2.0 HDi diesel (Touring only)



'Sibayak' Black cloth (hatch)



'Kawana' Black cloth (Touring)



Gear lever with Black surround



15" Pacaya wheel trim (standard)



16" Tzalco alloy wheels (optional)



Dual zone climate control



XSE highlights

XS features, plus:

Exterior:

- Body colour side rubbing strips
- 16" alloy wheels
- Rear parking assistance
- Automatic rain-sensing front wipers
- Automatic headlight illumination system

Interior:

- Electronic Stability Program (ESP)
- Leather steering wheel
- Rear centre armrest
- Lumbar support on front seats

Additional Touring Highlights:

- Panoramic glass roof
- Three independent and interchangeable 2nd row seats
- Individually reclining and sliding 2nd row seats
- Individual folding and removable 2nd row seats
- Two individually folding and removable 3rd row seats (optional)

Engines:

- 1.6
- 1.6 turbo
- 1.6 HDi diesel (hatch only)
- 2.0 HDi diesel



'Starting' Black cloth (hatch)



'Kawana' Black cloth (Touring)



'Irazu' Beige cloth (hatch only)



16" Santaguito alloy wheels (standard)



17" Rinjani alloy wheels (optional)



Gear lever with 'Warm Silver' surround



XTE highlights

XSE features, plus:

Exterior:

- Panoramic glass roof
- Electric folding door mirrors
- Sports rear bumper
- 17" alloy wheels
- Tyre pressure sensors

Interior:

- Auto-dipping rear view mirror
- Fragrance diffuser
- Colour display screen

Engines:

- 1.6 turbo
- 2.0 HDi diesel



'Starting' Black cloth



'Irazu' Beige cloth



'Square' trim decor



17" Rinjani alloy wheels (standard)



18" Lincacabur alloy wheels (optional)



Gear lever with 'Square' surround



XTS highlights

XTE features, plus:

Exterior:

- 18" alloy wheels
- Rear spoiler
- Sports suspension
- Directional Xenon headlights

Interior:

- Driver's knee airbag
- Drilled aluminium pedals
- Leather / cloth trim

Engines:

- 1.6 turbo 128kW



Black leather / cloth trim



Drilled aluminium pedals



Chrome ringed dials



18" Lincancabur alloy wheels



Aluminium gear knob

Leather trim (optional)



Black leather – optional on XSE and XTE



Beige leather – optional on XSE and XTE

Solid colours



Bianca White



Hurricane Grey

Metallic colours (optional)



Perla Nera Black



Shark Grey



Thorium Grey



Aluminium Grey



Lunar Mist



Taranga Blue



Montebello Blue



Aegean Blue



Lacerta Yellow



Babylon Red



Moondust

NOTE: not all colours available in all variants

Dimensions



1498 mm



Accessories

There's no better way to make a Peugeot your own than by adding some practical accessories that fit in with your lifestyle. Peugeot accessories are tailored to individual car models so you can rest easy knowing there has been no compromise on fit or function.

They have also been tested to meet our extremely high standards, giving you further peace of mind. Please see some of our range below or visit peugeot.com.au to view the complete collection of Peugeot accessories.



Floor mats



CD in-dash changer



Alloy wheels



Park assist



Roof racks & mounting accessories



Towbar



Mobile phone Bluetooth kit



Cable harness for iPod, MP3 player

Features	XS	XSE	XTE	XTS	Touring XS	Touring XSE
Engine Type						
1.6	■	■			■	■
1.6 turbo		■	■			■
1.6 turbo 128				■		
1.6 HDi	■	■			■	
2.0 HDi		■	■		■	■
Safety						
Driver and front passenger airbags	■	■	■	■	■	■
Front side airbags	■	■	■	■	■	■
Full length curtain airbags	■	■	■	■	■	■
Driver knee airbag		□	□	■		□
ABS with Electronic Brake Force Distribution (EBFD)	■	■	■	■	■	■
Emergency Brake Assist (EBA)	■	■	■	■	■	■
Electronic Stability Program (ESP)	□	■	■	■	□	■
Side impact absorbent door padding (front doors)	■	■	■	■	■	■
Retractable steering column	■	■	■	■	■	■
Pretensioning and force limiting front seatbelts	■	■	■	■	■	■
Height adjustable front seatbelts	■	■	■	■	■	■
Front and rear seatbelt fastening indicator lights	■	■	■	■	■	■
Three rear 3-point seatbelts	■	■	■	■	■	■
Two force limiting rear seatbelts	■	■	■	■	■	■
Electric rear child safety locks	■	■	■	■	■	■
Rear seat child restraint anchorage points	■	■	■	■	■	■
Automatic door unlocking in accident	■	■	■	■	■	■
Tyre pressure sensors			■	■		
Automatic activation of hazard lights under emergency braking	■	■	■	■	■	■
Security						
Rolling code transponder immobiliser	■	■	■	■	■	■
Visible VIN number	■	■	■	■	■	■
Internally operated central locking	■	■	■	■	■	■
Delayed automatic locking (functions when vehicle unlocked but not opened)	■	■	■	■	■	■
Automatic locking doors and boot (activated by vehicle moving)	■	■	■	■	■	■
Security coded audio system	■	■	■	■	■	■
Door ajar warning	■	■	■	■	■	■
Key in ignition lock warning alarm	■	■	■	■	■	■
Comfort and Convenience						
Cruise control + speed limiter	■	■	■	■	■	■
Speed sensitive power steering	■	■	■	■	■	■
Remote control central locking	■	■	■	■	■	■
Electronic parking assistance (rear)	■	■	■	■	■	■
Location of car via plip	■	■	■	■	■	■
Electric windows with one touch and anti-pinch feature	■	■	■	■	■	■
Height and reach adjustable steering wheel	■	■	■	■	■	■
Auto-dipping rear view mirror			■	■		
Driver foot rest	■	■	■	■	■	■
Electrically operated and heated door mirrors	■	■	■	■	■	■
Electric folding door mirrors			■	■		
Tinted glass	■	■	■	■	■	■
Athermic (heat reflective) windscreen		■	■	■		■
In-Car Entertainment and Communication						
RD4 six speaker radio/CD player	■	■	■	■	■	■
MP3 player connectivity	■	■	■	■	■	■
Speed related volume controls	■	■	■	■	■	■
Digital 'head up' display separate from stereo unit	■	■	■	■	■	■
Remote audio controls on steering column	■	■	■	■	■	■
Bluetooth capability		□	□	□		□
RT4 multimedia satellite navigation system		□	□	□		□
Heating and Ventilation						
Dual zone climate control air conditioning	■	■	■	■	■	■
Air conditioned glove box	■	■	■	■	■	■
Fragrance diffuser			■	■		
Rear air conditioning vents	■	■	■	■	■	■
Pollen filter	■	■	■	■	■	■
Odour reducing charcoal filter	■	■	■	■	■	■
Instruments						
Speedometer with digital odometer and digital trip recorder	■	■	■	■	■	■
Distance to next service indicator	■	■	■	■	■	■
Instrument panel lighting dimmer	■	■	■	■	■	■
Trip computer	■	■	■	■	■	■
Colour display screen			■	■		
External temperature gauge	■	■	■	■	■	■
Multi-function digital display, warning messages and vehicle check	■	■	■	■	■	■

Features	XS	XSE	XTE	XTS	Touring XS	Touring XSE
Interior Features						
Front and rear door stowage bins	■	■	■	■	■	■
Storage tray in centre console with rubber mat	■	■	■	■	■	■
Driver's storage area adjacent to steering wheel	■	■	■	■	■	■
Storage drawer under front seats	■	■	■	■	■	■
Console between front seats incorporating drinks holders	■	■	■	■	■	■
Storage compartment in boot	■	■	■	■	■	■
Front seat back map pockets	■	■	■	■	■	■
Two rear 'airplane' tray tables	■	■	■	■	■	■
Courtesy light with delay	■	■	■	■	■	■
Boot light	■	■	■	■	■	■
Net to secure luggage in boot	■	■	■	■	■	■
Removable security cover above boot	■	■	■	■	■	■
Integrated security cover storage compartment	■	■	■	■	■	■
Front centre armrest with storage bin	■	■	■	■	■	■
Rear centre armrest with storage space and drinks holders	■	■	■	■	■	■
Front map reading lights	■	■	■	■	■	■
Driver and passenger sunvisors with vanity mirrors	■	■	■	■	■	■
Driver and passenger sunvisors with illuminated vanity mirrors	■	■	■	■	■	■
Sunglasses holder	■	■	■	■	■	■
Leather trimmed steering wheel	■	■	■	■	■	■
4 door sill / ground illumination	■	■	■	■	■	■
Drilled aluminium pedals	■	■	■	■	■	■
Front and rear 12V accessory power point	■	■	■	■	■	■
Exterior Features						
15" steel wheels	■	■	■	■	■	■
16" alloy wheels	□	■	■	■	■	■
17" alloy wheels	■	□	■	■	■	■
18" alloy wheels	■	■	□	■	■	■
Sports front bumper	■	■	■	■	■	■
Rear deck spoiler	■	■	■	■	■	■
Sports rear bumper	■	■	■	■	■	■
Body colour side rubbing strips	■	■	■	■	■	■
Body colour door mirrors	■	■	■	■	■	■
Body colour door handles	■	■	■	■	■	■
"Crystal" side indicator lenses	■	■	■	■	■	■
Panoramic glass roof with electric sunblind	■	■	■	■	■	■
Metallic paint	□	□	□	□	□	□
Exterior Lighting and Visibility						
Double optic halogen headlights	■	■	■	■	■	■
Xenon headlights with auto height adjustment and washers	■	■	■	■	■	■
Directional headlights	■	■	■	■	■	■
Clear polycarbonate headlight lenses	■	■	■	■	■	■
Front fog lights	■	■	■	■	■	■
Rear fog light	■	■	■	■	■	■
Remote headlight beam adjustment from fascia	■	■	■	■	■	■
Lights on warning alarm	■	■	■	■	■	■
High level third brake light	■	■	■	■	■	■
Heated glass rear window with timed cut-off	■	■	■	■	■	■
Intermittent rear wiper	■	■	■	■	■	■
Intermittent windscreen wipers	■	■	■	■	■	■
Automatic rain-sensing front wipers	■	■	■	■	■	■
Automatic headlight illumination system	■	■	■	■	■	■
Headlight delay security illumination	■	■	■	■	■	■
Seating						
Reclining front seats	■	■	■	■	■	■
Height adjustment of driver seat	■	■	■	■	■	■
Height adjustment of passenger seat	■	■	■	■	■	■
Lumbar adjustment on front passenger seats	■	■	■	■	■	■
Heated front seats (with leather option)	■	□	□	■	■	□
Height adjustable front head restraints	■	■	■	■	■	■
Three rear head restraints (height adjustable)	■	■	■	■	■	■
Sports front seats	■	■	■	■	■	■
Three independent and interchangeable 2nd row seats	■	■	■	■	■	■
Individually reclining and sliding 2nd row seats	■	■	■	■	■	■
Individually folding and removeable 2nd row seats	■	■	■	■	■	■
Two individually folding and removeable 3rd row seats	■	■	■	■	□	□
60/40 split folding rear seats	■	■	■	■	■	■
Flat folding front passenger seat	■	■	■	■	■	■
Ski flap	■	■	■	■	■	■
Cloth trim	■	■	■	■	■	■
Leather / cloth trim	■	■	■	■	■	■
Leather trim	■	□	□	■	■	□

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Technical specifications	Petrol Engines			HDi Diesel Engines	
	1.6	1.6 turbo	1.6 turbo 128	1.6 HDi	2.0 HDi
Body Style					
5 door hatch	■	■	■	■	■
Touring	■	■		■	■
Engine					
Cylinders	4	4	4	4	4
Cubic capacity (cc)	1598	1598	1598	1560	1997
Bore x Stroke (mm)	77 x 85.8	77 x 85.8	77 x 85.8	75 x 88.3	85 x 88
No. of valves	16	16	16	16	16
Max power (kW @ rpm)	88 @ 6000	110 @ 5800 / 103 @ 6000	128 @ 6000	80 @ 4000	100 @ 4000
Max torque (Nm @ rpm)	160 @ 4250	240 @ 1400	240 @ 1600	240 @ 1750	320 @ 2000
Induction	Electronic multi-point injection with VVT (variable valve timing) and variable valve lift	Turbo petrol with intercooler; VVT (variable valve timing) and direct injection	Turbo petrol with intercooler; VVT (variable valve timing) and direct injection	Turbo diesel with computer controlled direct injection	Turbo diesel with computer controlled direct-injection
Emission standard	Euro IV	Euro IV	Euro IV	Euro IV	Euro IV
Transmission					
Transmission type (hatch)	5 man / 4 auto	5 man / 4 auto	6 man	6 man / 6 EGC	6 man / 6 auto
Transmission type (Touring)	4 auto	4 auto		6 man	6 man / 6 auto
Wheels and Tyres					
15" steel (XS)	195/65 R15H			195/65 R15H	195/65 R15H
16" alloy (XSE)	205/55 R16V	205/55 R16V		205/55 R16V	205/55 R16V
17" alloy (XTE)		225/45 R17W			225/45 R17W
18" alloy (XTS)			225/40 R18		
Fuel Tank					
Capacity (l)	60	60	60	60	60
Brakes					
Ventilated front discs	■	■	■	■	■
Rear discs	■	■	■	■	■
ABS with Electronic Brake Force Distribution	■	■	■	■	■
Emergency Brake Assist	■	■	■	■	■
Steering					
Speed sensitive power steering	■	■	■	■	■
Suspension					
Front	Independent with MacPherson type struts & anti-roll bar				
Rear	Deformable U-shaped cross member located by two arms and a hollow anti-roll bar				
Performance (hatch)					
Maximum speed (km/h)	195 / 188	213 / 202	225	190 / 190	205 / 200
Acceleration 0-100km/h (sec)	10.8 / 12.9	8.8 / 10.2	8.3	11.4 / 11.3	10.1 / 10.5
0-1000m (sec)	32.2 / 34.4	29.8 / 31.4	28.8	32.9 / 32.7	31.6 / 31.9
Performance (Touring)					
Maximum speed (km/h)	182	199	225	185	202 / 197
Acceleration 0-100km/h (sec)	16.1	12.6	8.3	14.2	12.0 / 13.2
0-1000m (sec)	37.1	33.7	28.8	35.3	33.3 / 34.4
Dimensions					
		Hatch		Touring	
Length (mm)		4276		4500	
Width excluding mirrors (mm)		1815		1815	
Width including mirrors (mm)		2038		2038	
Height (mm)		1498		1564	
Wheelbase (mm)		2608		2708	
Boot volume with seats in place to removable security cover height (l)		430		674	
Boot volume with rear seats folded down (l)		1398			
Boot volume with rear seats removed, to roof height (l)				2149	
Weights (hatch)					
Kerb weight (kg)	1362 / 1387	1402 / 1430	1471	1412 / 1409	1496 / 1522
Maximum braked trailer towing weight (kg)	1650 / 1520	1650	1650	1520	1700 / 1650
Weights (Touring)					
Kerb weight (kg)	1541	1577	1471	1570	1650 / 1675
Maximum braked trailer towing weight (kg)	1370	1450	1650	1400	1650
Consumption and Emissions (hatch)					
City cycle (l / 100km)	9.3 / 10.3	9.8 / 11.4	10.7	6.6 / 5.9	7.2 / 9.4
Highway cycle (l / 100km)	5.2 / 5.7	5.6 / 6.0	5.7	4.2 / 4.1	4.5 / 5.3
Combined cycle (l / 100km)	6.7 / 7.3	7.1 / 7.9	7.6	5.1 / 4.7	5.5 / 6.8
CO2 emissions (g / km)	159 / 174	167 / 188	180	134 / 125	146 / 180
Consumption and Emissions (Touring)					
City cycle (l / 100km)	10.7	11.8		6.8	7.6 / 9.7
Highway cycle (l / 100km)	6.1	6.2		4.4	4.9 / 5.6
Combined cycle (l / 100km)	7.7	8.2		5.3	5.9 / 7.1
CO2 Emissions (g/km)	182	194		139	155 / 187

Peace of Mind

308

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. Our commitment to you continues after purchase and is embodied in the Peugeot AfterCare program. You can rest assured that everything you'll ever need for your vehicle is covered, from accessories and servicing to parts and warranty. The Peugeot Assistance card you are given with your new vehicle is a key part of AfterCare, as is the reassurance of having a dedicated network of dealers Australia-wide with specialist factory trained technicians to look after you and your vehicle. AfterCare demonstrates that we care for your Peugeot as much as you do, and ensures the quality of your ownership experience lasts long after you've left the showroom.

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.

3 year /100,000 km 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).

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

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For full specifications details

visit peugeot.com.au
Peugeot Automobiles Australia
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Silverwater NSW 1811.



www.peugeot.com.au

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 driveability that make the 308 the benchmark in its class.

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 better, either go to www.peugeot.com.au or visit your nearest Peugeot dealer to book a test drive. And see just how attractive adventure can be.



PEUGEOT ENGINEERED TO BE ENJOYED

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