



PEUGEOT



MOTION & EMOTION

ALL-NEW PEUGEOT 308 PRESS KIT



CONTENTS

THE ALL- NEW PEUGEOT 308 IN NUMBERS.....	4
THE ALL-NEW PEUGEOT 308 HIGHLIGHTS.....	5
MAJOR AWARDS.....	7
AN EFFICIENT MODERN DESIGN	8
A DESIGN GUIDED BY QUALITY	9
A COMPLETE RANGE OF HIGH-TECH ENGINES WITH RECORD CO ₂	
EMISSIONS.....	11
EFFICIENT MODULAR PLATFORM 2	13
TECHNOLOGICAL DRIVING AIDS FOR MORE TRANQUIL DRIVING.....	15
A PURE AND SLEEK DESIGN.....	17
NEW PEUGEOT 308 TOURING: A FLUID AND DYNAMIC DESIGN.....	19
A REFINED AND TECHNOLOGICAL INTERIOR.....	21
BOOT VOLUMES	30
TOURING BOOT VOLUMES	33
COLOUR RANGE	34
PRICING*.....	35
OPTIONS.....	35
PRESS CONTACTS.....	36

THE ALL- NEW PEUGEOT 308 IN NUMBERS

- **4** million test kms
- **116** patents filed in the development of the new 308
- **15,000** hours of endurance tests to meet the target of “`new after 3 years/60,000km”
- **140**kg lighter than its predecessor enhancing agility and performance
- **70**kg attributed to the new EMP2 (Efficient Modular Platform 2)
- **3**kg saved by a world-first tailgate formed from composite thermoplastic
- **4.25** metres in length, just 1.46 metres high and 1.80 metres wide (excluding mirrors)
- **31** LEDs feature in each Full LED headlight
- **9.7”** colour touch screen controls central functions
- **351** x 329mm is the size of the compact steering wheel for handling agility
- **863** and 770mm front and rear overhangs and a 2.62 metre wheelbase
- **435**-litre boot volume extends to 1274-litres utilising all of the interior space
- **0.28Cd** for an excellent aerodynamic shape performance
- **96kW** 1.2-litre 3-cylinder petrol models
- **110kW** Blue HDi
- **110kW** e-THP
- **133kW** Blue HDi (GT)
- **151kW** e-THP (GT)
- **99.9%** elimination of diesel particulates with FAP
- **10.4m** turning circle between kerbs for benchmark manoeuvrability
- **120%** more test cycles than the previous generation 308
- **150** more hours of braking noise/vibration testing
- **400** people worked on the 308 over 4.5 years



THE ALL-NEW PEUGEOT 308 HIGHLIGHTS

- European Car of the Year
- First Peugeot to be built on the Efficient Modular Platform 2
- **4** million test kilometres
- Up to 140kg lighter than the outgoing model
- Excellent CO₂ emissions
- New BlueHDi technology reduces NO_x by 90% and particulates by 99.9%
- With a length of 4.25m, the new 308 is the most compact hatchback of the segment
- Full LED headlights are a world first
- Driver Assistance Pack: combines dynamic cruise control, emergency collision alert system and emergency collision braking system
- World first: tailgate formed by using a composite thermoplastic material
- Five-Star Euro NCAP – Scored five stars in all four categories
- Five model grades – Access, Active, Allure, Allure Premium and GT

PEUGEOT designers and engineers have designed an audacious, intuitive and modern hatchback with a pure and sleek design. Utilising the accomplished EMP2 (Efficient Modular Platform 2), the new PEUGEOT 308 has compact dimensions (4.25m) and a reduced weight compared to its predecessor of 140kg. Its driving experience is unprecedented and its all-round performance represents a record leading position in the market sector.



With a refined interior with innovative instrumentation and controls, the all new PEUGEOT i-Cockpit provides new driving sensations. Its high level of quality is the result of a very ambitious specification, which aims to place the car among the very best, and embodies the aspiration of the marque's plans to move upmarket.

Target market

Customers are mainly couples, not necessarily with children at home. They like hatchbacks and are clearly aware of evolving technology and the environment. They like motoring and are especially looking for high quality products.

To win over new customers, the new PEUGEOT 308 is positioned as a strong and different alternative with a design focused on four key themes: efficiency, design, driving experience and quality.



MAJOR AWARDS

European Car of the Year 2014

On 3 March 2014, at the 84th Geneva Motor Show the all-new PEUGEOT 308 was crowned with the prestigious title of 2014 "Car of the Year", awarded by a jury of 58 journalists representing 22 European countries. This award is also valid for the all-new 308 Touring. The all-new 308 is the 4th PEUGEOT model to be distinguished by the "Car of the Year" award. It comes after the 307 (2002), the 405 (1988) and the 504 (1969).



5 Star Euro NCAP

The all-new PEUGEOT 308 has been awarded the maximum score of 5 stars in the Euro NCAP tests. With individual scores of 5 stars in all 4 categories (adult protection, child protection, pedestrian protection and safety assist)



Most Beautiful Interior of 2013

At the 29th annual Festival Automobile International, held at the Hôtel des Invalides in Paris from January 29 to February 2, 2014, the all-new Peugeot 308 captured the prize for "Most Beautiful Interior of the Year."



Other Awards

- 2014 Car of the Year in Croatia
- 2014 "Car of the year" in Switzerland
- 2014 Car of the Year in Slovakia
- 2014 First Prize in Argus: Compact and Family Cars Category



AN EFFICIENT MODERN DESIGN

A space-efficient hatchback, in step with customer expectations

The efficiency of the all-new PEUGEOT 308 is driven by the inspiration to greatly reduce weight while retaining a modern and spacious interior design that has a passenger compartment and a particularly large boot completely in line with customer expectations.

The new PEUGEOT 308 is lower, with a height of 1.46m and wider, with a width of 1.80m (excluding mirrors). The front and rear overhangs have been reduced, due to the new EMP2 platform which makes it possible to place the wheels nearer to the 'four corners'. These dimensions define a resolutely dynamic posture promising a spacious interior.

The 435-litre boot volume is one of the largest in the segment. The low loading sill and the wide opening make loading the rectangular and accommodating space easy.



A DESIGN GUIDED BY QUALITY

Ambitious quality

The new PEUGEOT 308 is the embodiment of the range enhancement process started several years ago by the marque. A high-quality imperative was expressed at all levels: design, choice of materials, assembly of components, soundproofing and durability. The aim? The all-new 308 has been built to look and feel like new after three years.

The new PEUGEOT 308 successfully passed numerous tests of quality on use:

- Brand new platform (shared with Grand C4 Picasso)
- 200 prototypes
- 4 million km testing
- 2,500 hours of tests on the 4-ram vibration and climate test bed
- 250,000 cycles of air conditioning tested
- 15,000 hours of endurance tests to meet the target of “new after 3 years/60,000km”
- 120% more test cycles than the current generation 308
- 150 more hours of braking noise/vibration testing
- 400 people worked on the 308 over 4.5 years
- Efficient Modular Platform 2: 80% high tensile steel – 70kg lighter
- Laser welding / hydro forming / hot stamping
- Interior surfaces treated with new anti-static agents to reduce dust build up
- Materials have been chosen for maximum resilience to sunlight damage and scratching
- Leather on steering wheel applied in a new way to maintain shape and quality
- Paintwork features anti-scratch lacquer
- Rear lights made of new plastic so less likely to break in a rear impact and if they do are less likely to damage the surrounding bodywork
- More than four million presses on the touch screen without a failure

A TWO-STAGE LAUNCH IN AUSTRALIA

Like Europe, the 308 will be launched in two phases:

Phase One: On sale October 26, 2014

HATCH

Access

Engine: 96kW e-THP ("Stop & Start")

Transmission: 6-Speed Manual / 6-Speed Automatic

Active

Engine: 96kW e-THP ("Stop & Start")

Transmission: 6-Speed Automatic

Allure

Engine: 96kW e-THP ("Stop & Start")

Transmission: 6-Speed Automatic

Allure

Engine: 110kW BlueHDi ("Stop & Start")

Transmission: 6-Speed Automatic

TOURING

Allure

Engine: 110kW BlueHDi ("Stop & Start")

Transmission: 6-Speed Automatic

Phase Two: On sale March, 2015

HATCH

Allure

Engine: 110kW e-THP ("Stop & Start")

Transmission: 6-Speed Automatic

Allure Premium

Engine: 110kW e-THP ("Stop & Start")

Transmission: 6-Speed Automatic

GT

Engine: 151kW e-THP ("Stop & Start")

Transmission: 6-Speed Manual

GT

Engine: 133kW BlueHDi ("Stop & Start")

Transmission: 6-Speed Automatic

TOURING

Allure

Engine: 110kW e-THP ("Stop & Start")

Transmission: 6-Speed Automatic

A COMPLETE RANGE OF HIGH-TECH ENGINES WITH OUTSTANDING CO₂ EMISSIONS

Latest generation petrol and diesel engines equip the new PEUGEOT 308 from its launch: 3-cylinder e-THP petrol engine, BlueHDi versions and followed shortly after by the THP engine 'family' (International Engine of the Year 2013).

In Australia, the all-new 308 will initially come with a choice of two engines and two gearboxes – a six-speed manual or a six-speed automatic.

1. 96kW e-THP three cylinder petrol engine that produces 96kW of power and 230Nm of torque
2. 110kW BlueHDi four cylinder turbo diesel engine with 110kW of power and 370Nm of torque

From March 2015 the all-new 308 will add three more engine choices:

1. 110kW e-THP turbo four cylinder petrol engine that produces 110kW of power and 240Nm of torque
2. 151kW e-THP turbo four cylinder petrol that produces 151kW of power and 285Nm of torque and;
3. 133kW Blue HDi four cylinder turbo diesel engine with 133kW of power and 400Nm of torque



EB2 – 1.2T



DV6 - Diesel



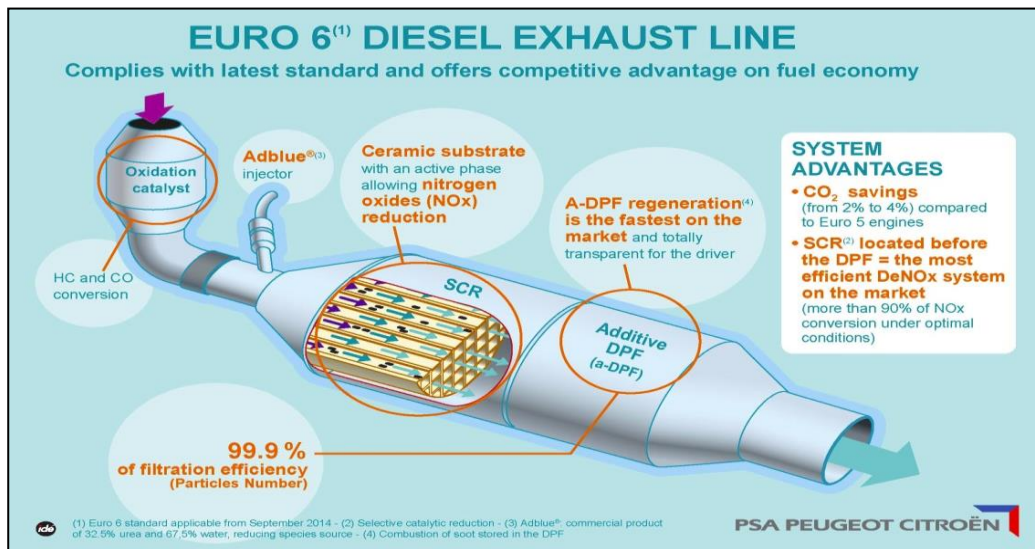
EP6CDT – 1.6T

The new generation six-speed automatic gearbox offered (supplied by Aisin) guarantee a high level of driving pleasure with rapid gear changes and improved economy. The difference in terms of emissions of CO₂ compared to a manual gearbox is only 10g/km.

BlueHDi after-treatment system

The all-new 308 is the first PEUGEOT model with the new BlueHDi engine which complies with the Euro 6 standard. This BlueHDi engine is able to achieve the new standard by reducing NOx emissions (by 90%) while cutting CO₂ emissions through a new Selective Catalytic Reduction (SCR) system. The system eliminates carbon monoxide (CO), unburned hydrocarbons (HC) nitrogen oxides (NOx) and particulates using a three step system:

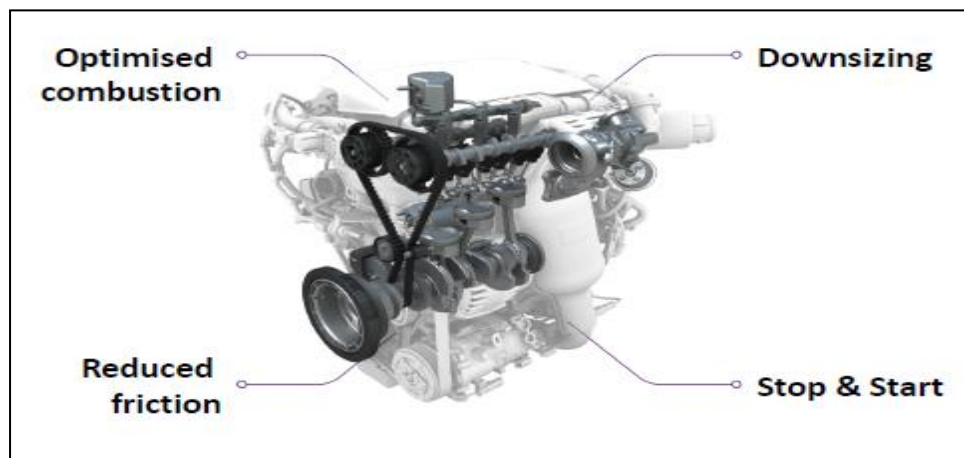
1. The first step occurs in the oxidation catalyst where HC and CO are converted into water (H₂O) and carbon dioxide (CO₂).
2. The second step occurs in the SCR catalyst where NOx is transformed into water and nitrogen by the introduction of a new fluid called "AdBlue".
3. In the third step the Diesel Particulate Filter reduces the particulate number by 99.9%. This system is efficient from the engine warm-up phase and remains operational when driving in the city. This increases engine performance, through a higher compression ratio, and reduces fuel consumption and CO₂ emissions by an additional 2% to 4%.



1.2 litre e-THP PureTech engine

The all-new 308 is the first vehicle to use the new three cylinder 1.2 litre 96kW e-THP PureTech engine. With a peak torque of 230Nm, the engine provides drivability and performance while also reducing fuel consumption and CO₂ emissions (25% less than the engine it replaces). Some of the technology incorporated into the engine includes:

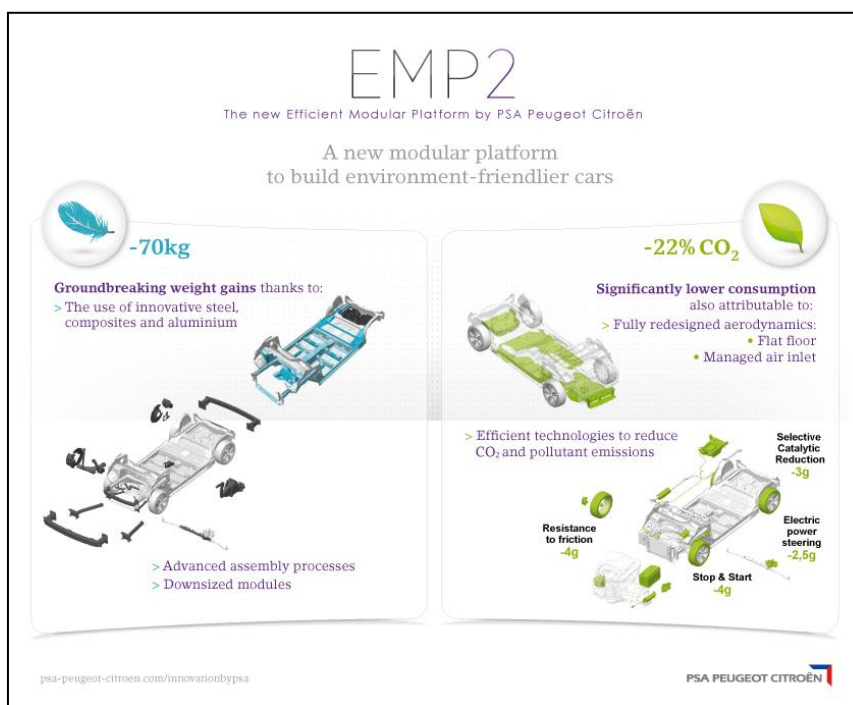
- 4 valves per cylinder, direct injection and a high-pressure turbo
- Stop & Start technology
- Reduced mechanical losses through friction
- Optimised weight
- Latest electronics
- Controlled noise and vibration



EFFICIENT MODULAR PLATFORM 2

The all-new 308 is built off PSA's new generation scalable platform:

- A new generation modular platform for future vehicles in C and D segments (50% of PSA's future models will be underpinned by EMP2)
- A single platform on which very different body styles can be developed: hatch, touring, coupé, cabriolet, MPV and SUV
- Efficient technologies to reduce CO₂ emissions by 22%: Stop & Start, Selective Catalytic Reduction for Euro 6 engines, electric power steering, ultra-low rolling resistance tyres
- New styling trends for modern and attractive vehicles: large wheels, wheels at the corners, low bonnet and low driving position.
- Driving pleasure and comfort: dynamism, easy handling and new equipment (driving assistance systems).
- Quality, safety and reliability strengthened.
- More than 400 people worked for 4.5 years with PSA filing 116 patent applications during its development.

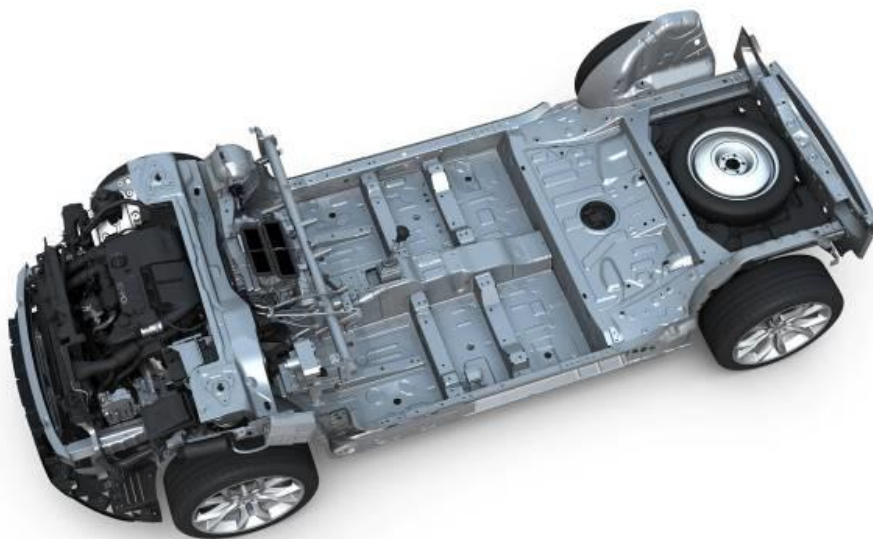


The reduction in weight contributed by the new EMP2 platform

The EMP2 platform was the starting point to lighten the all-new PEUGEOT 308 by 140kg. In fact, 70kg is contributed to the platform along as follows:

- **27kg** saved due to the use of innovative steels, composites and aluminium. The very high and ultra-high strength steels form 76% of the platform. The spare wheel floor is made entirely of composite materials and aluminium has been used on numerous components (front beam, rear beam, handbrake lever, etc.)
- **10kg** saved by using innovative assembly processes: 12 metres of laser welding, use of hot stamping and variable thickness lamination, hydroforming of the deformable rear crossmember.
- **33kg** eliminated due to the design. Interface parts between the body and the engine or the suspension and wheels have been optimised and simplified. Modules such as the fuel tank have been lightened (the reduced size is linked with reduced consumption). Others are available in variants which permit

selection of the most appropriate module for the performance to avoid fitting needless excess weight. The power steering electric motors, for example, are available with three different levels of power.

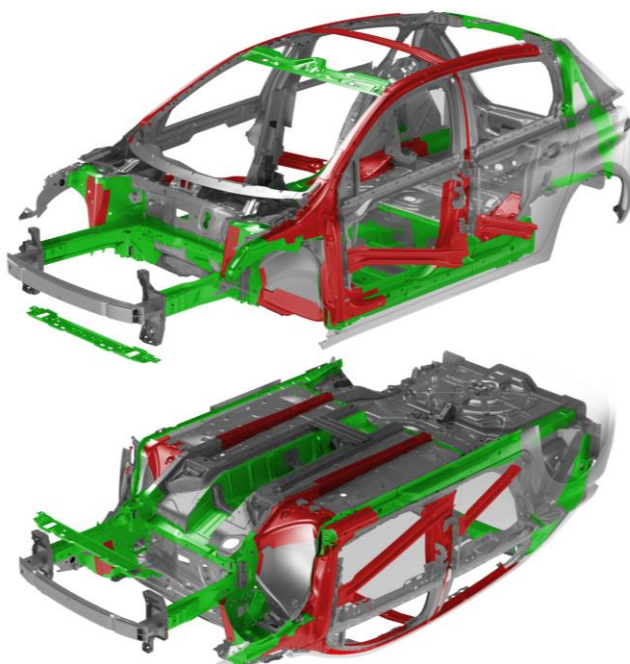


A reduction of 140kg and innovative choices for a virtuous design

A further 70kg was saved in addition to the reduction obtained through use of the platform. The weight of each component has been optimised while leaving its level of performance intact. The front wings and the bonnet are constructed in aluminium. This technological choice is usually reserved for premium vehicles. The use of high strength steel, innovative materials and the redesigning of components have resulted in a reduction of 9kg.

As a world first, the tailgate is formed using a composite material called Thermoplastic. This both light and rigid material reduces the weight of the tailgate by 3kg.

The door strengtheners are in high strength steel, saving 15kg. The front and rear seat frames have been redesigned reducing their weight by 14kg.



Redesigned and lightened suspension and wheels

The driving experience of the new 308 is based on PEUGEOT's expertise in the area of suspension and wheel design, and again on the qualities of the new EMP2 platform. Of the **116 patents filed**, many address aspects to the design of the suspension and wheels.

The new platform brings new suspension (Pseudo McPherson at the front and deformable crossmember at the rear). The weight of the suspension has been reduced thanks to the introduction of aluminium (subframe, brake calipers, etc.), Cobrapresse forged aluminium (front suspension wishbones) or new technologies: hollow anti-roll bar, rear crossmember with thin wall in ultra or very high strength steel. A flow turning process has been used to reduce the weight of the 15" and 16" inch wheels by reducing the thickness of the sheet metal on the wheel rims.

State-of-the-art aerodynamic design to enhance economy

The new PEUGEOT 308 benefits from a design with an excellent aerodynamic shape and detailing. With a **Cd of 0.28** and a CdA of 0.63m², it is among the best of hatchbacks in the segment. The controlled air inlets and the aero-screens under the body of the EMP2 platform form an integrated flat underside, greatly contributing to this aero performance, despite the challenges for this type of body shape. The aerodynamic properties, like the effect of weight, are key factors for reducing the vehicle's environmental footprint.

TECHNOLOGICAL DRIVING AIDS FOR MORE TRANQUIL DRIVING

For even more comfortable and safe driving, the new PEUGEOT 308 is equipped with driving aids.

The **Driver Assistance Pack** (standard on Allure Premium) incorporates three systems which uses a radar located at the front of the vehicle:

- **Dynamic cruise control:** This is a speed limiter/cruise control with extended functions. In fact it offers an additional function of regulation of the speed and of the distance from the vehicle in front. The system takes into account the reference speed and the distance to be observed between the vehicle and the vehicle in front (expressed in seconds) chosen by the driver. When a vehicle is detected by the radar, a constant distance is maintained automatically by the engine deceleration or the accelerator. When the road becomes clear (change of lane or vehicle in front turns off), the cruise control returns the reference values requested initially. If the engine deceleration is not sufficient to maintain the distance defined, the cruise control warns the driver and restores control of the speed to them. This function can be activated from 40km/h and manages a speed difference between vehicles of 28km/h maximum.



- **Emergency Collision Alert System:** When the radar detects that the vehicle in front is too close, a visual and audible warning indicates to the driver that they should press the brake pedal to prevent a collision.
- **Emergency Collision Braking System:** If an imminent collision with the vehicle in front is detected, the system applies automatic braking to warn the inattentive driver, prevent the impact or reduce its consequences. This equipment reduces your speed by a maximum of 20km/h. It does not completely stop the car.

Blind Spot Monitoring is available on Allure Premium. An LED integrated in the exterior mirrors warns the driver of the presence of a vehicle or motorbike in the blind spot.



For driving comfort and safety, the new PEUGEOT 308 is fitted as standard on Allure models and up with a new generation electric handbrake, operated by the motorised brake calipers. A reversing camera which uses the large colour screen and keyless entry and starting are also offered on selected models. Finally, a Park Assist system (Allure Premium only) will be available with the new perpendicular parking function.



A PURE AND SLEEK DESIGN

A unique exterior style

"The new PEUGEOT 308 has a highly-refined and technological exterior design which has a fully-justified impression of strength and quality"

Gilles Vidal, Director, PEUGEOT Design

Sleek and dynamic, the new PEUGEOT 308 has well-balanced proportions. Pure lines which follow the engineering structure create a sturdy appearance and a precise balance between elegance, sportiness and high-quality.

At the front, a large centrally-placed grille, surrounded with chrome, emphasises the upmarket elegance of the all-new PEUGEOT 308. Full LED headlamps are specified as standard on the higher levels of finish. This is a **world first**. They create a strong light signature; thin, expressive and sculpted, they have the characteristic PEUGEOT feline appearance, with a more focused and technological design.

In the lower area of the front bumper, a wide air intake is framed by fog lamps incorporating the directional indicators, set into a chromed surround in the shape of a 'C' curve, open on each side towards the outside. The whole shape gives fullness to the front face of the vehicle, and produces the effect of dynamism and strength.

The different design of the lower front panel features on the two lower trim levels and these models are equipped with halogen lights to retain their dynamic and stylish expression.

From the bonnet edge emerge the lines which fashion with precise character of the all-new PEUGEOT 308. The smooth exterior mirror, in the shape of a pebble, incorporates a LED directional indicator, confirming that purity and quality go hand in hand.

The window profiles over the top side of the rear body illustrate a spacious passenger compartment. Dressed with full chrome window surrounds, present on the higher trim levels, place the vehicle at a premium level. The characteristic PEUGEOT triangular rear quarter panel, centred over the wheel, emphasises the strong character of the new 308.

The rear view has a pyramid silhouette, characterising a vehicle firmly planted on the road. The tailgate, with a curve continuing on from the line which runs around the entire body, brings to mind the elegance of the inspirational SR1 Concept car. A second horizontal line widens the rear attitude at the base and highlights a low loading sill aperture.

The rear lamps reinforce the technological and dynamic image of the vehicle. They take up the theme of the three PEUGEOT lion claws, outlined by LEDs. Present on all trim levels, they are a first in the segment.

The designers exploited the advantages of the new EMP2 platform which reduces the size of technical components and leaves more room to express style. The optimisation of the under-floors, the lowered location of the engine and of the bonnet, the forward position of the wheels, have all made it possible to design a compact and low hatchback with reduced overhangs.

The bonnet is the starting point of numerous horizontal and precise lines which fashion the character of the all-new PEUGEOT 308. The shoulder line, which connects the front and rear lamps, extends the bonnet and body waist line in a fluid and dynamic movement. The join between the bonnet and the windscreen side pillar is designed to be a pure and clean surface, symbolising all the care taken by the designers to shape components with simple lines which favour a quality assembly.

The wheel arches, slightly contoured, are chamfered and set off flush wheels which fill the space reserved for them. On the side, the character line which starts from the rear lamp and extends to the front door

handles contributes, by means of a light effect on the wing, to giving 'muscle' to the rear wheel. The body sill line visually reduces the height of the vehicle while the rear quarter panel, in the form of a triangle, centred on the wheel, emphasises the strong character of the all-new PEUGEOT 308.

At the rear, the quarter lines which leave from the rear lamp towards the wheel or the tailgate emphasise the meticulous work of the designers to play with shadows and light and forge the character of the style of the all-new PEUGEOT 308.



The technology of the Full LED headlamps

The full LED headlamps of the new PEUGEOT 308 also contribute to comfort and safety. They provide excellent visibility at night. Each headlamp consists of 31 LEDs (10 LEDs for the dipped headlamps, two modules of LEDs for the main headlights LEDs for the main beam headlamps, 13 LEDs for the light signature).

The great uniformity of light projection reduces eye fatigue and the lighting is perceived as being close to daylight. Immediately active, they permit sharp and instantaneous lighting, particularly on entering tunnels. The Full LED headlamps consume 50% less energy than the halogen headlamps and contribute to reducing the CO₂ emissions.



ALL-NEW PEUGEOT 308 TOURING: A FLUID AND DYNAMIC DESIGN

“Designed at the same time as the hatchback and by the same people, the all-new PEUGEOT 308 TOURING includes all of the qualities of the hatchback – fluidity and modernity – while still creating a ‘dynamic estate’ silhouette, very suggestive and full of promise” Gilles VIDAL, PEUGEOT Design Director.

As with the all-new 308 hatchback, PEUGEOT’s designers wanted the touring version to showcase simplicity, balance and fluidity of style. The front end shares the character of its sibling, so includes the ‘floating’ grille framed in chrome flanked by expressive, emblematic headlamps. Full LED technology – 31 per headlamp – is fitted as standard, providing a technical and distinctive lighting signature.



The profile of the PEUGEOT 308 TOURING benefits from a wheelbase and rear overhang of 11cm and 22cm longer respectively than the hatchback. It means the model takes its place among the most ‘balanced’ estates in the segment.

The stretched yet slender look is highlighted by a bright chrome window finisher, surrounding the entire glazed area and giving the car a very sophisticated look. For the large rear quarter light, this finisher is in one piece and with a varying cross-section. The drop in the roof line, the angle formed at the back with the rear screen and the integration of the discrete aluminium roof bars complete the look.

At the rear end, the rear lamps flow round from the sides as on the hatchback, adopting a striking and very contemporary signature through the use of up to 48 LEDs. The design echoes that of the 508 TOURING and 508 RXH, placing the all-new PEUGEOT 308 TOURING among the brand’s family of great wagons.



The new car is fitted as standard with 'Magic Flat' rear seats. This system allows instant folding of both parts of the rear seat using levers accessible on the sides of the boot. Due to the automatic lowering of the rear seat cushions, the result is a flat floor and up to 1740-litres of luggage space.



However, that's only half the story. The boot aperture has a width of up to 106cm and a length to the rear seat backs of 107cm. It has vertical side walls with minimal wheel arch intrusion and, for convenience the load sill is among the lowest of any estate car.

Movable/removable dividers can be positioned in various positions to create security for loads, while an elastic strap on the left side trim allows smaller objects to be held in place.

Storage is provided for the luggage cover and the removable lashing hooks in dedicated housings under the boot floor.



A REFINED AND TECHNOLOGICAL INTERIOR

"When seated on board the New 308 occupants discover a world of refined lines, completely unprecedented in the world of hatchbacks, with an innovative and intuitive environment, controlled and viewed through the PEUGEOT i-Cockpit. Vincent Devos, Manager, New PEUGEOT Product

Designed for a sensuous and intuitive driving experience, the PEUGEOT i-Cockpit offers a new kind of sensation. It makes taking control of the all-new PEUGEOT 308 simple and clear. With compact dimensions (351mm x 329mm), the steering wheel makes manoeuvring much easier and increases agility for driving sensations. Manoeuvres in town are carried out with great ease due its precise and informative electric power steering.

The large 9.7" touch screen (not on Access models) brings together all the controls centrally and permits selection of the following equipment: air conditioning, driving aids, multimedia, navigation, telephone and vehicle settings. The six buttons providing direct access to the functions make operation of the touch screen clear and easy. The information, concentrated on two pages, is easily accessible.

The virtual absence of buttons combined with the use of upmarket materials brings purity not presently available in the market.

Satin chrome decorations (on selected models) enhance the controls on the centre console and front doors. From their appearance, all of these upmarket components, are designed to integrate perfectly and are of the very highest quality.

The instrument panel is located in a high position, and viewed over rather than through the compact-sized steering wheel, and is slender and perfectly integrated, extending as far as the touch screen. The cockpit effect is amplified by the orientation of the components towards the driver and by the high centre console, a feature characteristic of higher segment vehicles.



The instrument panel has been designed as a technological object of great precision. The instruments are housed within tubular shrouds with rotation of the needles clearly viewable over the compact steering wheel. This arrangement makes it more possible to focus the driver's attention on the upper part of the instrument panel, so that they don't have to deviate from their forward view of the road.

The red needles, finely sculpted, are a reference to the world of precision clock-making. On selected models, they are finished with chrome detailing, like the surround of the speedometer and rev counter. In this case, the dials offer a special graduation and a 'dark' panel function which conceals the indicator lamps and digits when stationary.

"After the 3008, 208 and 2008, each one appreciated and well-liked by customers, the PEUGEOT instruments and controls are becoming a real signature of identity and innovation. The PEUGEOT i-Cockpit of the new 308 evolves this further." Xavier Peugeot, Director, PEUGEOT Product

The touch screen permits control of the following equipment or functions:

- **Air conditioning** - automatic dual-zone
- **Driving aids** - Driver Assistance Pack, Park Assist and reversing camera (on selected models)
- **Multimedia** - Radio, 6.9 GB Jukebox (on selected models) with navigation option, interactive handbook, USB/Ipod connection, audio streaming, photo viewer, etc.
- **Navigation** - displaying the speeds of the main roads, birds-eye view, junction view, line guidance functions (on selected models)
- **Telephone** (Bluetooth hands-free, access to the telephone's contacts and to their profile, management of call waiting, etc.)
- **Configuration** (Management of the vehicle settings)



PEUGEOT'S EXPERTISE FOR BENCHMARK HANDLING

"On the road, the driving pleasure is greatly enhanced by the new EMP2 modular platform. With a considerable reduction in weight, it contributes to the dynamism and manoeuvrability of the new PEUGEOT 308." Laurent Declerck, Director, New PEUGEOT 308 Project

The driving experience in the all-new 308 is the result of a continuous evolution in chassis development which has been characterised by PEUGEOT with expertise in this area for many years. The new 308 shares this prowess by further enhancing the best combination of ride and handling greatly enabled through the qualities of the new EMP2 platform.

The repositioning of the components and the reduced height of the all-new PEUGEOT 308 make it possible to lower the centre of gravity by 20mm. Body stability is improved and favours the aerodynamic properties. The EMP2 platform brings new suspension (Pseudo MacPherson at the front and deformable cross-member at the rear) the weight of which has been reduced. The optimisation of the suspension and wheels makes it possible to improve the turning circle radius by 30cm (10.4m between kerbs) for benchmark manoeuvrability. At the rear, the innovative location of the damper, which crosses the arm, improves its performance, favouring comfort and handling.

The whole innovative design, reduces weight, reduces overhangs, lowers the centre of gravity, has electric power steering, a compact steering wheel, high-performance tyres and brakes, and combined with acknowledged PEUGEOT expertise in the area of ride & handling give the all-new PEUGEOT 308 benchmark handling. The result is an unprecedented combination of agility, comfort and road holding to a high level.

Made in France

The Sochaux factory manufactures the all-new PEUGEOT 308. The French sites in Trémery and Douvrin supply all the powertrains.

THE ALL-NEW 308 FEATURES IN AUSTRALIA



308 Access (available from launch)

Engine: 96kW e-THP ("Stop & Start")

Transmission: 6-speed manual/6-speed automatic

Interior Trim: Metax Mistral Cloth

- 15" 'Ambre' Steel Wheels
- Space Saver Spare Wheel
- Electric power steering
- ESP, ABS, EBD & EBA
- Six airbags (Front, side & curtain)
- Halogen headlights
- LED Daytime Running Lights
- Electrically adjustable door mirrors
- Manual air conditioning with particle filter
- Electric front and rear windows with one-touch
- Cruise control and speed limiter
- Simple head up instrument cluster with white LCD screen
- White mono multi-function display
- CD player and radio with six speakers
- Radio controls behind steering wheel
- Bluetooth with USB and AUX jack
- Height adjustment for front seats
- Padded plastic steering wheel
- Automatic closing of windows with plip key
- Acoustic laminated windscreen
- Tinted rear windows



308 Active (from launch)

Engine: 96kW e-THP ("Stop & Start")

Transmission: 6-speed automatic

Interior Trim: Metax Mistral Cloth with Overstitch Detail

Access specification plus

- 16" 'Quartz' alloy wheels
- 9.7" Touch screen
- Automatic lights and wipers
- Automatic dual-zone climate control with active carbon filter
- Electrochromatic rear view mirror
- One-touch electric front and rear windows
- Rear parking sensors
- Fog lights
- Illuminated vanity mirrors
- Full leather parking brake and steering wheel with mounted controls
- Manual lumbar adjustment for the driver's seat
- Seat back pockets
- Rear armrest with ski flap
- Hill start assist
- Centre armrest with storage
- Satin chrome and gloss black interior trim highlights

Allure with 16" wheels



Allure with 17" wheels



308 Allure

Engine: 96kW e-THP ('Stop & Start') – from launch

Engine: 110kW BlueHDi ('Stop & Start') – from launch

Engine: 110kW e-THP ('Stop & Start') – March, 2015

Transmission: 6-speed automatic

Interior Trim: Marston Mistral cloth with double over stitch detail

Active specification plus:

- 16" 'Topaze' alloy wheels (96kW e-THP engine only)
- 17" 'Rubis' alloy wheels (110kW BlueHDi and 110kW e-THP)
- Satellite Navigation
- Head up instrument cluster
- Full LED headlights with integrated Daytime Running Lights
- Front parking sensors
- Electric folding mirrors with welcome lights
- Programmable cruise control with speed limiter
- Electric parking brake surrounded by brushed aluminium centre console
- Interior mood lighting
- LED front and rear courtesy lamps
- Chrome grille bars, front fog lamps and window surround



308 Touring Allure

Engine: 110kW 2.0 BlueHdi ('Stop & Start')

Engine: 110kW e-THP ('Stop&Start') – March, 2015

Transmission: 6-speed automatic

Interior Trim: Marston Mistral cloth with double overstitch detail

Allure (hatch) plus:

- Aluminium roof rails
- Rails in the boot with movable anchors
- Magic Flat - automatic flat boot floor
- Rear view camera
- Removable cargo blind



308 Allure Premium (March, 2015)

Engine: 110kW e-THP ('Stop&Start')

Transmission: 6-speed automatic

Interior Trim: Mistral half Alcantara trim

308 Allure specification plus

- 18" 'Saphire' alloy wheels
- Driver Assistance Pack - Dynamic Cruise Control, Emergency Collision Alert and Emergency Collision Braking
- Blind spot monitoring
- Park Assist
- Cielo panoramic glass roof with electric blind including anti-pinch
- Head up instrument cluster with colour LCD screen
- Jukebox for storing music with CD player
- Extra USB port (2 in total)
- Overtinted rear windows
- Rear view camera
- Electric lumbar support with massage function for front seats
- Open & Go - keyless entry and push button start
- Micro antenna



GT (March, 2015)

Engine: 151kW e-THP ('Stop&Start')

Transmission: 6 - speed manual

Engine: 133kW BlueHDi ('Stop&Start')

Transmission: 6 - speed automatic

Interior Trim: Sports Style Mistral half Alcantara trim

Allure Specification plus

- 18" 'Diamant' alloy wheels
- Dual chrome exhaust
- GT badge
- Special engine acoustics
- Lower chassis
- Red stitching highlights
- Paddle shifters
- Head up instrument cluster with colour LCD screen
- Rear view camera
- Jukebox for storing music with CD player
- Extra USB port (2 in total)
- Overtinted rear windows
- Electric lumbar support with massage function for front seats
- Open & Go - keyless entry and push button start
- Chrome trim on door handles
- Alloy pedals and door sills
- GT floor mats

ALL-NEW 308 HATCH DIMENSIONS

The all-new PEUGEOT 308 measures 4.25m in length, 1.46m in height and has a width of 1.80m. The front and rear overhangs have been reduced by 863 and 770mm respectively, due to the new EMP2 platform (Efficient Modular Platform 2), which permits placing of the wheels at the 'four corners'. The wheelbase has been specified at 2.62m and the wider track at 1559mm at the front and 1553mm at the rear. These dimensions define a resolutely dynamic posture promising a spacious interior.



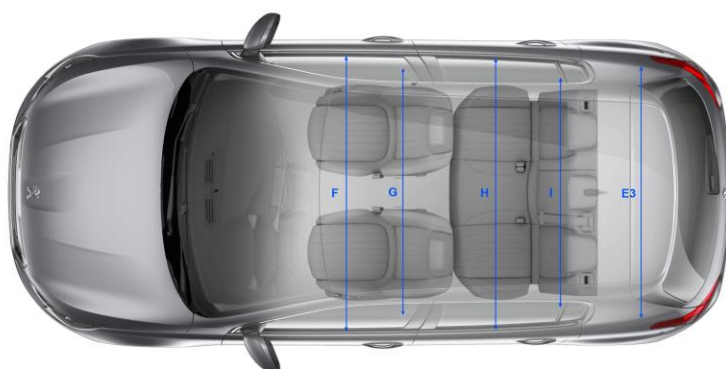
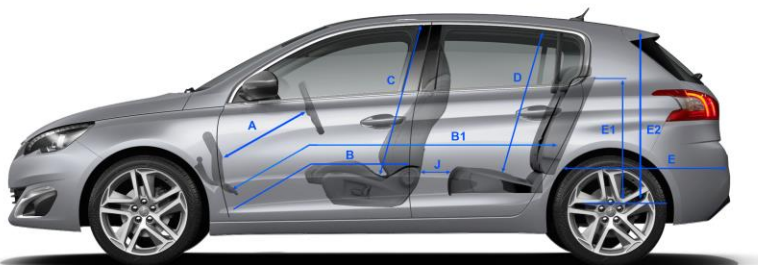
Aspacious interior

The width at the elbows is 1440mm in the front and 1412mm in the rear. The vertical interior space reaches 895mm in the front row and 874mm in the rear. The passengers benefit from 16-litres of storage compartments arranged throughout the passenger compartment.

Measured according to the VDA 210 standards with a block of 1dm^3 , the boot volume obtained reaches $425\text{L}/398\text{dm}^3$. The low loading sill, situated at 691mm, and the extensive opening width (1068mm) make loading the rectangular and accommodating space easier. Using all of the interior space of the vehicle in the rear, the maximum loading capacity reaches $1274\text{L}/1206\text{dm}^3$.

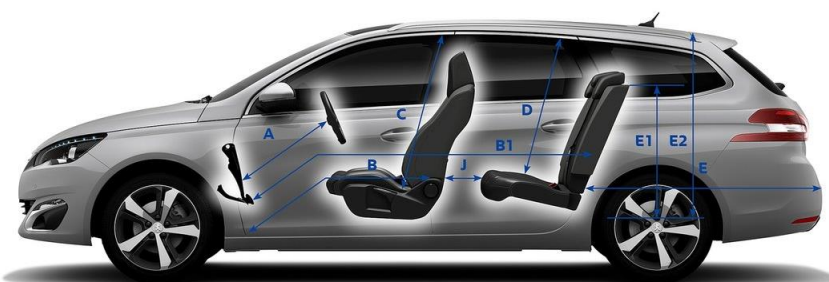
HATCH BOOT VOLUMES





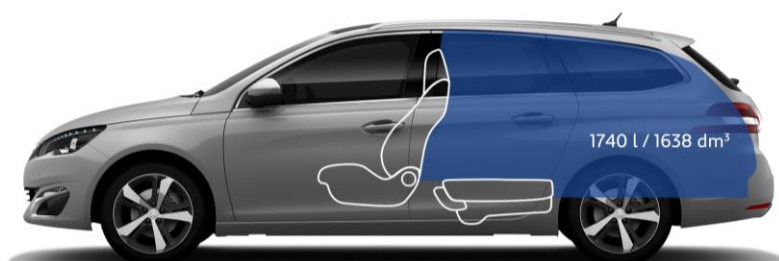
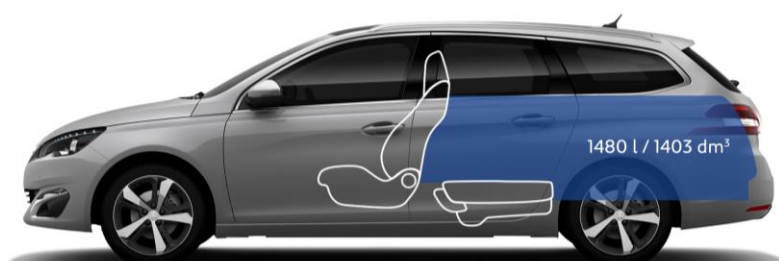
(mm)

A	673
B	866
B1	1688
C	895
D	874
E	807
E1	552
E2	774
E3	1099
F	1440
G	1395
H	1412
I	1365
J	95

ALL-NEW 308 TOURING DIMENSIONS


	(mm)
A	673
B	866
B1	1726
C	907
D	885
E	1037
E1	499
E2	741
E3	1107
F	1440
G	1395
H	1409
I	1363
J	124

TOURING BOOT VOLUMES



COLOUR RANGE



Bianca White - Solid



Aluminium Grey - Metallic



Artense Grey - Metallic



Twilight Blue - Metallic



Ruby Red- Metallic



Perla Nera Black- Metallic



Pearl White - Pearlescent

*Pearl white is not available on Access grade

PRICING*HATCH

Access 96kW e-THP manual - \$21,990
Access 96kW e-THP automatic - \$23,990

Active 96kW e-THP automatic - \$27,340

Allure 96kW e-THP automatic - \$30,490
Allure 110kW e-THP automatic - \$TBA
Allure 110kW Blue HDi automatic - \$34,790

Allure Premium 110kW e-THP automatic - \$TBA

GT 151kW e-THP manual - \$TBA
GT 133kW BlueHDi automatic - \$TBA

TOURING

Allure 110kW Blue HDi automatic - \$37,490
Allure 110kW e-THP automatic - \$TBA

OPTIONS

Mistral Nappa Club Leather Appointed* Trim

*Leather appointed seating includes other materials on selected areas.

Available on the following grades:

- Allure \$3,100 RRP
- Allure Premium \$2,500 RRP
- GT \$2,500 RRP

Metallic Paint (all grades) - \$900 RRP

Pearlescent Paint (all grades except Access) - \$1,700 RRP

18" Saphir Alloy Wheels (Allure 110kW only) - \$700 RRP

**Prices quoted are the Manufacturer's List Prices (MLP), inclusive of Luxury Car Tax (LCT) at the rate of 33%, and excluding dealer delivery charges. LCT is payable on all vehicles with a total purchase price, including the price of factory & dealer fitted optional extras & dealer delivery charges, above \$57,466. This is a manufacturer's list and new vehicles must be purchased from dealers. Specifications and pricing are as planned for Model Year 2014 and subject to change without notice or obligation.*

PRESS CONTACTS

Jaedene Hudson
PR and Communications Manager
Sime Darby Motors Group Australia
PH: 0438 699 029
E: Jaedene.hudson@sdmg.com.au

Dimitri Andreatidis
National Marketing Manager
Sime Darby Motors Group Australia
E: Dimitri.Andreatidis@Peugeot.com.au

For high-resolution downloadable images of the Peugeot product range, information and news stories, log onto Autonews: www.autonews.net.au



PEUGEOT



MOTION & EMOTION

ALL-NEW PEUGEOT 308 PRESS KIT