



**NEW PEUGEOT 308**





FOCUSED

ON YOUR

SENSATIONS

The key to creating a breathtaking design, is to keep things simple. From the very first sketches, Peugeot designers kept simplicity at the very heart of the new Peugeot 308 project.

The end result is a compact, yet robust hatchback with elegant, streamlined contours that immediately catches the eye. Attention has been paid to every minute detail to deliver a luxurious, ultra-modern hatchback, focused on driving enjoyment.







## REFINED DESIGN

Bold and yet so refined, the new Peugeot 308 adopts a completely new and ultra-modern look over its predecessor. It's sleek, it's elegant, and every last detail is designed to make your senses come alive. At a mere glance, the quality of build and materials used is quite undisputable. Wide wheel arches and a lower ride height give emphasis to the new 308's sporty curves and streamlined silhouette.





FULL LED

TECHNOLOGY

A feast for the eyes, the front full LED\* headlamps\*\* create an instantaneously recognisable light signature in new 308. Enhancing the sculpted design of the chrome grille, the LEDs give new 308 a captivating feline look. The claw-like rear lamps also benefit from the latest LED technology, as do the indicators which have been integrated into the side mirrors. Not just for show, the LED lighting uses 50% less energy than standard headlamps, improving efficiency and contributing to lower CO<sub>2</sub> emissions.

\*Light emitting diode lighting.

\*\*LED daytime running lights standard across range. Full LED headlamps standard from Allure.



## PEUGEOT i-Cockpit

Peugeot's sensational iCockpit boasts a minimalist elegance that reflects the simple, yet intuitive nature of the new 308. Once behind the wheel, the driver experiences a wonderful ergonomic layout and enjoys a refined ambiance and the high-quality materials used. With a sporty driving position and a compact, responsive steering wheel, the instrument panel is positioned directly above so you can keep your eyes on the road. Instruments and controls have been erased and have been replaced with a 9.7 inch touch screen (available on the Active version and above), which is housed in the central console.





PRECISION  
& VISION

An innovation from Peugeot, the Head-Up instrument display provides easy access, at a mere glance, to a wealth of information. With the minimum of distractions, the Head-Up instrument display lets the driver see the dials without looking away from the road. Because of the high, sporty positioning, the dials are seen over the steering wheel, rather than through it.









## LARGE

## MULTIFUNCTION SCREEN

Perfectly integrated into the central console, the large 9.7 inch touch screen (available on the Active version and above) is ergonomic and intuitive to use. It brings all the multi-media and air conditioning controls together in one place, for ease of use, with touch-sensitive buttons allowing access to functions at a mere touch of a fingertip.

### AIR CONDITIONING

The air conditioning and the ventilation system can be adjusted easily from the touch screen\*

### DRIVING ASSISTANCE

From the touch screen, it is possible to set various driving assistance systems (speed limiter, cruise control, distance alert)\* for an even safer driving experience.

### NAVIGATION\*

The intuitive Satellite Navigation permits consultation of maps, available in large formats and allowing easy route planner configuration.

### CONFIGURATION

Touch screen settings and functions can be configured in a matter of just seconds, at the touch of a fingertip.

### TELEPHONE

With the Bluetooth function, calls can be answered in the safest and best possible conditions. Once connected, the central screen permits access to the address book and communication via the hands-free system, all the time allowing the driver to remain in full control of the car.

\*Standard, optional or not available according to the version.





## REDISCOVER THE ROAD

Light, compact and reassuringly safe, the new Peugeot 308 benefits from all of Peugeot's expertise to guarantee exemplary road handling and minimal road noise. Built on Peugeot's newest platform, weight has been reduced considerably, to further enhance performance and manoeuvrability.

A sporty hatchback, the new Peugeot 308 responds to the slightest action of its driver. The electric power steering is as smooth as it is precise and corners are negotiated with the greatest of ease. Every trip becomes an inviting, comfortable and pleasant journey.





A silver Peugeot 308 is shown from a rear three-quarter view, driving on a cable-stayed bridge. The bridge has multiple tall, white pylons with cables extending down to the road. The background shows a cloudy sky and distant hills. The car's license plate is VH-080-AM.

AN EFFICIENTLY  
DESIGNED  
PERFORMER

The new Peugeot 308 has been designed to a style that permits a combination of driving pleasure and performance, whilst aiming for class leadership in terms of an environmental footprint. Painsaking work to reduce the weight of the vehicle permitted a saving of 140kg compared to the previous version. The car's silhouette has been carved and streamlined to return optimum aerodynamic properties.

Electric power steering combined with the very latest in petrol and diesel technology, excellent aerodynamic properties and a reduced weight, all work to reduce fuel consumption and CO<sub>2</sub> emissions.

A dark grey Peugeot 308 is shown from a rear three-quarter view, driving on a winding asphalt road. The sun is low on the horizon, creating a warm, golden glow. The road curves through a hilly landscape with green grass and a white guardrail. The car's license plate reads 'YH-080-AM'.

## CHOOSE PEACE OF MIND

Nothing has been left to chance in the design of the new Peugeot 308 and safety is a top priority. The new Peugeot 308 is available with a range of equipment which contributes to occupant safety. The Driver Assistance Pack\* combines Dynamic Cruise Control (DCC), an Emergency Collision Alert System and Emergency Collision Braking. Once the Dynamic Cruise Control is set to the driver's optimum speed, the new 308 will automatically stick to it. It will sense when the driver is approaching another car and will slow down for safety, then speed back up when the vehicle has been passed.

This equipment is further enhanced by blind spot monitoring\*, a Park Assist\* function (available in 2014), a reversing camera\*, Keyless Start and Go\* and an electric handbrake\*.

\*Standard, optional or not available according to the version.





## A PRIVILEGED MOMENT

Within moments onboard the new Peugeot 308, there is a clear sense of well-being and privilege. Its compact exterior shape, designed to ensure manoeuvrability on the road, nonetheless offers generous interior space. Indeed the boot space of 470 litres (420dm<sup>3</sup> VDA volume) is among the most generous in its class.

Comfort onboard the new 308 is sublime and the cabin delivers a refined and intimate atmosphere. The panoramic glass roof\* increases the brightness in the cockpit and adds to the feeling of space for passengers. An electric blind will filter out 95% of the daylight, when needed.

\*Standard, optional or not available according to the version.

# PEUGEOT AND 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 on the Peugeot 607), present on a wide range and installed on more than 2.1 million vehicles (99.99% reduction of particle emissions), and on breakthrough technology: integration of the Stop & Start, development of a new generation of HDi engines...

## HDi FAP

The HDi technology is associated with a very efficient emission control system, the Particle Emission Filter (FAP). 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.

	Gearbox	308 Consumption l/100 km			CO <sub>2</sub> (g/100 km)
		Urban	Extra Urban	Combined	
1.2 LVTi 82 ch	BVM5	6,3	4,2	5	114
1.6 THP 125 ch	BVM6	7,7*/7,8**/7,9	4,4*/4,5**/4,6	5,6*/5,7**/5,8	129*/132**/134
1.6 THP 155 ch	BVM6	7,7*/7,8**/7,9	4,4*/4,5**/4,6	5,6*/5,7**/5,8	129*/132**/134
1.6 HDi FAP 92 ch	BVM5	4,3*/4,4**/4,5	3,3*/3,4**/3,4	3,6*/3,7**/3,8	93*/95**/99
1.6 e-HDi FAP 115 ch	BVM6	4,2*/4,3**/4,4	3,3*/3,5**/3,5	3,7*/3,8**/3,8	95*/98**/100

\* With energy saving tyres (UBRR).

\*\* With energy saving tyres (TBRR).





# SAFETY

## BRAKING SYSTEM AND ESP®

To retain optimum balance and preserve your driving pleasure in all difficult situations, the 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 (CDS) 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 on emergency braking.
- the Electronic Brake Force Distribution (EBFD) manages the braking wheel by wheel to increase its effectiveness, particularly when braking round bends.
- the Emergency Braking Assistance (EBA) increases the effectiveness of your braking if necessary..
- the tyre under-inflation detector alerts the driver to the loss of pressure in a tyre

\*Standard, optional or not available according to the version.

## 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.

## ENHANCED SAFETY

In line with the philosophy of the new Peugeot 308, numerous items of equipment are offered for maximum safety. In addition to road holding of a high level, its considerably dimensioned structure contributes to withstanding and absorbing the energy of front and side impacts. This is supplemented by intelligent restraining systems.

## AIRBAGS

The 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.

## PEUGEOT CONNECT SOS\*

With Peugeot Connect SOS, your car has its own SIM card installed. If something happens that means there may have been an accident – say, the air-bags are inflated or the pretensioners on the seat belts are activated – an automatic message will go off to the emergency services, with details of your location.

You can use Peugeot Connect SOS manually too – just press the button and you'll be put straight through to the emergency services on the system's integrated phone. So, if you have an accident, or see one, it only takes a few seconds to call for help.

PEUGEOT CONNECT SOS \* is currently available in 13 European countries (France, Germany, Italy, Spain, Portugal, Belgium, Luxembourg, Netherlands, Switzerland, Austria, Great Britain, Poland and Denmark)

SRS  
AIRBAG



# COLOURS

- 01: Bianca White
- 02: Nera Black
- 03: Hurricane Grey\*
- 04: Rich Oak
- 05: Twilight Blue
- 06: Aluminium
- 07: Cumulus Grey
- 08: Ruby Red
- 09: Tornado Grey
- 10: Pearlescent White

01.

02.

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\* Not available in R.O.I.



# TRIMS

01 : METAX Mistral black

02 : METAX Mistral black with overstitch detail

03 : GALDO Guérande cloth\*

04 : Sports style seats in MARSTON Noir Mistral cloth with double overstitch detail

05 : Black style seats in black Mistral/half Alcantara trim

06 : Black Mistral NAPPA leather, sports style, heated seats with massage function

07 : Guérande Nappa Club leather\*

\* Not available in Republic of Ireland



01.



02.



03.



04.



05.



06.



## WHEELS

- 01: 15" AMBRE wheel trim
- 02: 16" CORAL wheel trim (N/A in R.O.I.)
- 03: 16" QUARTZ alloy wheel
- 04: 16" TOPAZ diamond alloy wheel (N/A in R.O.I.)
- 05: 17" RUBY diamond alloy wheel
- 06: 18" SAPPHIRE diamond alloy wheel



# BOUTIQUE ITEMS

- 01 : Grey cap
- 02 : Writing set: ball pen and rollerball
- 03 : Computer Bag

- 04 : Set of microfibre cloths
- 05 : Duo notebook Grey and Navy
- 06 : Battery Backup for Mobile Phone

- 07 : USB Flash Drives 8GB Blue and Grey 4GB
- 08 : New 308 Keyring
- 09 : Wireless Optical Mouse with Lithium battery

01.



02.



03.



04.



05.



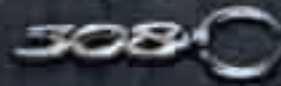
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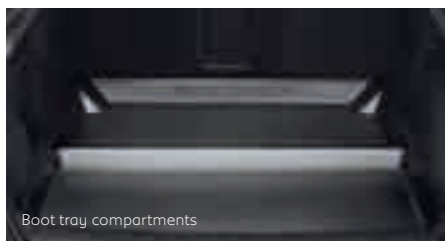
# ACCESSORIES



Roof bars storage box



Tow-bar / bike carrier



Boot tray compartments



Under shelf storage



Chrome side strips



Sill protectors / floor mats

## LIGNE S

Body Kit: . spoiler, side skirts, diffuser, badge, mirror covers, side stickers, 16" and 17" wheels. S Line styling also found inside the vehicle, check with your local Peugeot dealer for details.



# 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'll listen to you, understand your problems and respond efficiently – someone who also has the expertise to maintain your Peugeot correctly, using trained technicians, Peugeot Diagnostic Equipment and Peugeot Original Parts.

## FOR PEACE OF MIND

### PEUGEOT WARRANTIES

All Peugeot passenger vehicles registered in Ireland come with a 5 year 100,000km warranty, which consists of 3 year manufacturer's warranty plus a 2 year warranty extension. 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 Peugeot Dealer.

### PEUGEOT ASSISTANCE

All new Peugeot vehicles registered in Ireland come with 3 years Peugeot Assistance and breakdown recovery. Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24/7, 365 days a year. Peugeot Assistance includes European Cover, home & roadside assistance, vehicle recovery and a courtesy vehicle or accommodation if required (terms and conditions apply).

### SERVICING YOUR PEUGEOT

Peugeot Ireland have a network of Peugeot Service Centres. Our Aftersales teams are trained to provide the best care for your vehicle. Nobody knows your Peugeot like we do. Log onto [www.peugeot.ie](http://www.peugeot.ie) to find your nearest Service Centre.

## FOR YOUR PLEASURE

### PEUGEOT BOUTIQUE

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 Peugeot Internet, type our address: <http://www.peugeot.ie>

### PEUGEOT SERVICE CLUB

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

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