



PEUGEOT **308 / 308 SW**



**PEUGEOT**





## EFFICIENCY AND ELEGANCE

Sporting a new design and new lines, the Peugeot 308 subtly incorporates Peugeot's latest stylistic codes to create an elegant, sporty profile. The attention to detail throughout the inside and outside of the 308 provides a real premium feel.

Showcasing Peugeot's leadership in terms of road holding and driving enjoyment, the Peugeot 308 has become a reference in environmental efficiency.





## MORE STYLE

From the first glance, the presence of the LED daytime lights\*, the redesigned nose of the bonnet and Peugeot's new signature floating radiator grille gives the 308 a new elegant and opulent looking style.

\*Available from Active model.

The dynamism of the front extends along the sides of the car via a well-designed style line.

QUALITY IN THE SMALLEST DETAILS





When we designed the interior of the new 308, we wanted to offer a superior level of comfort and convenience.

That's why all 308 versions come with air conditioning, electric front and rear windows, a reach and rake adjustable steering wheel, electrically adjustable door mirrors and remote central locking with two flip keys.

The large windscreen on both the Peugeot 308 hatchback and the SW versions, maximises visibility and enhances a feeling of space and comfort.

#### **A quality interior**

Easy-to-reach controls are incorporated into a simple dashboard.

The instrument panel dials are available with a black or white background, depending on the version chosen.

A leather steering wheel (Active model) with easy-access audio controls and a front central armrest (Active model) ensure a premium feel to the interior.

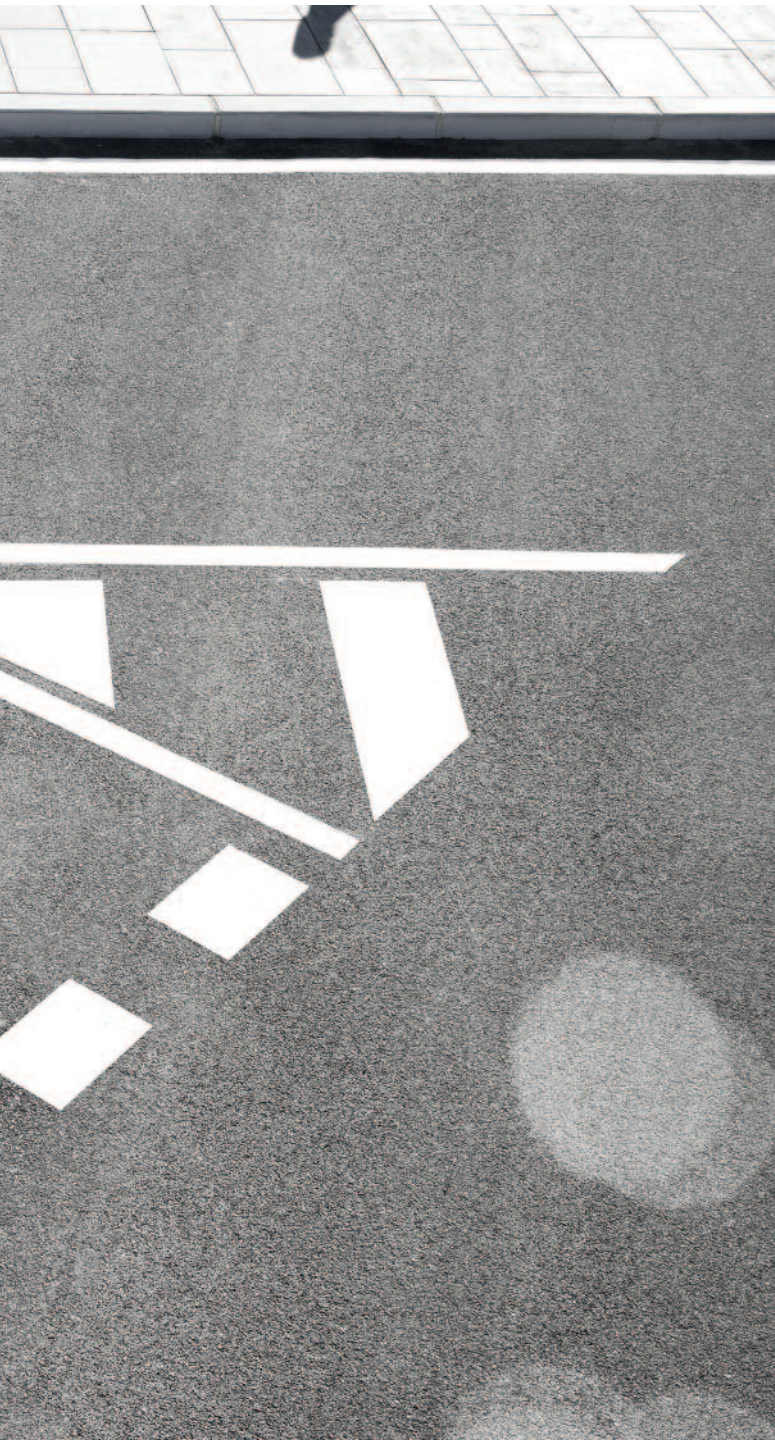
#### **Lots of room**

One of our top priorities was to make sure everyone had plenty of room. The layout of the cabin ensures rear passengers have lots of leg room whilst the front wrap-around seats are roomy and comfortable.

There are numerous ingenious storage spaces: a glove box connected to the air conditioning with more than 10 litres of storage space plus an adjustable front armrest (Active model) covering a storage space housing a USB port (Active model).







## SPACE AND LIGHT

Passengers in the 308 SW enjoy even more space and brightness thanks to the optional, large panoramic glass roof, stretching back to the third row.

An electrically operated blind with safety auto-reverse function.

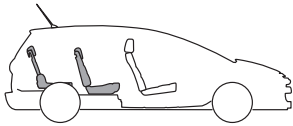


## 308 SW, GENEROUS FROM ALL ANGLES

The 308 SW combines beauty, performance, practicality and comfort.

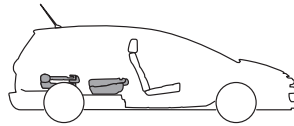
**Volume and arrangements**  
The 308 SW offers a boot volume of 674 litres\* under the shelf, with 5 seats in place and up to 2,149 litres\*\* with all seats

removed, which is one of the largest in its category.



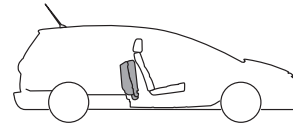
### Seats

- 5 seats or 7 seats as an option
- Seat backs recline from 19 to 30° in row 2
- Second row composed of three individual seats that slide over a length of 90mm
- Front seat backrests complete with folding shelf



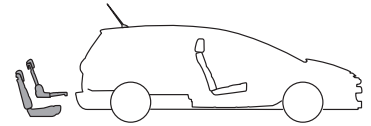
### Shelf configuration

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



### Folded Configuration

- Optimised load volume with the second row folded and the third row removed



### Removed

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



The 308 SW meets your every need and adapts instantly to your requirements, thanks to three independent middle row seats that fold and are completely removable.

It is also possible to include a third row of seats to boost capacity to seven people with two seats in a third row. To optimise load volume, the third row seats can be removed altogether

and the second row folded or removed.

\*573 dm<sup>3</sup> VDA.

\*\*1,736 dm<sup>3</sup> VDA.

Model shown for illustration purposes only.









## PEUGEOT AND THE ENVIRONMENT

Protecting the environment and the future of our planet, is one of the greatest challenges facing us. Peugeot has invested heavily for many years in new technologies to reduce fuel consumption and CO2 emissions, to help safeguard our environment.

# ENGINES



ESSENCE

Equipped with a 1.6 HDi 92bhp diesel engine or a 1.6 eHDi 112bhp diesel engine, the 308 offers superb fuel consumption figures and reduced CO2 emissions.

An innovation developed by PSA, the HDi high-pressure direct injection engine continues to build on its success and offers low fuel consumption and excellent torque at low engine speeds. Peugeot's HDi engine is fitted to a 5-speed manual gearbox in the new 308.

Peugeot has set out to meet environmental challenges by unveiling its eHDi micro-hybrid technology, fitted with a new generation STOP & START system with alternator starter technology, on the new 308 range.

This technology automatically switches off the engine each time the vehicle is stopped at a red light or a stop sign.

The new generation STOP and START system features a smoother engine restart.

The eHDi engine offers improved control of fuel consumption and therefore reduces CO2 emissions by an additional 15%.

This technology is fitted to a 6-speed electronically controlled manual gearbox to further optimise fuel consumption.

The 6-speed EGC gearbox is characterised by the absence of a clutch pedal, where the driver uses paddles or an automated mode to change gears.

The EGC gearbox offers a real alternative to traditional manual or automatic gearboxes, offering reduced fuel consumption and lower emissions.

DIESEL



# MICRO-HYBRID ENGINE: 1,6L eHDi 112bhp FAP **STOP & START SYSTEM\***

e HDi

To meet the environmental challenges and customers' different needs and expectations, Peugeot has invested consistently in new technologies, remaining a leader in the development of new technology.

Today, 2.1 million vehicles are equipped with Peugeot's celebrated HDi diesel FAP engines,

which eliminate harmful particle emissions by 99.9%.

Amongst its newest ground-breaking technologies, Peugeot will offer you in its range:

#### MICRO HYBRID TECHNOLOGY

The eHDi engines equipped with the new generation Stop & Start system have now been implemented across the

Brand's models. This technology can reduce up to 15% of the fuel consumption and CO2 emissions.

#### FULL HYBRID TECHNOLOGY

In 2012, the world's first hybrid electric diesel, the Peugeot 3008 Hybrid4 4WD, will offer customers fuel consumption and CO2 emissions that mark a clear break with internal combustion engines - 3.8 l / 100km and 99g/CO2.

#### 100% ELECTRIC TECHNOLOGY

Peugeot is a world-leader in 100% electric vehicles and launched the iOn across Europe through 2011.



1. e-Booster (control unit + capacitor)
- 1a. Power Electronics
- 1b. Extra Capacitor Battery
2. AGM Battery
3. Integrated Stop and Start
4. Reversible Alternator
5. HDi Engine

In blue, the control  
In red, the power

# INTELLIGENT PROTECTION

## Anticipation

At Peugeot, we don't believe you should have to take risks to have fun on the road.

That's why we've spent hours developing, testing and refining the 308 to ensure it can keep its composure on even the most demanding of our roads.

To ensure the 308 maintains its composure, the Peugeot 308 is equipped as standard with a comprehensive brake system combining several

safety systems that guarantee maximum passenger safety:

- Anti-lock brakes (ABS) help you to keep control of your direction of travel during emergency braking.
- Electronic Brake Force Distribution (EBFD) applies a different amount of braking force to individual wheels to keep your car stable, especially if you need to brake on a corner.

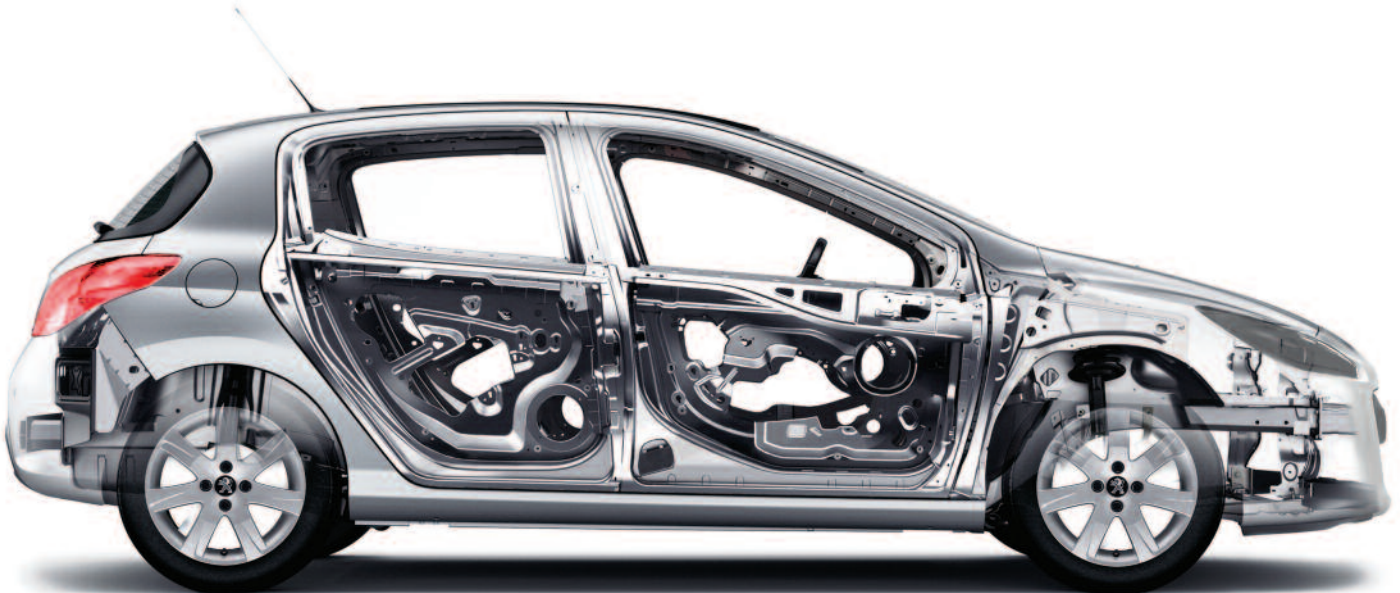
- The Emergency Brake Assistance (EBA) system comes to your aid if brakes are hit hard and in a hurry. The system applies maximum braking power in milliseconds to bring you to a halt quickly and safely.

The ESP system (Electronic Stability Program / Active Stability Control), adds two extra functions:

- Traction Control (ASR) acts on the brakes and engine

management to prevent each wheel from spinning in slippery conditions.

- Active Stability Control (ASC) continuously compares the signals sent by the steering wheel sensor and the yaw sensor in order to detect understeer or oversteer. It then uses the braking and engine management systems to keep you on course.



## Protection

People come first with us. That's why we've taken all the features you can't see on the 308 as seriously as the ones you can. Beneath an elegant exterior, lies a passenger safety cell that's been designed with impact absorption structures to soak up as much energy as possible in the event of an accident.

## Impact Absorption

The layout of the car limits the intrusion of the engine and the gearbox into the passenger

compartment.

In the event of a frontal impact, the steering column retracts to help prevent injuries.

The all-round protection continues with reinforced side panels to take the brunt of the force.

## Safety Belts

If you do find yourself in a dangerous situation, it is reassuring to know that the 308 is fully equipped with 3-point seat belts with force limiters, which compliment the restraining effect provided by the pyrotechnic pre-tensioner system in the driver and front

passenger seats.

All safety belts are connected to "safety belt not fastened" warning lights, visible on the front ceiling light (depending on model).

## Airbags

The protection offered to occupants is further enhanced by a system of six SMART airbags:

- two frontal airbags
- two chest level / pelvic side airbags
- and two curtain airbags to protect the side of the heads of the driver, front passenger and rear passengers who are seated in the side seats, in the

event of an accident.

## Child protection

Children are carried on board safely and securely with an electrically operated child safety device which locks the rear doors and deactivates the electric rear windows - available as standard on all 308 models in Ireland.

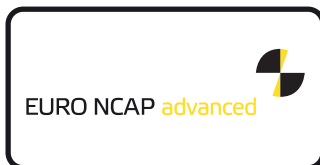
The two outer rear seats in the hatchback model are equipped with ISOFIX mountings for fitting ISOFIX compatible child safety seats.

The 308 SW has up to four seats with ISOFIX fixtures. (Three ISOFIX seats as standard, - four ISOFIX seats from Active model).

In 2009, the Peugeot 308 successfully repeated the EURO NCAP ADULT OCCUPANT PROTECTION test, obtaining once again 5 stars, the maximum that can be obtained.

Created in 1997, the EURO NCAP is an independent European organisation that evaluates the safety of vehicles available on the market by means of several tests: frontal impact, side impact, pillar test, etc. The organisation makes the results of these tests public using a star rating system. These have an influence on the rates charged by insurance companies in Europe.

\*European New Car Assessment Program.



Prix 2010 décerné à Peugeot Connect SOS\*  
\*Obtenu sur 308, 308 et 5008



# COLOURS AND WHEEL RIMS

308 gives you a choice of body colours, as follows:

## METALLIC



Aluminium



Nera Black



Thorium Grey



Vapor Grey



Guaranja Brown



Egyptian Blue



Philae Blue

## SOLID



Bianca White



Hurricane Grey

## GLOSSY



Babylon Red

## WHEEL TRIMS



15" Atacama Wheel  
Trim



16" Toliman Wheel  
Trim



16" Santiaguito 1 Alloy



16" Santiaguito 2 Alloy



17" Melbourne Alloy



18" Lincancabur Alloy



18" Lincancabur Grey Alloy

# ACCESSORIES

Accentuate the elegant and dynamic lines of the new 308 by fitting it with a range of accessories. Discover the full range of accessories in our accessory brochure.

## Styled Mudflaps

Designed to complement the lines of the vehicle whilst protecting the vehicle's bodywork from damage that can be caused by road debris.

## Tow Bars

Designed specifically for the 308 model range, all of our towbars are engineered and tested to the highest standards.



## Air Freshener Diffuser

Refresh your cabin air thanks to an integrated perfume diffuser. 4 fragrances are available.



## Side and Rear Sun Blinds

The side and rear sun blinds allow a complete blackout of the side and rear windows.



## Carpet Mats

These protective mats cover the carpet. They are available in different textiles and materials.



## Boot tray

This hard wearing washable rubber tray sits neatly in the boot of the 308.



## Bicycle Rack / Roof Bars

Steel or aluminium bicycle racks are available, as are roof bars for the 308.



## 308 SW Boot Organiser

Organise your 308 SW boot and hold down fragile goods with the 308 SW Boot Organiser.



## 308 SW Sill Protector

Offering discreet protection, this transparent film sits over the rear sill.



## Sat Nav

Sat Navs give you all the advantages of satellite navigation in portable format.

[www.peugeot.ie](http://www.peugeot.ie)

To find out more about the new Peugeot 308 range and to discover the engines and versions available in Ireland, please visit our website.



# PEUGEOT AND YOU

When you choose Peugeot, you have the reassurance that your vehicle has been designed and manufactured to give you years of worry-free motoring. As a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer: you can be sure that you're talking to a specialist who will listen to you, understand your concerns and respond efficiently - someone who has the expertise to maintain your vehicle correctly, using trained technicians who use Peugeot Diagnostic equipment and who fit Peugeot Original Parts.

## FOR YOUR PEACE OF MIND

### PEUGEOT WARRANTY

All Peugeot vehicles registered in Ireland come with a 2-year Peugeot manufacturer warranty plus an additional third year Peugeot Ireland warranty, underwritten by Mapfre Insurances, up to a maximum of 100,000km.

Our cars also come with a 12-year anti-perforation and a 3-year paint warranty (6 and 2 years respectively on commercial vehicles).

For full terms and conditions, please contact your local Peugeot Dealer.

### PEUGEOT ASSISTANCE

All new Peugeot vehicles registered in Ireland come with 2 years Peugeot Assistance and with a breakdown recovery in year 3.\*

Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24hr/7days, 365 days a year. Peugeot Assistance includes European Cover, homestart, roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required.

For full terms and conditions, please contact your local Peugeot Dealer.

\*Vehicles registered in Ireland from 01/01/2011.

Peugeot recovery covers your vehicle in year 3 and offers roadside recovery, taking your vehicle to the nearest Peugeot Dealer where the cause of breakdown is covered by the 3rd year warranty. (Terms and conditions apply).

### SERVICING YOUR PEUGEOT

Peugeot Ireland has a Network of Peugeot Service Centres.

Our Aftersales teams are trained to provide you with the best care for your vehicle.

Nobody knows your Peugeot like we do. Logon to [peugeot.ie](http://peugeot.ie) to find your nearest Service Centre.

### PEUGEOT ORIGINAL PARTS

Every one of our Peugeot Original Parts has been quality tested and verified to ensure your satisfaction.

## FOR YOUR PLEASURE

### PEUGEOT ACCESSORIES

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

### PEUGEOT INTERNET

Discover the World of Peugeot by internet: click on [www.peugeot.ie](http://www.peugeot.ie) to view the very latest Peugeot models and concept cars, our world-leading engines and our ground breaking technology.

### PEUGEOT SERVICE CLUB

Join the Peugeot Service Club and get every fourth service absolutely free! Join up with your participating local Peugeot Dealer. For more details, terms and conditions see [www.peugeot.ie/service-club](http://www.peugeot.ie/service-club).

## ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing.

Some features and combinations may not

be available in Ireland.

Some photography may feature vehicles which are left hand drive.

As part of our policy on continuous

specification improvement, Peugeot reserves the right to modify technical equipment, the options available, the versions available and colours available at

any time.

For full specifications and technical details, please ask your Peugeot Dealer or click on [www.peugeot.ie](http://www.peugeot.ie).

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PEUGEOT RECOMMANDE TOTAL

[www.peugeot.ie](http://www.peugeot.ie)