



**PEUGEOT 308**



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# AWARD WINNING --- QUALITY

The all-new Peugeot 308 adopts a new image and enters a new dimension. Its design favours clear dynamism, emphasised by wide wheel arches and a lowered ground clearance. Its sporty curves define a streamlined silhouette, and upmarket materials surround the latest innovations.



***EUROPEAN CAR OF THE YEAR, 2014***

The all-new Peugeot 308 has won the prestigious European Car of the Year award, 2014. A panel of 58 motoring journalists from 22 countries decided that the all-new Peugeot 308 surpassed key rivals from Asia and Europe due to its innovative

design incorporating lightweight composite materials, and its range of astonishingly fuel efficient and high torque petrol and diesel engines.

***GRAND PRIZE FOR MOST BEAUTIFUL INTERIOR***

The awards continue for the all-new Peugeot 308. The interior design, reflecting simplicity, quality and ergonomics, was awarded the Grand Prize for Most Beautiful Interior at the prestigious 2013 Festival Automobile International in France.

Overseas model shown. Allure Premium model shown.





# BUILT IN QUALITY AND DURABILITY

The all-new Peugeot 308 has been designed, from the ground up, to be more resilient and to feel new for longer. With 4 million km of test driving and 15,000 hours of endurance testing, the all-new Peugeot 308 will provide you with peace of mind that you will have many years of quality driving.

The body is constructed using innovative technologies such as Laser Welding and Hot Stamping to provide a feeling of strength and surety while driving.

Small things make a difference, like using materials with maximum resistance to sunlight damage and scratching.

The leather on the steering wheel is applied in a new way to maintain its shape and quality for years to come, and the paintwork features an anti-scratch lacquer for more durability in day to day life.



# REDISCOVER

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## THE ROAD

Responsive and reassuringly safe, the all-new Peugeot 308 benefits from Peugeot's expertise in the area of suspension and steering to provide exemplary dynamic handling. Thanks to its special chassis, its weight has been reduced considerably, providing a fun and agile driving experience.

A sporty hatchback, the all-new Peugeot 308 responds to the slightest action of its driver. The compact steering wheel and electric power steering makes the driving sensation as smooth as it is precise, and bends are negotiated with the greatest of ease. Comfort on board is assured by special suspension and wheels,

exemplary road holding and noticeable sound proofing. Every journey is transformed into a period of pleasure and serenity.



\*Allure model with optional 18" alloy wheels shown.







\*Overseas model shown.





# PEUGEOT

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## i-COCKPIT

With the all-new 308, Peugeot is introducing an award winning new dashboard layout, the Peugeot i-Cockpit. Winner of the Most Beautiful Interior Award\*, the Peugeot i-Cockpit radically enhances your experience behind the wheel. The stylish, minimalist design, features a compact steering wheel, head-up instrument panel, a large 9.7-inch touchscreen\*\* and a single, central dial that takes its cue from

high-range Hi-Fi systems. You'll be amazed by the incredible driver-side ergonomics from the moment you get behind the wheel. The interior immediately creates a cosy, refined feel with its blend of gloss black and satin chrome.

\*Winner of the 2013 Most Beautiful Interior Award at the 29th International Automobile Festival.

\*\*Touchscreen not available on Access model.



## TECHNOLOGY YOU CAN FEEL

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The 9.7-inch touchscreen is fully integrated into the central console, bringing all the controls within arm's reach. The touch-sensor buttons and the many shortcuts on offer make it easy to use.

### **AIR CONDITIONING**

The dual-zone climate control system can be controlled via the touchscreen.

### **DRIVER ASSISTANCE\***

For a more enjoyable experience behind the wheel, all the driver assistance systems can be controlled via the touchscreen.



### **HI-FI**

To ensure optimal sound quality, the all-new Peugeot 308 has 8 speakers. The large volume dial takes its cue from high-end Hi-Fi systems, and further enhances the clean lines of the central console.

### **NAVIGATION\*\***

The predictive text feature allows fewer key strokes when consulting large-scale maps and entering your destination.

### **SETTINGS**

For an easier, more user-friendly experience, you can change the settings for all the touchscreen controls to suit your preferences.

### **PHONE SYSTEM**

With the Bluetooth™ feature, you can answer and make mobile calls while in the car or stream your own music direct from your phone or through apps like Spotify\*\*\*

The central touchscreen provides access to your address book and allows you to make calls using the hands-free system while staying in full control of the vehicle.

\*Driver assistance pack only available on Allure Premium model.

\*\*Satellite navigation not available on Access or Active models.

\*\*\*Spotify requires a data connection on your mobile and contributes to your data usage and cost.







\*GT model shown.



\*Touring Allure with optional 18" alloy wheels shown.



A silver Peugeot 308 Touring station wagon is shown from a rear three-quarter view, driving on a road. The background is a soft, hazy sunset sky with a blurred road surface, suggesting motion. The car's sleek lines and modern design are highlighted by the low-angle lighting.

# A LOT MORE ROOM TO MOVE

## 308 TOURING

Clean, smooth lines are the tell-tale signs of excellent design. With its modern styling, the all-new Peugeot 308 Touring evokes efficiency. It harnesses innovative technology and new lighter-weight materials to minimise CO<sub>2</sub> emissions and fuel consumption. Discover the incredible number of features concentrated into this generous station wagon, with its enviable performance and spacious interior.

The large modular boot combines practicality and convenience, mainly thanks to its “Magic Flat” rear seat, which folds away to create an instantly flat floor space. With its impeccable attention to detail, roomy cabin and high-tech, user-friendly dashboard, the all-new Peugeot 308 Touring promises to take driving to a whole new level. Discover an all-new way to drive, where design blends with lifestyle.


SLEEK AND  

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SPACIOUS



\*Touring Allure with optional 18" alloy wheels shown.



With its lowered appearance, the all-new Peugeot 308 Touring is one sleek, sporty wagon. The tailgate's pyramid-shaped design and the large wheel arches highlight its distinctive look while reinforcing its balance and aerodynamics.

The stylish rear lights fuse seamlessly into the all-new Peugeot 308 Touring's chic, razor-sharp styling.



# ADVANCED

# TECHNOLOGY WITHIN



## **NEW PURETECH 96 KW TURBOCHARGED PETROL ENGINE**

This modular, compact and powerful engine is a paragon of efficiency and cutting-edge technology. Even at the lowest speeds it offers one of the best driving experiences on the market, not to mention an excellent balance between low-end torque and high end power. The PureTech engine delivers 95% of its torque between 1,500 and 3,000 rpm, with its peak torque at 1,750 rpm. A combination of revolutionary Stop & Start technology, lighter weight and low-friction materials plays an essential role in its performance and economy without compromising on reliability or strength. This technology cuts consumption and CO<sub>2</sub> emissions by 21%, all while providing the same level of power and drivability.

<b>Petrol engines</b>			
	PureTech 96 kW eTHP	110 kW THP**	151 kW eTHP***
Type	Turbo Petrol	Turbo Petrol	Turbo Petrol
Max Power	96 kW @ 5500 rpm	110 kW @ 6000	151 kW @ 6000
Max Torque	230 Nm @ 1750 rpm	240 Nm @ 1400	285 Nm @ 1750
Induction	Turbo charged electronic multipoint direct injection with variable valve timing on inlet valves + exhaust	Turbo charged electronic multipoint direct injection with variable valve timing on inlet valve	Turbo charged electronic multipoint direct injection with variable valve timing on inlet valves + exhaust
Stop/Start Function	Yes	No	Yes
Emissions Standard	Euro 6	Euro 5	Euro 6

\*\*Available on Allure and Allure Premium versions.

\*\*\*Available on GT.



### **BlueHDi 110 KW TURBOCHARGED DIESEL ENGINE**

BlueHDi is the name of Peugeot's Euro 6 Diesel engine. This technology dramatically reduces NOx (by over 90%), optimises CO<sub>2</sub> emissions and fuel consumption, and still eliminates 99.9% of particles. The BlueHDi engine with Stop & Start technology delivers 370 Nm of torque from 2,000 rpm and a combined fuel consumption of just 4.1 L/100 km. This gives a potential range of over 1,200 km on one tank of fuel.

<b>BlueHDi – Diesel engines</b>		
	110 kW BlueHDi	133 kW BlueHDi*
Type	Turbo Diesel	Turbo Diesel
max Power	110 kW @ 3750	133 kW @ 3750
Max Torque	370 Nm @ 2000	400 Nm @ 2000
Induction	Turbo charged high pressure common rail direct injection diesel	Turbo charged high pressure common rail direct injection diesel
Stop/Start Function	Yes	Yes
Emissions Standard	Euro 6	Euro 6

\*Available on GT model.

# PEUGEOT AND

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## THE ENVIRONMENT

Peugeot offers an extensive range of low emission vehicles; more than half of its worldwide sales are of vehicles which emit less than 140 g of CO<sub>2</sub> per km. This performance is based on tried and tested technology in which Peugeot is the leader. The diesel engine combined with the Particle Emission Filter (launched in 2000), is installed on more than 2.1 million vehicles (99.99% reduction of particle emissions), and Peugeot is a leader in breakthrough technology such as integration of Stop & Start technology.

### ***HDi PARTICLE EMISSION FILTER***

HDi technology is associated with a highly efficient emission control system, the Particle Emission Filter (PEF). A self-cleaning system, it treats the gas produced by the combustion of the diesel in the engine. The filter contributes to reducing diesel particles, bringing them down to the measurable limit (0.004 g/km). This technology makes diesel engines more environmentally-friendly.





	96 kW eTHP	110 kW BlueHDi	
	Hatch	Hatch	Touring
City cycle (l/100 km)	5.8 (man)/6.4	4.8	5.0
Highway cycle (l/100 km)	3.9 (man)/4.3	3.7	3.8
Combined cycle (l/100 km)	4.6 (man)/5.1	4.1	4.2
CO <sub>2</sub> emissions (g/km)	107 (man)/117	107	111



# SAFETY AND TECHNOLOGY

## **AIRBAGS**

The all-new Peugeot 308 has 6 airbags:

- 2 front airbags to protect the head and chest of the driver and passenger in the event of a front impact.
- 2 front side airbags to protect the driver and front passenger in the event of a side impact.
- 2 front and rear curtain airbags to protect the head of the front and rear occupants.

## **BRAKING SYSTEM AND ESP®**

To retain optimum balance and preserve your driving pleasure in all difficult situations, the all-new Peugeot 308 comes with a complete braking system that combines several functions:

- the ESP® (Electronic Stability Programme), with its traction control system (ASR), acts on the brakes and the engine management to limit wheel skid in the event of loss of grip.
- the Dynamic Stability Control (DSC) continuously compares information transmitted by the steering wheel sensor and the yaw sensor to detect any incipient understeer or oversteer. It then returns your 308 to its initial trajectory, as far as the laws of physics allow.
- the Anti-lock Braking System (ABS) helps you to gain better control over any loss of grip in emergency braking.
- the Electronic Brake Force Distribution (EBFD) manages the braking wheel by wheel to increase its effectiveness, particularly when braking around bends.
- the Emergency Braking Assistance (EBA) increases the effectiveness of your braking if necessary.
- the direct tyre under-inflation detection locates the wheel concerned with two levels of warning: under inflation or puncture.

## **INTELLIGENT TRACTION CONTROL**

This intelligent traction control system brings a new function to the conventional traction control. It assists in detecting situations of precarious grip which could make the moving off and progress of the vehicle difficult on icy or snow-covered roads. In these situations, the Intelligent Traction Control system takes the place of the ASR reducing the wheel skid to favour good traction and maintaining of the trajectory.

## **INCREASED SAFETY**

In keeping with the philosophy of the all-new Peugeot 308, a wide range of equipment is on offer to ensure ever higher levels of safety. In addition to its superior road handling, the vehicle's structure and large dimensions help withstand and absorb the energy of front and side impacts. Numerous driver assistance systems such as ESP, blind spot monitors,<sup>1</sup> collision risk alert<sup>1</sup> and automatic emergency braking<sup>1</sup> all help ensure the safety of the vehicle and its passengers. The all-new Peugeot 308 leaves nothing to chance, and makes your time on the road easier with features such as Automated Park Assist<sup>1</sup> and Hill Assist;<sup>2</sup> rear-view camera<sup>3</sup> and electric parking brake.<sup>4</sup>

<sup>1</sup>Available on Allure Premium, available 2015.

<sup>2</sup>Except Access model.

<sup>3</sup>Touring Allure, Allure Premium and GT (available 2015).

<sup>4</sup>Except Access and Active.





FOR SAFER CARS  
EURO NCAP  
[www.euroncap.com](http://www.euroncap.com)





# TRIMS

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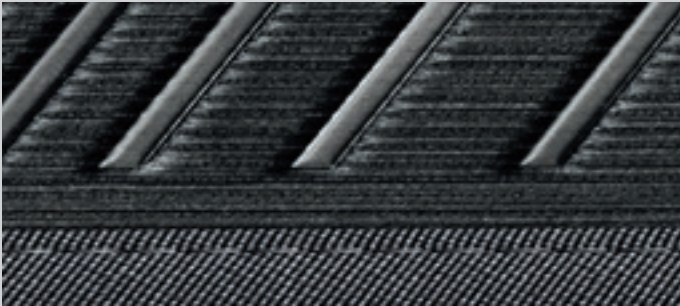
\*Leather appointed seating includes selected material on other areas.



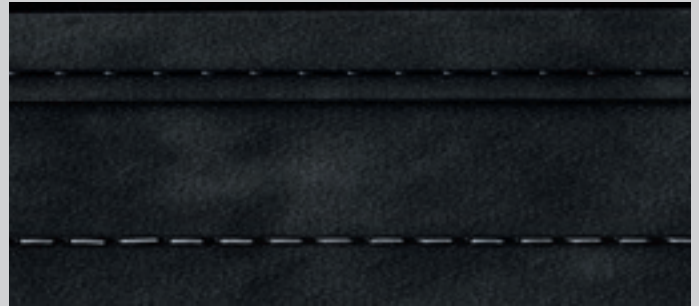
Black Metax Mistral warp and weft.  
Access model.



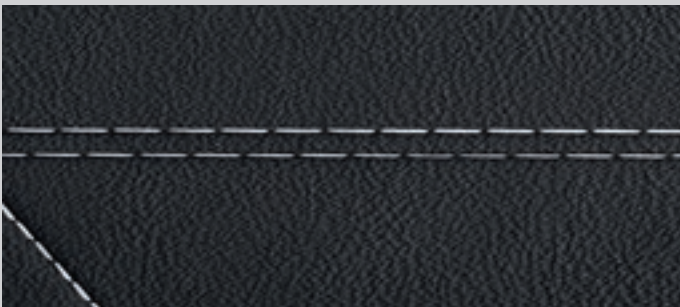
Black Metax Mistral warp and weft with concrete over stitch detail.  
Active model.



Black Marston Mistral cloth.  
Allure model.



Black Mistral half-PVC/Alcantara.  
Allure Premium and GT models.



Mistral black Nappa Club leather.\*

A striking selection of trim levels are available across all models of the all-new Peugeot 308 Hatch and Touring.

\*Optional on Allure, Allure Premium and GT.

# COLOURS

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Bianca White



Twilight Blue\*



Aluminium Grey\*



Artense Grey\*



Ruby Red\*

\*Metallic and pearlescent paint at extra cost.





Pearl White\*



Pearla Nera Black\*





15" Ambre trims  
Access



16" Quartz alloy wheels  
Active



16" Diamond Topaze alloy wheels  
Allure 96 kW



17" Diamond Rubis alloy wheels  
Allure BlueHDi and 110 kW eTHP  
(available in 2015)



18" Diamond Saphir alloy wheels  
Allure Premium



GT alloy wheels  
(available in 2015)

# WHEELS

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# STAMP YOUR OWN STYLE

WITH THE LIGNE  RANGE



Rear view mirror cover



Side view mirror



Ligne S carpet mats



Ligne S decal options



Backlit sill protectors



Sports wheel

Speak to your dealership to discover the full accessories range.

# PEUGEOT AND YOU

When it comes to peace-of-mind servicing for your new Peugeot there is no substitute for certainty. Therefore every new Peugeot 308 comes with Assured Capped Price Servicing, which sets a maximum price for each of the first five scheduled service operations. Actual prices may vary from dealer to dealer, but you will not have to pay more than the applicable capped price. Ask your Peugeot Dealer for terms and conditions.

## DRIVING DOWN THE COSTS OF SERVICING

Peugeot petrol and diesel engine cars need servicing every 15,000 kms or every 12 months, whichever comes first. Technical improvements in Peugeot engine design and lubrication have been passed on, resulting in less time spent in the maintenance bay and fewer service visits. While Peugeot can predict the maintenance needs of engine components, the wearing of certain components such as tyres and brake pads is less predictable and is affected by driving style and conditions. Terms and conditions apply.

## 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 Service and Information Booklet).

## 12-YEAR ANTI-CORROSION WARRANTY

Peugeot vehicles are renowned for their durability and longevity. This is due in part to the sophisticated measures 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 (subject to the conditions outlined in the Service and Information Booklet). This is one of the longest body warranties available in the world today.

## PEUGEOT ASSISTANCE

In the unlikely event of a breakdown or emergency, assistance is only a phone call away. Peugeot Assistance is free for Peugeot new car owners. The programme includes 24-hour roadside assistance, vehicle recovery, technical advice, and 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

This is a manufacturer's advertisement. Peugeot Automobiles Australia offers this brochure as a general guide to product specifications. Photographs and illustrations in this brochure are for illustrative purposes only. The only difference between the models shown and the models available are that images shown are of left-hand drive vehicles. All data in this brochure is believed to be correct as at October 2014. 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. Whilst all care has been taken to provide any purchaser or prospective purchaser information in regards to the general use of Peugeot products, purchasers should not rely solely on the information provided in this brochure. Purchasers or prospective purchasers should discuss individual intended purposes or use of Peugeot products with your Peugeot Dealer before

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