



PEUGEOT RECOMMENDS **TOTAL**

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AUTO *zone*
AUTOMOBILE TRADING COMPANY



PEUGEOT 308



PEUGEOT





REFINED DESIGN

The most beautiful designs are often the most simple. This idea of simplicity has been the inspiration behind PEUGEOT 308.

Bold and refined, the PEUGEOT 308 adopts a new image and enters another dimension. A pure design favouring clear dynamism, emphasised by wide wheel arches and a lowered ground clearance. Its sporty curves, following the mechanics as closely as possible, define a streamlined silhouette the upmarket materials of which serve as a setting for the latest innovations.



EFFICIENT

AND USEFUL

From its design phase, the PEUGEOT 308 was intended to combine environmental performance and driving properties of a high level. Painstaking work to reduce the weight of the vehicle permitted a saving of 140 kg compared to its previous version.

The body size has been reduced to achieve optimal aerodynamics. Its compact exterior shape, designed to ensure maneuverability on the road, nonetheless offers generous interior space. Indeed the boot space of 470 liters (420dm³ VDA volume) is among the most generous in its class.







PEUGEOT i-Cockpit®

With the 308, PEUGEOT offers a new architecture of the instruments and controls: the PEUGEOT i-Cockpit®, designed for new and exhilarating driving sensations. A pure design with minimalist elegance provided by a center console, a 9.7 inch touch screen* and a single central button inspired by the top-of-the-range Hi-Fi sector.

Taking his seat behind the compact wheel, the driver discovers the immediate ergonomomy of the instruments and controls. Combining lacquered black and satin chrome, the passenger compartment instantly shows off a muffled and refined ambiance.

Lovers of a more spirited driving style can also opt for the Driver Sport Pack** option. Simply press the SPORT button on the central console, and the system modifies certain settings to stimulate the senses and heighten your driving experience. The power steering and accelerator map become more reactive, the engine gets louder and sportier (with the audio system), the instrument panel lights change from white to red and different settings appear for dynamic control of the vehicle (power output, forced induction pressure, longitudinal and lateral acceleration).

*Standard, optional or unavailable depending on the destination and the trim level.

**Optional depending on engines.



LARGE

MULTIFUNCTIONS SCREEN

The 9.7 inch touch-screen 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, as well as customisable.*

AIR CONDITIONING⁽¹⁾

Both the air conditioning and the ventilation system can be controlled via the touchscreen.

DRIVER ASSISTANCE⁽¹⁾

For a more enjoyable experience behind the wheel, all the driver assistance systems can be controlled via the touchscreen (speed limiter, cruise control, distance alert, Park Assist, Hill Assist, etc.).

HI-FI⁽²⁾

To ensure optimal sound quality, the PEUGEOT 308 has teamed up with Denon to bring you 8 speakers and a subwoofer. The large volume button takes its cue from high-end Hi-Fi, and further enhances the clean lines of the central console.



NAVIGATION⁽¹⁾

The predictive text feature makes consulting large-scale maps* and entering your destination* as easy as ABC.

SETTINGS⁽¹⁾

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

PHONE SYSTEM⁽¹⁾

With the Bluetooth feature, you can answer incoming calls without inconvenience. 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.

PEUGEOT Connect Apps⁽³⁾

Discover a range of apps specially designed for use in the car, combining:

- Ergonomics, safety and ease of use thanks to the car's large touchscreen.
- Intelligence: the apps harness vehicle data such as mileage, GPS location, etc.
- Freedom: the service continues beyond your country's borders**.
- Simplicity: just insert the connection key and the apps appear on the screen.
- Integration: you can access the navigation system or make a phone call at the touch of a finger from within any of the apps***.

(1) Standard, optional or unavailable depending on the trim level.

(2) Optional or unavailable depending on the destination and the trim level.

(3) Standard, optional or unavailable depending on the destination and the trim level.

*For safety reasons, only use the screen when the vehicle is at a complete stop.

**Within the technical and geographical limits in the Terms and Conditions of Service.

***Provided your phone is connected to the system via Bluetooth.



REDISCOVER

THE ROAD

A sporty hatchback, compact and reassuring safe, the PEUGEOT 308 responds to the slightest action of its driver. The electric power steering is as smooth as it is precise and bends are negotiated in succession with the greatest of ease. Comfort on board is assured by special suspension and wheels, exemplary road holding and noticeable soundproofing.

Much more than a simple combination of technologies, the equipment of the PEUGEOT 308 is the result of a design in which nothing has been left to chance. This equipment is completed by blind spot monitoring*, the Park Assist* function, Keyless Starting*, the electric handbrake* and the reversing camera**.

*Optional or standard depending on the version.

**Optional or unavailable depending on the destination.







GT Line

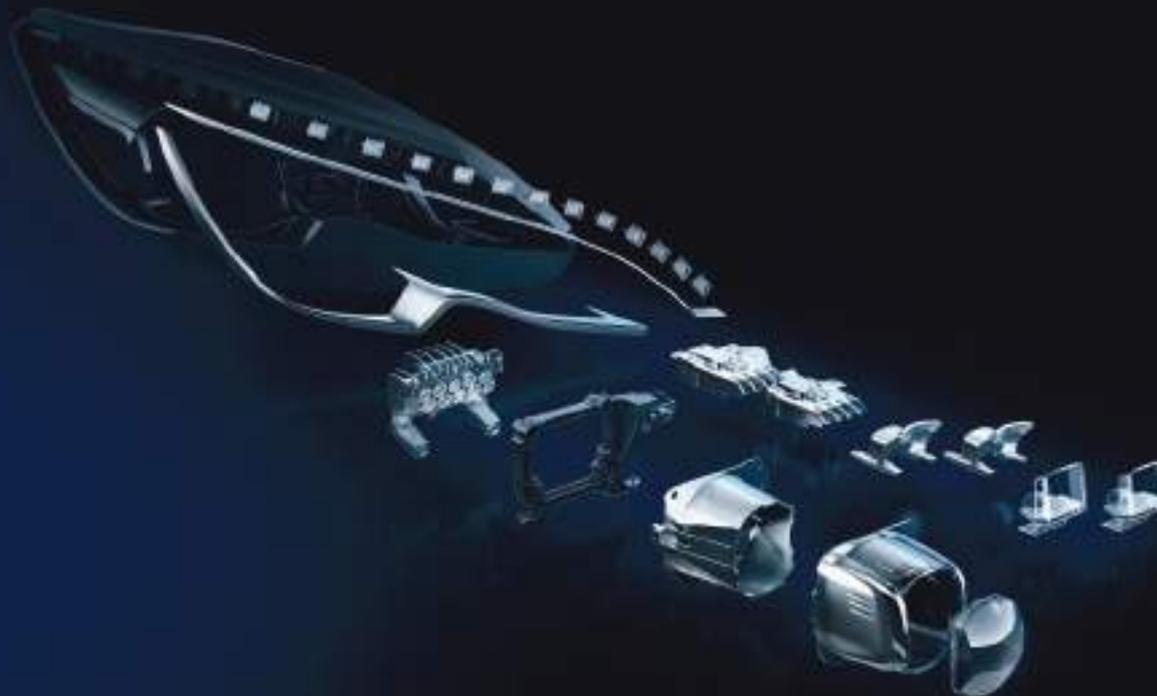
A SPORTING STATEMENT

For drivers wanting to make a statement PEUGEOT 308 is available in an exciting variant, PEUGEOT 308 GT Line with bearing enhanced sports styling. GT Line is available with PureTech & BlueHDI engines.

With an imposing stance, PEUGEOT 308 GT Line features assertive styling. At the front a stylish chrome grille, in profile, extended side skirts complement the sills whilst at the rear a double exhaust trim and gloss black detail feature. PEUGEOT 308 GT Line feature 18" 'DIAMANT' wheels wrapped in low profile tyres whilst prominent exterior GT Line badges adorn the grille, front wings and tailgate.

PEUGEOT 308 GT Line also benefits from sequential scrolling LED front indicators, unique to this model in the 308 range, they provide an eye catching signature and complement the existing LED technology within the headlights.

EFFICIENT TECHNOLOGY



Full LED Headlights*

The front of Peugeot 308 is adorned with LED technology, each full LED headlight features 31 LED's. This impressive technology provides excellent vision at night, a whiter light that reduces eye fatigue and increases driver comfort.

*100% light emitting diode technology. Standard, optional or unavailable depending on the versions and trim levels.



Efficient Automatic Transmission (EAT6)

This 6 speed automatic gearbox is equipped with Quickshift technology allowing for faster gear changes while retaining excellent fluidity and comfort.

It has been designed to significantly reduce CO₂ emissions, emitting approximately 5g/km less than an equivalent manual, making it extremely well positioned for both drivability and fuel consumption.

PEUGEOT 308 is available with EAT6 in both PureTech and BlueHDi powerplants.

ENGINES

PureTech three cylinder petrol turbo

The PEUGEOT 308 1.2L PureTech 130 S&S introduces the PureTech 3-cylinder petrol engine, in turbocharged versions associated with a 6-speed manual transmission or the EAT6 6-speed automatic transmission. With this engine, and manual transmission 6-speed, the PEUGEOT 308 broke in 2014 a distance record and consumption*, with a consumption of 2.85L/100km and 1,810 kilometers with a full tank.

*Performed on circuit, 32h relay, under the control of the French authorities UTAC (Union Technique de l'Automobile, motorcycle and cycle).

1.2L PureTech 130 S&S

GEARBOXES	6SMT / EAT6
MAXIMUM TORQUE (Nm)	230Nm from 1,750rpm
TORQUE AVAILABLE	95% between 1,500 and 3,500rpm
HIGH PRESSURE DIRECT INJECTION (bar)	200
NEXT-GENERATION HIGH-PERFORMANCE TURBOCHARGED ENGINE (tr/min)	240,000
COMBINED CONSUMPTIONS (l/100 km) ⁽¹⁾	From 4.5 to 4.9
CO ₂ EMISSIONS(g/km)	From 104 to 112

Engine available in 110hp.

5SMT : 5-Speed Manual Transmission.
6SMT : 6-Speed Manual Transmission.
EAT6 : Efficient Automatic Transmission 6.
S&S : Stop and Start.



BlueHDi technology

BlueHDi is the next generation of PEUGEOT's diesel engine technology, targeted to meet Euro 6 emissions standards. BlueHDi is designed to drastically reduce nitrogen oxides – by more than 90% – while minimizing CO₂ emissions and optimizing fuel consumption.

1.6L BlueHDi 120 S&S

GEARBOXES	6SMT / EAT6
MAXIMUM TORQUE (Nm)	300Nm from 1,750rpm
COMBINED CONSUMPTIONS (l/100 km) ⁽¹⁾	From 3.1 to 3.8
CO ₂ EMISSIONS (g/km)	82 ⁽²⁾

BlueHDi engines ⁽³⁾			
	Gearbox	CO ₂ emissions (from, in g/km)	Maximum torque
1.6L BlueHDi 100 S&S	5SMT	92	254Nm from 1,750rpm
1.6L BlueHDi 120 S&S	6SMT	82 ⁽²⁾	300Nm from 1,750rpm
		94	
	EAT6	92	
2.0L BlueHDi 150 S&S	6SMT	93	370Nm from 2,000rpm
	EAT6	102	

(Combined consumptions from 3.1 to 4L/100km, CO₂ emissions from 82 to 105g/km).

(1) According to 99/100/EC directives.

(2) Very low consumption version.

(3) Depending on destinations.



PEUGEOT AND THE ENVIRONMENT

PEUGEOT offers an extensive range of low-emission vehicles. More than half of PEUGEOT sales worldwide are for vehicles that emit less than 140g of CO₂ per km. This performance relies on PEUGEOT's proven, pioneering technology. The Diesel engine combined with the Diesel Particulate Filter (DPF; launched in 2000) – now present on a broad range and fitted to more than 2.1 million vehicles (99.99% reduction in particle emissions) – uses a self-cleaning system to protect the environment by reducing Diesel particles down to measurable limits (0.004g/km). Other disruptive technology includes Stop & Start integration, and the development of next-generation HDi and petrol engines...

BlueHDi

The PEUGEOT 308 offers a host of new technologies including BlueHDi, PEUGEOT's name for Euro 6 Diesel engines. BlueHDi technology exclusively combines Selective Catalytic Reduction (SCR) and the additive Diesel Particulate Filter (DPF) to dramatically reduce NOx (combination of mono-nitrogen oxides NO and NO₂) – by over 90% –, optimize CO₂ emissions and fuel consumption, and still eliminate 99.9% of particles.

PURETECH

These modular, compact, commendable and powerful engines are a paragon of efficiency and cutting-edge technology. Even at the lowest speeds they offers one of the best driving experiences on the market, not to mention an excellent trade-off between low-end torque and power. As such, this technological breakthrough cuts consumption and CO₂ emissions by 21%, all while boasting the same level of power and drivability. PEUGEOT thus received in 2015 the International Engine of the Year Award* for its 3 cylinders Turbo PureTech engine. The engine was named best in the 1-litre to 1.4-litre category.

*Organized by Engine Technology International magazine. Decided, after driving tests, by an international panel of 84 renowned motoring journalists from 34 countries.



Engine ⁽²⁾	Gearbox	Standardised consumptions L/100 km ⁽¹⁾			CO ₂ (g/km)
		Urban	Extra urban	Combined	
1.2L PureTech 82 ⁽³⁾	5SMT	6.3**	4.2**	5**	114
1.2L PureTech 110 S&S ⁽³⁾⁽⁴⁾	5SMT	5.2*	3.4*	4*	95*
1.2L PureTech 110 S&S	5SMT	5.8**/5.8***	3.9**/4***	4.6**/4.6***	105**/107***
1.2L PureTech 130 S&S	6SMT	5.7**/5.8***	3.8**/4***	4.5**/4.6***	104**/107***
1.2L PureTech 130 S&S	EAT6	5.6*/5.8**/5.9***	4*/4.2**/4.3***	4.5*/4.7**/4.9***	106*/109**/112***
1.6L VTi 115	5SMT	9.1**	5.3**	6.6**	155**
1.6L THP 135/150/165 S&S	EAT6	8.8**/8.8***	5.2**/5.2***	6.5**/6.5***	105**/150***
1.6L HDi 92	5SMT	4.3*/4.4**/4.5***	3.3*/3.4	3.6*/3.7**/3.8***	93*/95**/99***
1.6L HDi 115 S&S	6SMT	4.2*/4.3**/4.4***	3.3*/3.5	3.7*/3.8	95*/98**/100***
1.6L BlueHDi 100 S&S	5SMT	4.3/4.4***	3.1*/3.2	3.5*/3.6**/3.7***	92*/94**/96***
1.6L BlueHDi 120 S&S ⁽³⁾⁽⁴⁾	6SMT	3.5*	2.9*	3.1*	82*
1.6L BlueHDi 120 S&S	6SMT	4.3*/4.5**/4.4***	3.2/3.4***	3.6*/3.7**/3.8***	94*/96**/98***
1.6L BlueHDi 120 S&S	EAT6	4*/4.1**/4.2***	3.3*/3.4**/3.5***	3.5*/3.6**/3.8***	92*/95**/98***
2.0L BlueHDi 150 S&S	6SMT	4.1*/4.2**/4.3***	3.3*/3.4	3.6*/3.7	93*/95**/97***
2.0L BlueHDi 150 S&S	EAT6	4.6**/4.7***	3.5**/3.6***	3.9**/4***	102**/105***

*With UBRR energy saver tyres (ultra-low rolling resistance).

**With TBRR energy saver tyres (very low rolling resistance).

***With 17" or 18" wheels.

(1) According to 99/100/EC directives.

(2) Depending on destinations.

(3) Unavailable on GT Line.

(4) Very low consumption version.

5SMT : 5-Speed Manual Transmission.

6SMT : 6-Speed Manual Transmission.

EAT6 : Efficient Automatic Transmission 6.

S&S : Stop and Start.



SECURITY

BRAKING SYSTEM AND ESP®

To maintain optimal balance and ensure an excellent driving experience in delicate situations, the PEUGEOT 308 comes standard with a comprehensive braking system combining several features:

- Electronic Stability Program (ESP®) with Anti-Skid Regulation (ASR) system acts on the brakes and engine management to limit wheel spin in the event of loss of traction.
- Dynamic Stability Control (DSC) continuously compares the information transmitted by the steering wheel sensor and the yaw sensor in order to detect any under- or oversteering from the moment it starts. It then returns your 308 to its original trajectory, as far as the laws of physics allow.
- Anti-lock Braking System (ABS) helps you to maintain better control over any loss of grip during emergency braking.
- Electronic Brakeforce Distribution (EBD) provides wheel-by-wheel brakeforce management for greater effectiveness, particularly around corners.
- Emergency Brake Assist (EBA) increases the efficiency of your braking if necessary.
- The tyre under-inflation direct detection system locates the affected tyre with two levels of alert: under-inflation or puncture.

INTELLIGENT TRACTION CONTROL

This intelligent anti-skid system brings a new level of functionality to standard anti-skid technology. It helps detect difficult grip situations that can make it hard to start and keep a vehicle moving on icy or snow-covered roads. In these situations, the Intelligent Traction Control system takes the place of the ASR function by reducing the slipping of the front wheels to improve traction and maintain the intended direction.

INCREASED SAFETY

In keeping with the philosophy of the 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, collision risk alert and automatic emergency braking all help ensure the safety of the vehicle and its passengers.

AIRBAGS*

The PEUGEOT 308 comes equipped with 6 airbags:

- 2 front driver and passenger airbags for head and upper body protection in the event of an impact.
- 2 front side airbags to protect the driver and front passenger in the event of a side impact.
- 2 curtain airbags, to protect both the front and rear passengers' heads.

*Depending on destinations.

PEUGEOT CONNECT SOS & ASSISTANCE**

PEUGEOT Connect SOS is now in use in most major European countries including the UK and is technology that could prove vital in an emergency.

Automatic emergency call: if the airbags inflate or the seat belt pretensioners are triggered, the vehicle automatically makes an emergency call on behalf of the driver. PEUGEOT CONNECT SOS then locates the vehicle, establishes telephone communication with its occupants and arranges for the appropriate emergency service to be dispatched. Based on the point of sale of the vehicle, the communication will be made in the vehicle owner's language.

Manual emergency call: whether the victim or the witness of an emergency situation, the driver is able to call PEUGEOT CONNECT SOS quickly by pressing the SOS button located on the dashboard (and holding for 3 seconds).

In case of immobilization of the vehicle, a continuous pressure of 3 seconds on the PEUGEOT lion button triggers the call. A voice message confirms that the call to PEUGEOT assistance is launched.

PEUGEOT CONNECT SOS is available on Peugeot 308 subject to acceptance when ordering the vehicle. Terms and conditions apply.

**Standard, optional or unavailable depending on the versions and destinations.

SRS
AIRBAG

COLOURS



Bianca White



Hurricane Grey*



Twilight Blue



Nera Black*



Magnetic Blue**



Pearlescent White*

*Available on GT Line.
**Available only on GT Line.
***Available in Spring 2016.



Aluminium



Platinum Grey***



Red Ultimate*

Cumulus Grey*



METAX Mistral Cloth

METAX Mistral Cloth with overstretch detail

GALDO Guérande cloth

OXFORD Mistral cloth

OXFORD Red cloth and coated plastic tissue – GT Line

Black Mistral Half ALCANTARA Trim

Black Mistral** NAPPA Leather***

Guérande NAPPA Leather***

TRIMS*



*Depending on destinations.

**With red stitching on GT Line.

***Leather and other materials. For details about the leather, please refer to the technical specifications available from the point of sale or on the country-specific Peugeot website.





WHEELS*

- 01 : 15" AMBRE wheel trim
- 02 : 16" CORAIL wheel trim
- 03 : 16" QUARTZ alloy wheel
- 04 : 16" TOPAZE diamond alloy wheel
- 05 : 17" RUBIS diamond alloy wheel**
- 06 : 18" SAPHIR diamond alloy wheel
- 07 : 18" DIAMANT diamond alloy wheel***

*Depending on destinations.

**Available on GT Line.

***Available only on GT Line.

