



NEW PEUGEOT 308

NEW 308

MOTION & EMOTION



PEUGEOT

STYLING

i-COCKPIT

TECHNOLOGY

ENGINE

PERSONALISATION

SPECIFICATION



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

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

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www.peugeot.co.za





STAND OUT FROM THE CROWD

At PEUGEOT, sharp design is in our DNA. New PEUGEOT 308 is no exception.

Displaying the very latest PEUGEOT design language, new 308 does not fail to make a statement. Featuring a re-profiled front bumper, bonnet and radiator grille, with the latter designed to incorporate the iconic PEUGEOT Lion.



SEE THE LIGHT

To complement the sharp design, new PEUGEOT 308 has signature lighting built into the LED daytime running lights, 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, optional, or unavailable depending on the version.

NEW EXPERIENCE , NEW SENSATIONS

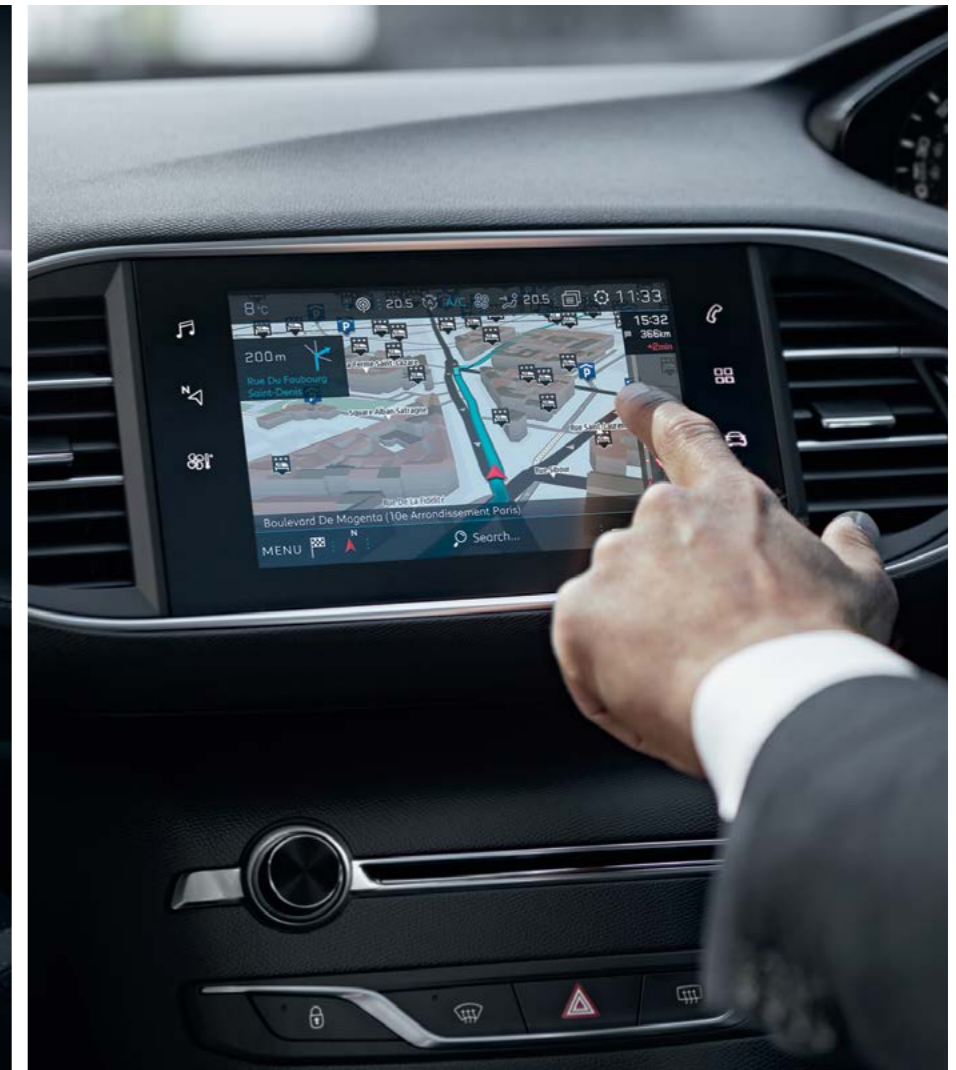


NEW PHOTO

PEUGEOT i-COCKPIT®

Inside, immerse yourself in 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.

Let yourself be captivated by the clean, refined interior of the new PEUGEOT 308. 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.



STAY CONNECTED

With 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.



ADVANCED DRIVER ASSISTANCE SYSTEMS



LOOKING OUT FOR YOU ON THE OPEN ROAD

Take the wheel of new 308 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*.

* Standard, optional, or unavailable depending on the version



NEVER LOOK BACK

Navigating the city streets has never been easier in new 308, thanks to a host of Advanced Driver Assistance Systems (ADAS). These systems include front and rear parking sensors as well as automatic activation of the hazard lights in an emergency braking situation.

THE PURSUIT OF EFFICIENCY



ENGINE



DRIVING PLEASURE

New PEUGEOT 308 is technically advanced to deliver exemplary behaviour on the road. Road-holding is adapted to the PureTech engine, for optimal effectiveness and comfort.



PureTech

The new PEUGEOT 308'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 96 S&S turbocharged engines were voted engine of the year 2015, 2016 & 2017 in its category**.

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



EAT6 AUTOMATIC & MANUAL GEARBOX

EAT6* is our latest gearbox innovation in partnership with Aisin, featuring 6 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. EAT6 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 the new 308 which offers a wide choice of accessories and equipment to suit your lifestyle.

1. Front and rear parking sensors (Standard on Allure)
2. Roof bars
3. Boot mat
4. Floor mats
5. Seat covers
6. Black door mirror shells with 'Ligne S' red detail



Please consult the specification sheet to determine feature availability on your choice of model. Specifications may change without prior notice. Visuals are for illustration purposes only.

SET THE TONE

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

* Standard
** Optional



Bianca White (Solid)*



Twilight Blue** (Metallic)



Cumulus Grey** (Metallic)



Nera Black** (Metallic)



Pearl White** (Pearlescent)



Nimbus Grey** (Metallic)



Magnetic Blue** (Metallic)



Ultimate Red** (Special)

ROLL IN STYLE

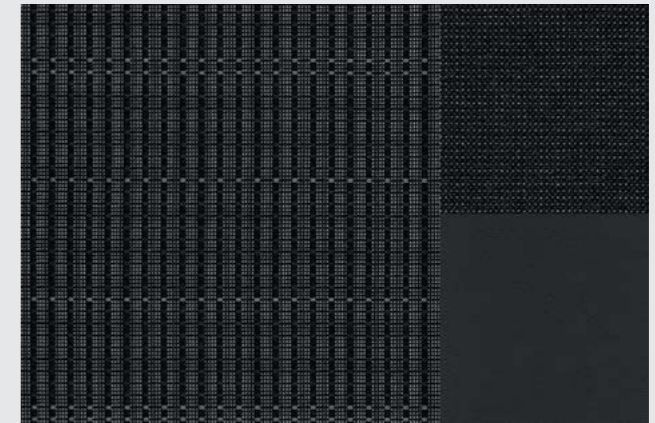
Designed to complement the sharp exterior design, the new PEUGEOT 308 comes with the 16" ZYRCON alloy wheel.



16" ZYRCON alloy wheels

PRECISION DETAILING

Soft fabrics with intricate stitch details on the seat material has been carefully chosen to provide style, durability and comfort.



Mistral 'Oxford' leather effect and cloth trim



FOR PEACE OF MIND

PEUGEOT WARRANTIES

All Peugeot vehicles registered in South Africa come with a:

- 3 year 60,000km Service Plan;
- 3 year 100,000km Warranty;
- 5 year Anti-Perforation and 3 year Paint Warranty.

For full terms and conditions please contact your Peugeot Dealer.

PEUGEOT ASSISTANCE

All new Peugeot vehicles registered in South Africa come with 3 years Peugeot Roadside Assistance and breakdown recovery service with a courtesy vehicle or accommodation if required (terms and conditions apply). Peugeot Assistance covers all incidents involving vehicle-based faults and is available 24/7, 365 days a year.

SERVICING YOUR PEUGEOT

Peugeot South Africa 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.co.za to find your nearest Service Centre

ABOUT THIS BROCHURE

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