



308 CC





A NEW ART OF LIVING.

With the 308 CC, Peugeot, inventor of the Coupé-Cabriolet (patented by G.Paulin), brings you a new art of living, in a CC that's even more of a cabriolet, with an elegant and modern style.

308 CC offers a blend of style, comfort and craftsmanship. It features four stylishly sculpted sports seats and the new innovative **AIRWAVE** Neck Heating System.



BE OPEN TO EVERY SEASON.

As well as luxurious touches, the CC features a range of technology designed to maximise your driving enjoyment. This includes the innovative new **AIRWAVE*** Neck Heating System and the Windstop* - making open-top motoring something you can enjoy all year round.

* Please refer to Pricing and Specification Guide for availability



AIRWAVE Neck Heating System

The Peugeot 308 CC is the first four-seater Coupé-Cabriolet in the world to feature the

AIRWAVE Neck Heating System, a cushion of warm air installed in the head restraints of the front seats which can be adjusted for temperature, flow and orientation.

Windstop*

The Windstop* protects passengers in the 308 CC from the effects of air turbulence. The inclined front windscreen supports this protection.

Heated front seats*

Heated front seats enhance the comfort of the driver and front passenger.

Automatic dual-zone air conditioning*

Automatic dual-zone air conditioning with diffusion of air to the rear of the car recognises the cabriolet configuration and the outside temperature and adapts the flow, temperature and distribution of air according to external conditions.

* Please refer to Pricing and Specification Guide for availability

GOOD LOOKING LIKE NEVER BEFORE.

Through the fluidity of its style, both in the coupé and cabriolet configuration, the 308 CC affirms its dynamism and its personality. Its sculpted lines create subtle plays of light revealed to optimum effect in the red expanse of the LED rear lights, an original Peugeot signature in the world of the Coupé-Cabriolet.



GET AWAY FROM IT ALL.

Discover new horizons, new landscapes, new experiences...
The coupe cabriolet styling and technology within the 308 CC,
ensure you can enjoy motoring all year round.





IN JUST A FEW SECONDS, YOUR WORLD IS TRANSFORMED...

In the cabriolet configuration, the 308 CC reveals the full extent of its character, expressing its elegance and the charm of its lines. Feel like a change of style? In 20 seconds, your cabriolet converts into a coupé, offering tranquillity and silence in the passenger compartment.

Retractable rigid roof

Simply by pressing the control on the centre console, the retractable rigid roof of the 308 CC folds away automatically and silently into the boot. You can follow the roof opening

sequence via the animation shown on the retractable colour display*.

* Please refer to Pricing and Specification Guide for availability.

A spacious boot

In the coupé configuration, the boot of the 308 CC has a volume of 465 litres. In the cabriolet configuration, the retractable roof system

preserves the boot capacity, with a volume of 266 litres.



APPRECIATE THE QUALITY OF FINISH.

The passenger compartment of the 308 CC has been designed in the purest tradition of prestige cabriolets, with meticulous care given to every detail: leather seats, visible stitching, a front panel with black lacquered finish... stylistic elements and finishing touches that invite you to take your seat.

In both the coupé and cabriolet configurations, the 308 CC offers four sports seats and a capacity that will surprise you. An excellent driving position and a sense of genuine wellbeing. Creating a feeling of dynamism and quality. In the driver's seat, the instrument panel with its white background reflects the unique personality of the 308 CC. The elegant black lacquered front panel and centre

console contain all controls specific to the Coupé-Cabriolet: retractable roof, multi-function display, settings menu for the new satellite navigation system. An ultimate touch of refinement.

Multimedia

The 308 CC offers a choice of latest-generation audio and multimedia equipment: Peugeot Connect Sound MP3 CD/Radio system, Peugeot Connect

Navigation (RNEG) or Peugeot Connect Media Navigation (NG4 3D), adding viewing pleasure to your passengers' comfort. These three systems, offering remarkable quality and an elegant and contemporary design, allow you to listen to music, talk on the phone while remaining focused on the road, be guided and advised throughout your journey.

* Please refer to Pricing and Specification Guide for availability

DOUBLE YOUR ENJOYMENT WITH DYNAMISM AND PERFORMANCE.

Refined engines, a strengthened structure, optimised high-performance suspension, wide tracks and a lowered ride height: everything has been designed on the 308 CC to allow you to appreciate its exceptional road holding.

Remarkable ride quality

Designed with particular care, the suspension and exceptional body rigidity of the 308 CC ensure the absence of vibrations in seats, the steering wheel and this vibration resistance explains the car's superb acoustic qualities in the cabriolet configuration and testifies to Peugeot's expertise.

1.6 HDi 110 FAP & 2.0 litre HDi 140 FAP - Diesel Engines

High-pressure direct injection (HDi) is combined with a 6-speed manual gearbox or a 6-speed automatic gearbox.

1.6 litre VTi 120 and 1.6 150 THP - Petrol Engines

This petrol engine coupled with a 6-speed manual gearbox or a 4-speed automatic gearbox combines top-of-the-range performance with reduced fuel consumption.

Powerful and with plenty of torque available at low engine speeds, they give the 308 incredible flexibility and optimise the balance between driveability and fuel consumption.



PROTECTING THE ENVIRONMENT TO PRESERVE THE FUTURE.



Protecting the environment and preserving the future of the planet are

the greatest challenges we face today.

For many years Peugeot has been innovating with the future in mind. Today, Peugeot has gone one step further by qualifying its commitment to future generations

through the **“Blue Lion”** initiative, which has already produced very concrete results:

- Since the year 2000, Peugeot has sold more than 1,700,000 private cars equipped with a Diesel Particle Emissions Filter (FAP).

- Since 2001, nearly 1,100,000 cars emitting less than 120 g of CO₂/km have been registered by Peugeot in Europe (14 countries).

- In 2007, 40% of private cars registered in Europe by Peugeot emitted less than 130 g of CO₂/km.

- All of the Marque’s vehicles are manufactured in factories with ISO 14001 approval and are designed to be 95% recyclable at the end of their lives.

INNOVATIONS FOR THE FUTURE.

The Diesel Particle Emissions Filter (FAP)

HDi technology is associated with a very efficient anti-pollution system, the Diesel Particle Emissions Filter (FAP). Peugeot was the first manufacturer to equip some of its vehicles as standard with this system.

Euro 5

The HDi 140 FAP engine, coupled with a 6-speed manual gearbox, has been designed specifically to comply as of now with the Euro 5 anti-pollution standard which comes into force only in 2010.

Peugeot Peace of Mind

The 308 CC deserves the best possible care and therefore the package includes the cost of servicing your new car for the next 5 years (or 50,000 miles), 3 year Peugeot Roadside Assistance and Accident Assistance.

This package can also be transferred to a new owner.

See peugeot.co.uk for full terms and conditions.

308 CC

Engines		Fuel Consumption			CO ₂ (g/km)
		Urban:	Extra Urban	Combined	
Petrol	VTi 120	tbc	tbc	tbc	tbc
	THP 150	26,4	50,4	37,7	177
	THP140 Auto	23,9	47,0	34,8	192
Diesel	HDi 110 FAP	tbc	tbc	tbc	138
	HDi 140 FAP	36,2	58,8	47,9	155
	HDi 136 FAP Auto	29,4	51,3	40,4	185

*As per directives 99/100/CE.

FEEL SAFE.

Inside the Peugeot 308 CC you feel a real sense of serenity both in the coupé and cabriolet configuration.



The Peugeot 308 obtained 5 stars in the Euro NCAP* adult occupant protection tests, equivalent to the "excellent" level, the maximum it is possible to obtain. Created in 1997, Euro NCAP is an independent European organisation that evaluates the safety of vehicles available on the market through a series of tests: front impact, side impact, pole impact...

*European New Car Assessment Program.



A world exclusive: head side air bags

Each front seat contains a chest/pelvis side air bag and, in a world exclusive, a head side air bag, guaranteeing effective protection of all parts of the body regardless of seat position.

The Peugeot 308 CC is thus equipped with six air bags, two of which are specific to the vehicle:

- 2 front air bags
- 2 chest - pelvis side air bags
- 2 head side air bags

Self-actuating rear rollover bars

A sensor detects any risk of rollover, taking into account the speed of the vehicle and its angular trajectory. It then triggers in the space of a few milliseconds instantaneous deployment of extractible rollover bars which, with the front windscreen pillars, create a cell for the car's occupants.

Braking performance and efficiency

The 308 CC is equipped with an anti-lock braking system (ABS) to retain control over the car's trajectory in the even of emergency braking. Emergency Brake Assist (EBA) increases the braking efficiency if necessary. Electronic Brake Force Distribution (EBFD) controls the pressure wheel by wheel for greater efficiency. Also available on the 308 CC is the dynamic stability control system (ESP – Electronic Stability Program):

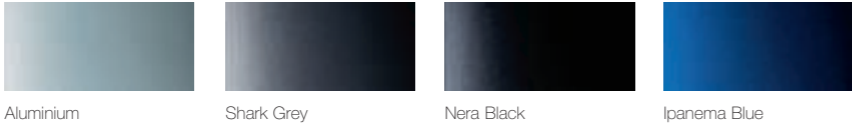
- Traction Control (ASR) acts on the brakes and engine management to limit wheel slip in the event of loss of traction.
- Dynamic Stability Control (DSC) detects any understeer or oversteer. It therefore returns your 308 CC to its original trajectory.



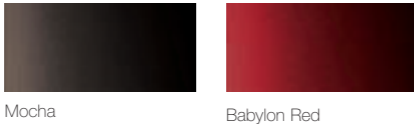
COLOUR AND TRIM.

308 Coupé-Cabriolet, designed in the tradition of the top-of-the-range convertibles, offers you the choice to enhance its strong personality with 8 colours, including the new Pearl White and Mocha.

METALLIC PAINT Optional



Aluminium Shark Grey Nera Black Ipanema Blue



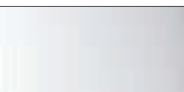
Mocha Babylon Red

SOLID PAINT



Hurricane Grey

PEARLESCENT PAINT Optional



Pearl White



16" Izalco Alloy Wheels



17" Stromboli Alloy Wheels



18" Lincancabur Alloy Wheels



Black / Grey Cloth



Luxury Grey Lama Leather



Luxury Black Leather



Integral Black Leather



Luxury Vintage Leather



Integral Vintage Leather

PEUGEOT AND YOU.

When you choose Peugeot, you have the reassurance of knowing that your vehicle has been designed and manufactured to give you years of worry-free motoring. What's more, as a Peugeot owner, you can rely on a comprehensive range of customer care services from your Dealer. So 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 Equipment Parts.

Peugeot Warranties

As well as the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer come with a free, optional additional year of Warranty through the Peugeot UK Dealer network. The mileage limit on this additional Warranty is 60,000 miles (100,000 miles for Boxer vans excluding Motorhomes and other converted vehicles) from first registration. 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 Peugeots come with 12 months' Peugeot Assistance. This covers all incidents involving vehicle-based faults for you and anyone else driving your car with your permission. It is available 24/7, 365 days a year. Peugeot Assistance includes European cover, homestart, roadside assistance, vehicle recovery and a free replacement car or hotel 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

Peugeot vehicles benefit from extended service intervals of up to 20,000 miles or 2 years (12,000 miles for 1.6 HDi diesel and 2.0 litre 180 bhp petrol engines; 24,000 miles or 2 years on Boxer, 10,000 miles or 1 year on 107). Please refer to the maintenance book for details of the service intervals for specific models and vehicles operating in arduous conditions.

Finance – Let the Specialists help

Peugeot Financial Services offer a number of flexible finance plans that make owning a new Peugeot easy. We specialise in car finance and can provide you with choice, convenience and flexibility direct through your local dealer. Written quotations are available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. Over 18's only, a guarantee may be required.

Peugeot Insurance

Peugeot Insurance has been designed specifically for Peugeots and offers tailored cover at a competitive

price. If you are unfortunate enough to have an accident, one of our Peugeot Approved Accident Repair Centres will repair your car, using only Peugeot original parts. Plus we'll give you a courtesy car while yours is being repaired (subject to availability when you use an approved repairer).

When the time comes to renew your insurance cover, why not try Peugeot Insurance?

You can call Peugeot Insurance for a quote on 0870 0240 206.

Lines open 8am-8pm weekdays, 9am-5pm Saturdays.

Max call charge from a BT landline is 8p per minute. Calls from other networks may vary. Calls may be recorded.

Peugeot Insurance is underwritten by UK Insurance Limited. Conditions apply.

Peugeot and the Environment

Our website has full details on all Peugeot products, and offers available in the UK. You'll also find information about our environmental and recycling policies.

Peugeot Accessories

Peugeot Accessories are designed specifically for each model which means there are no compromises on fit or function. In addition they are rigorously tested to our own high standards giving you complete confidence and peace of mind.

About this brochure

The information contained in this brochure is based on the data and images available at the time of printing.

Some feature combinations may not be available in the UK. Also, some photography may feature vehicles which are left hand drive. As part of our policy of continuous specification improvement, Peugeot reserve the right to modify technical equipment, the options available, and colours at any time. For full specification ask your Peugeot Dealer, or click on www.peugeot.co.uk.

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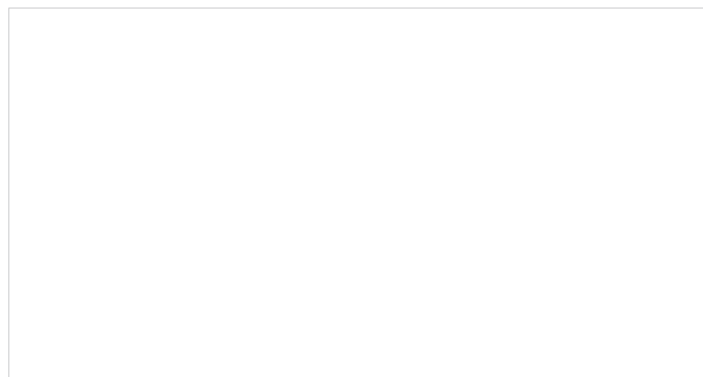
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PEUGEOT, MANUFACTURING CARS SINCE 1889.

Based on more than a century of experience, Peugeot has developed recognised expertise in designing cars that meet drivers' expectations. Peugeot cars have always left their mark on history by combining inventiveness and motoring passion with rigorous engineering standards. The inventor of the Coupé-Cabriolet (patented by G.Paulin) and the world leader on this market, Peugeot, with the 308 CC, has developed its fourth Coupé-Cabriolet in 9 years. The first second-generation four-seater Coupé-Cabriolet, it holds the promise of new sensations, new emotions and new driving pleasure.

Christian Peugeot

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Dealer Stamp

