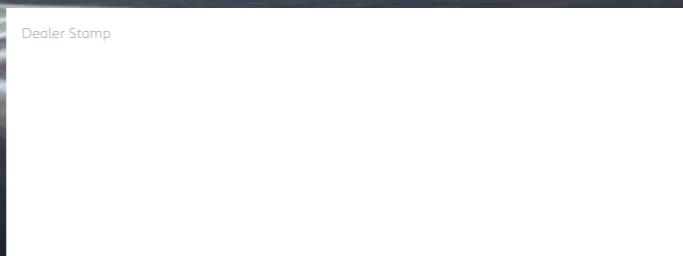


NEW PEUGEOT 308 SW



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peugeot.co.uk





Welcome to the world of PEUGEOT, a world of innovative French manufacturing tradition. Our journey started over 200 years ago with a steel foundry producing a diverse range of products from coffee grinders to saws. Our pursuit for innovation led to the production of our first motorised vehicle in 1889, the Serpollet-Peugeot

– a steam-powered three-wheeler. Our quest for perfection is what drives us, just as it did over 200 years ago. All of our expertise gained through the years has led to this point, introducing the striking new PEUGEOT 308 SW, over 200 years in the making.

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10 Modularity  
12 Connectivity

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25 Engines  
30 Range  
32 Personalisation

A NEW BEGINNING.





## STAND OUT FROM THE CROWD.

At PEUGEOT, sharp design is in our DNA. New PEUGEOT 308 SW is no exception. Displaying the very latest PEUGEOT design language, new 308 SW does not fail to make a statement. Featuring a re-profiled front bumper, bonnet and radiator grille, with the latter to incorporate the iconic PEUGEOT Lion. In profile the flowing lines are complemented by the aluminium longitudinal roof bars\*, providing both style and substance.

\* Standard on Allure, GT Line and GT



## SEE THE LIGHT.

To complement the sharp design, new PEUGEOT 308 SW has signature lighting built into the full-LED\* headlights, accentuating its temperament in daylight or at night. It elegantly asserts its technological flair with sequential scrolling LED\*\* indicators and LED\*\* fog lights.

\* LED: Lights use 100% light-emitting diodes - Standard on GT Line and GT versions - New halogen headlights on other versions  
\*\* LED: Lights use 100% light-emitting diodes - Standard, optional, or unavailable depending on the version



## PEUGEOT I-COCKPIT®.

Inside, immerse yourself on-board new PEUGEOT 308 SW with the PEUGEOT i-Cockpit®, designed to optimise driving pleasure. Discover a more agile, intuitive type of driving with the compact sports steering wheel, head-up display and new 9.7" capacitive touchscreen.



## UNCOMPROMISING QUALITY.

Let yourself be captivated by the clean, refined interior of the new PEUGEOT 308 SW. Discover the meticulous attention to detail throughout, from the soft touch padded dashboard and full grain leather steering wheel to the beautifully damped soft touch buttons and satin chrome accents that further enrich the cabin.



## OUTSTANDING MODULARITY.

Take the stress out of family holidays with new PEUGEOT 308 SW with the largest load space in its class. Intelligent features to allow you to make the most of the wealth of space available include 'Magic Flat' seats with release switches in the boot and one of the lowest load sills in the class, at just 61cm unladen. New PEUGEOT 308 SW takes family life in its stride.



## BATHE IN NATURAL LIGHT.

Enjoy the world outside with new PEUGEOT 308 SW. Measuring 1.69m<sup>2</sup> on SW, this large fixed panel glass roof bathes the cabin in natural light and features as standard on Allure, GT Line and GT versions.

An electric roller blind is also included and is able to filter out 95% of natural light.

A man and a woman are embracing joyfully. The woman's long, dark hair is blowing in the wind, suggesting they are outdoors and possibly near a moving vehicle. The man is wearing a white t-shirt, and the woman is wearing a light blue button-down shirt. The background is a blurred, light blue color, possibly representing a sky or a large body of water. The overall mood is happy and carefree.

NEW EXPERIENCE, NEW SENSATIONS.

## STAY CONNECTED.

With Connected 3D Navigation and integrated TomTom services giving real time information (traffic, weather, service stations, nearby parking, points of interest), you'll always stay connected. With the Mirror Screen® function, you can enjoy any of your smartphone's apps that are compatible with Android Auto\*, Apple Carplay™\*, or MirrorLink®\* directly on the capacitive touchscreen.



\* Only certified Android Auto, Apple CarPlay™ or MirrorLink® applications will operate when the vehicle is stopped or during driving, as appropriate. When driving, some features of the applications in question will be disabled. Some types of content that may be free of charge on your smartphone require paid subscription to an equivalent certified Android Auto, Apple CarPlay™ or MirrorLink® application. The Mirror Screen feature works via either Android Auto (for Android smartphones), Apple CarPlay™ (for iOS smartphones), or MirrorLink® technology (for Android smartphones compatible with MirrorLink®), provided you have a mobile and Internet contract.





ADVANCED DRIVER ASSISTANCE SYSTEMS.



## NEVER LOOK BACK.

Navigating the city streets has never been easier in new 308 SW, thanks to a host of Advanced Driver Assistance Systems (ADAS). These systems include the 180° colour reversing camera with overhead view\*, City Park, including smart parking assistance and blind spot monitoring\* whilst the automatic emergency braking system can detect pedestrians as well as other vehicles.\*

\* Standard, optional, or unavailable depending on the version



## LOOKING OUT FOR YOU ON THE OPEN ROAD.

Take the wheel of new 308 SW and experience cutting-edge technologies including: driver attention alert, speed limit recognition and recommendation\*, PEUGEOT Smartbeam Assistance\*, adaptive cruise control with stop function\*, and active lane keeping assistance\*. If your journey takes you off the beaten track, PEUGEOT Connect SOS & Assistance\*, a vehicle locating communication unit, will know your exact location.

\* As an option or unavailable depending on the version

A photograph showing the interior of a car. A man is in the driver's seat, and a woman is in the passenger seat. They are both smiling and looking towards each other. The car's interior features a sunroof, a rearview mirror, and a steering wheel. The background shows a blurred landscape, suggesting the car is in motion.

OUTSTANDING DYNAMICS.

## DRIVING PLEASURE.

New PEUGEOT 308 SW is technically advanced to deliver exemplary behaviour on the road. Road-holding is adapted to each engine type, BlueHDi and PureTech, for optimal effectiveness and comfort. With the Driver Sport Pack\*, certain settings are modified to deliver more intense driving sensations, including steering weighting, throttle response and gear changes.





THE PURSUIT OF EFFICIENCY.



INTERNATIONAL  
**Engine**  
 of the year  
 2015-2016-2017  
Presented by engine technology international magazine

1-litre to 1,4-litre  
 PSA Groupe  
 1.2-litre three-cylinder turbo

## PureTech.

The new PEUGEOT 308 SW's 3-cylinder PureTech Euro 6\* petrol engines are more efficient thanks to their reduced weight and size. PureTech technology delivers driving pleasure and high-level performance, without compromising on reliability and robustness. The 1.2-litre PureTech 110 and 130 S&S turbocharged engines were voted engine of the year 2015, 2016 & 2017 in its category\*\* and display emissions from 99 g/km of CO<sub>2</sub>. They can also be combined with the EAT6 automatic gearbox.

\* According to EU acceptance  
 \*\* 1.0L - 1.4L Category



## NEW 1.5L BlueHDi 130 S&S ENGINE.

The new 308 SW has an exclusive new 1.5L BlueHDi 130 S&S\* engine that introduces a new, more compact emission control system. Emissions are treated at the source and at the exhaust, ensuring lower fuel consumption during use and more effective emission control.

\* Available from late 2017. Consumption and CO<sub>2</sub> emissions are currently undergoing certification



## 2.0L BlueHDi 180 S&S EAT8 ENGINE.

To assert its sporty side, the new PEUGEOT 308 SW GT has its own exclusive engine, the BlueHDi 180 S&S\* now coupled with the new EAT8\* eight-speed automatic gearbox.



## NEW EAT8 AUTOMATIC GEARBOX.

EAT8\* is our latest gearbox innovation in partnership with Aisin, featuring 8 gears for optimum driving pleasure with hyper progressive changes. For increased safety, the gearbox automatically reverts to 'Park' upon switching off the ignition, leaving one less thing to think about. EAT8 is also controlled via the stylish new Electric Impulse Control, beautifully designed, the compact selector perfectly complements the stylish design of the PEUGEOT i-Cockpit®.







## HAVE IT YOUR WAY.

Assert your own character with new 308 SW with a wide choice of accessories and equipment to suit your lifestyle.



1



2



4



5

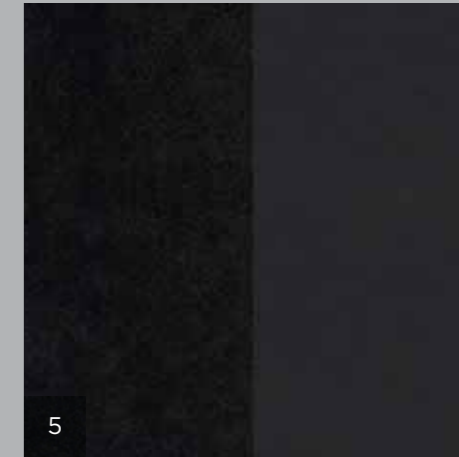
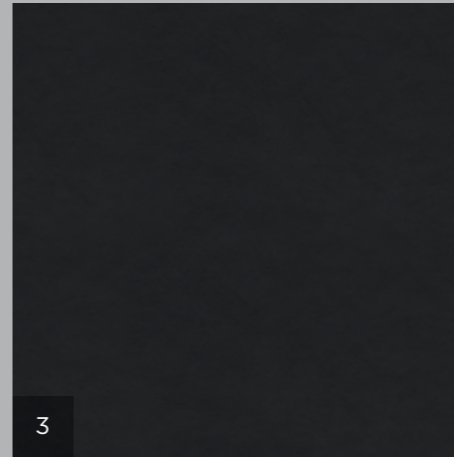
- 1. Boot sill protector: stainless steel
- 2. Boot mat
- 3. Tow bar mounted cycle carrier
- 4. Floor mats
- 5. Rear screen sun blind

## PRECISION DETAILING.

From soft fabrics with intricate stitch detail to full grain leather trim, every seat material has been carefully chosen to provide style, durability and comfort.

1. Mistral 'Metax' cloth trim <sup>(1)</sup>
2. Mistral 'Oxford' leather effect and cloth trim <sup>(2)</sup>
3. Black Mistral leather trim <sup>(3)</sup>
4. Mistral 'Oxford Red' leather effect and cloth trim <sup>(4)</sup>
5. Alcantara®, cloth and leather effect seat trim <sup>(6)</sup>
6. Black Mistral leather trim with red stitch detail <sup>(5)</sup>

- (1) As standard on the Active level  
(2) As standard on the Allure level  
(3) As an option on the Allure level\*  
(4) As standard on the GT Line level  
(5) As standard on the GT level  
(6) As an option on the GT Line and GT levels\*  
\* Some surfaces contain artificial leather.



## SET THE TONE.

Choose the colour that matches your character from the nine in our colour range.

\* Standard  
\*\* Optional



Bianca White\*\*  
(Solid)



Twilight Blue\*\*  
(Metallic)



Cumulus Grey\*\*  
(Metallic)



Nero Black\*\*  
(Metallic)



Pearlescent White\*\*  
(Pearlescent)



Hurricane Grey\*  
(Solid)



Nimbus Grey\*\*  
(Metallic)



Magnetic Blue\*\*  
(Metallic)



Ultimate Red\*\*  
(Special)

## ROLL IN STYLE.

Designed to complement the sharp exterior design, new PEUGEOT 308 SW is available with a choice of alloy wheels in either painted or two-tone diamond-cut finishes.



16" QUARTZ  
alloy wheel  
(Standard on Active trim)



16" ZYRCON  
alloy wheel  
(Standard on Allure 1.6L BlueHDi 120)



17" RUBIS diamond  
cut alloy wheel  
(Standard on Allure)



18" SAPHIR BLACK  
two tone diamond cut alloy wheels  
(Optional on Allure)



18" DIAMANT two tone finish  
diamond cut alloy wheel  
(Standard on GT Line and GT)

## THERE FOR YOU.

### NETWORKS AND SERVICES

When you choose PEUGEOT, you have the reassurance of knowing that your vehicle has been designed and built to give you years of worry free motoring.

As a PEUGEOT owner, you can also rely on the customer care services of your dealer. This will ensure 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 YOUR PEACE OF MIND MANUFACTURER WARRANTY

Any new PEUGEOT 308 first registered in the UK and purchased from a UK PEUGEOT Dealer will benefit from a 2 year unlimited mileage manufacturer warranty and a free optional additional year of warranty (up to 60,000 miles) provided by the PEUGEOT Dealer Network. At the end of the 3 year warranty period (or after 60,000 miles) you have the option to purchase a PEUGEOT Platinum Extended Warranty. Our cars also come with a 12 year Anti-Perforation and 3 year Paint Warranty (6 and 2 years on vans). For full terms and conditions on all of these, please contact your PEUGEOT Dealer.

### PEUGEOT ASSISTANCE

All new PEUGEOT's come with 12 months of PEUGEOT Assistance - our breakdown assistance service. This covers all incidents involving vehicle based faults for you and anyone else driving your car with your permission. It is available 24 hours a day, 365 days a year. PEUGEOT Assistance includes European cover, home start, roadside assistance, vehicle recovery and a free replacement car or accommodation if required. It can be extended for a further 12 months, or 24 months, and to protect you against non-vehicle faults (such as punctures) at specially discounted rates, by calling 0870 752 7050.

### PEUGEOT SERVICE CARE

Please refer to the maintenance book for details of the service intervals and the specifics of vehicles operating in arduous conditions.

### FINANCE - LET THE SPECIALISTS HELP

PSA Finance UK Limited offer a range of flexible finance plans to make owning a new PEUGEOT easy. As specialists, we will provide choice, convenience and flexibility. Written quotations are available on request from PSA Finance UK Limited, Quadrant House, Princess Way, Redhill, RH1 1QA. Over 18s only, a guarantee may be required.

### FURTHER INFORMATION PEUGEOT INSURANCE

Designed for PEUGEOT to offer tailored cover at a competitive price. In the event of an accident, a PEUGEOT Approved Accident Repair Centre will repair your car, using PEUGEOT original parts and offer a courtesy car (subject to availability). Call PEUGEOT Insurance for a quote on 0870 0240 206 (8am-8pm weekdays, 9am-5pm Saturdays. Max call charge from a BT landline is 8p/minute. Calls from other networks may vary. Calls may be recorded). PEUGEOT Insurance is underwritten by UK Insurance Limited.

### PEUGEOT ACCESSORIES

PEUGEOT Accessories are designed specifically for each model meaning no compromises on fit or function. In addition they are tested to a rigorous standard for complete confidence and peace of mind.

### PEUGEOT AND THE ENVIRONMENT

Our website has details of PEUGEOT's environmental and recycling policies.

### ABOUT THIS BROCHURE

The information contained in this brochure is based on the data and images available at the time of printing. Some features may not be available in the UK and some photography may feature left hand drive models. As part of a policy of continuous specification improvement, PEUGEOT reserves the right to modify specification, options and colours at any time. For full details ask your PEUGEOT Dealer, or click on [peugeot.co.uk](http://peugeot.co.uk). Print and photographic processes used in this brochure may alter the depth and tone of the colours shown. This brochure is not a contractual document or offer of sale. The details in this brochure cannot be reproduced without the expressed authorisation of PEUGEOT. Issued by: Sales and Marketing,

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