



# NEW 308

Prices, equipment  
and technical specifications

Prices applicable from October 2023 E & OE



THE  
NEW  
PEUGEOT  
308

# RANGE



## ACTIVE

- Rear parking assistance
- Active lane departure warning system
- Dual-zone automatic air conditioning
- Hands-free ignition
- Central 10" touch screen
- Electric parking brake
- 16" 'Auckland' alloy wheels
- 17" 'Halong' diamond cut alloy wheels (PHEV)
- Wireless Mirror Screen
- Peugeot i-Cockpit® with 10" customisable digital display
- LED headlights
- Electrically folding and adjustable wing mirrors
- Split leather steering wheel



## ALLURE

Equipment in addition to Active

- Rear parking sensors with HD reversing camera
- Active Safety Brake (Night function, cyclists & pedestrians (PHEV))
- Air Quality System
- Black front grill with chrome-plated inserts and black air intakes
- Automatic main-beam headlight control
- 17" 'Halong' diamond cut alloy wheels
- Smart navigation with central 10" touch screen and screen with customisable virtual i-Toggles
- TEP/fabric tri-material upholstery
- Tinted side windows and rear window
- Hands-free access and ignition
- Smartphone charging plate



## GT

Equipment in addition to the Allure

- Front and rear parking sensors with HD reversing camera
- Aluminium décor on the door panels
- Driver Sport Pack
- Front bumper and side rocker flaring
- 18" diamond-finish alloy rims
- Sporty pedal-board and aluminium foot-rest
- Peugeot i-Cockpit® with 10" 3D customisable digital display
- TEP/Alcantara® tri-material upholstery
- Bi-tone Roof rails (SW only)
- Carpet Mats

# 308 HB PRICES

Recommended prices

	CO <sub>2</sub> * (g/km) <sup>(1)</sup>	TAX BAND	ANNUAL ROAD TAX	ACTIVE	ALLURE	GT
<b>PETROL</b>						
PureTech 130 S&S EAT8	126-131	B1 – B2	€200 - €210	€31,995**	€35,895**	€40,795**
<b>DIESEL</b>						
BlueHDI 130 EAT8	128-131	B1 – B2	€200 - €210	€33,995**	€37,545**	€42,625**
<b>PLUG-IN HYBRID</b>						
PHEV 225 e-EAT8	27-29	A1	€140			€49,395**
PHEV 180 e-EAT8	28-29	A1	€140	€40,995**	€43,495**	€46,795**

· WLTP data currently being approved. Minimum - maximum mixed WLTP CO<sub>2</sub> emissions on the engine. The CO<sub>2</sub> emissions from the vehicle depend on the version selected as well as the options on the vehicle.  
 · \*\*Dealer delivery related charges, metallic paint and tyre recycling levy not included.

(1) The CO<sub>2</sub> emissions entered are mixed and expressed in grams per kilometre. The fuel consumption and CO<sub>2</sub> emission values provided comply with WLTP approval (EU regulation 2017/948). Since 1 September 2018, new vehicles are approved on the basis of the worldwide harmonised light-duty vehicles test procedure (WLTP), which is a new, more realistic test procedure to measure fuel consumption and CO<sub>2</sub> emissions. This WLTP procedure fully replaces the New European Driving Cycle (NEDC), which was the previous test procedure. As the test conditions are more realistic, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP procedure are, in many cases, higher than those measured according to the NEDC procedure. The fuel consumption and CO<sub>2</sub> emission values may vary depending on specific equipment, options and types of tyres. Contact your point-of-sale for more information. More information on [www.peugeot.ie](http://www.peugeot.ie)

# 308 SW PRICES

Recommended prices

	CO <sub>2</sub> * (g/km) <sup>(1)</sup>	TAX BAND	ANNUAL ROAD TAX	ACTIVE	ALLURE	GT
<b>PETROL</b>						
PureTech 130 S&S EAT8	128-134	B1 – B2	€200 - €210	€32,995**	€36,895**	€41,795**
<b>DIESEL</b>						
BlueHDI 130 EAT8	128-131	B1 – B2	€200 - €210	€34,995**	€38,545**	€43,625**
<b>PLUG-IN HYBRID</b>						
PHEV 225 e-EAT8	27	A1	€140			€50,395**
PHEV 180 e-EAT8	24-27	A1	€140	€41,995**	€44,495**	€47,795**

· WLTP data currently being approved. Minimum - maximum mixed WLTP CO<sub>2</sub> emissions on the engine. The CO<sub>2</sub> emissions from the vehicle depend on the version selected as well as the options on the vehicle.  
 · \*\*Dealer delivery related charges, metallic paint and tyre recycling levy not included.

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## STANDARD EQUIPMENT

### SAFETY

- Adaptive driver and front passenger airbags (passenger airbag can be deactivated with a key), driver and front passenger lateral airbags, front and rear head curtain airbags
- Under-inflation detection
- ESP with Hill Assist function
- ISOFIX attachments in the 2 rear side seats (Top Tether)
- Electric parking brake
- Tyre repair kit: 12-volt compressor, bottle of sealant, tow ring, two wheel chocks, electric parking brake crank

### DRIVING AIDS

- Active Safety Brake
- Active lane or roadside departure warning system
- Driver attention alert
- Traffic Sign Recognition
- Rear parking assistance

### EXTERIOR AESTHETICS

- Glossy black strip between rear lights
- Glossy black wing mirror cases



# STANDARD EQUIPMENT

## COMFORT

- Central armrest with storage compartment
- Dual-zone automatic air conditioning
- Automatic lighting of dipped headlights and automatic front windscreen wipers
- Folding rear bench seat 2/3 - 1/3
- Two three-button remote controls
- Electrically power assisted steering, steering wheel with manual height and depth adjustment
- Driving mode selector: Eco and Sport
- One-touch electric front and rear windows with anti-pinch protection
- Acoustic laminated tinted windscreen
- Electric, heated, electrically folding wing mirrors with LED turn signals

## MULTIMEDIA & NAVIGATION

- Two USB-C sockets in the front
- Central 10" touch screen
- Wireless Mirror Screen function (Apple Carplay™ / Android Auto™)
- 12V socket at the front

## 308 HYBRID SPECIFICS

- 3.7 kW on-board charger
- Mode 3 type 2 cable for wall box charging
- Frameless photosensitive interior mirror with light indicator for electric driving
- Thermal pre-conditioning via MyPeugeot or the central screen
- Driving mode selector: Electric, Hybrid or Sport





## ACTIVE SPECIFICATION

Equipment in addition to standard equipment

### SAFETY

- Peugeot LED headlights with LED daytime running lights underneath the headlights

### DRIVING AND MANOEUVRING AIDS

- Cruise control and speed limiter

### EXTERIOR AESTHETICS

- Black front grille and air intakes
- Black rear skirt

### RIMS AND WHEELS

- 16" AUCKLAND alloy rims
- **17" Halong diamond-finish alloy rims (on Hybrid)**

### UPHOLSTERY AND SEATS

- "Renze" tri-material fabric upholstery
- Height-adjustable driver and passenger seats
- Back-adjustable driving seat

### COMFORT

- Hands-free ignition
- Manual day/night rear view mirror
- Split leather steering wheel
- Peugeot i-Cockpit® with 10" customisable digital instrument panel

### MULTIMEDIA AND NAVIGATION

- Central 10" touch screen



## ALLURE SPECIFICATION

Equipment in addition to the Active

### SAFETY

- Automatic main-beam headlight control
- LED daytime running lights underneath headlights with the new Peugeot signature
- Extended Traffic Sign Recognition
- Adaptive speed regulator:
- With Stop Go function on automatic gearbox: Automatically maintains the vehicle's speed at the reference speed defined by the driver and automatically adjusts the vehicle's speed to keep a safe distance from the vehicle in front, in compliance with the setting made by the driver. Maintains and adjusts the speed until the vehicle stops. The vehicle starts again automatically if the stop was less than 3 seconds.

### DRIVING AND MANOEUVRING AIDS

- Safety Plus Pack: Active Safety Brake driven by camera and radar (PHEV)
- Rear parking sensors with HD reversing camera

### EXTERIOR AESTHETICS

- Black front grill with chrome-plated inserts and black air intakes
- Glossy black rear bumper skirt with chrome-plated décor
- Glossy black window sealing strips

### RIMS AND WHEELS

- 17" HALONG diamond-finish alloy rims



Image for illustration purposes only



## ALLURE SPECIFICATION

Equipment in addition to the Active

### INTERIOR AESTHETICS

- Instrument panel with chrome-plated edging and Texa textile décor

### UPHOLSTERY AND SEATS

- Fabric / TEP "Falgo" tri-material upholstery, Blue top-stitching

### COMFORT

- Illuminated courtesy mirrors
- Tinted rear side windows and rear window
- Air Quality System
- Row 2 Console Air diffusers
- Ski hatch (R2)

### MULTIMEDIA AND NAVIGATION

- Two USB-C sockets in the rear console
- Peugeot I connected Advance navigation with central 10" touch screen and screen with customisable virtual i-Toggles. Natural Voice recognition.



Image for illustration purposes only

## GT SPECIFICATION

Equipment in addition to the Allure

### EXTERIOR AESTHETICS

- Specific varnished black front grille with chrome-plated inserts and glossy black air intakes
- Front bumper and side rocker flaring
- Lion side monograms

### RIMS AND WHEELS

- 18" KAMAKURA diamond-finish alloy rims

### INTERIOR AESTHETICS

- Black inner roof lining
- Aluminium front door sills
- Aluminium décor on the door panels
- Sporty pedal-board and aluminium foot-rest

### UPHOLSTERY AND SEATS

- Fabric / TEP / Alcantara® "Fraxx Knit" tri-material upholstery, Green top-stitching

### COMFORT

- Laminated front windows
- Driver Sport Pack: customisation of the instrument panel, amplified and sportier engine sound (can be deactivated)
- Peugeot i-Cockpit® 3D with customisable instrument panel



# SPECIFIC EQUIPMENT ON HYBRID VERSIONS

## STANDARD EQUIPMENT

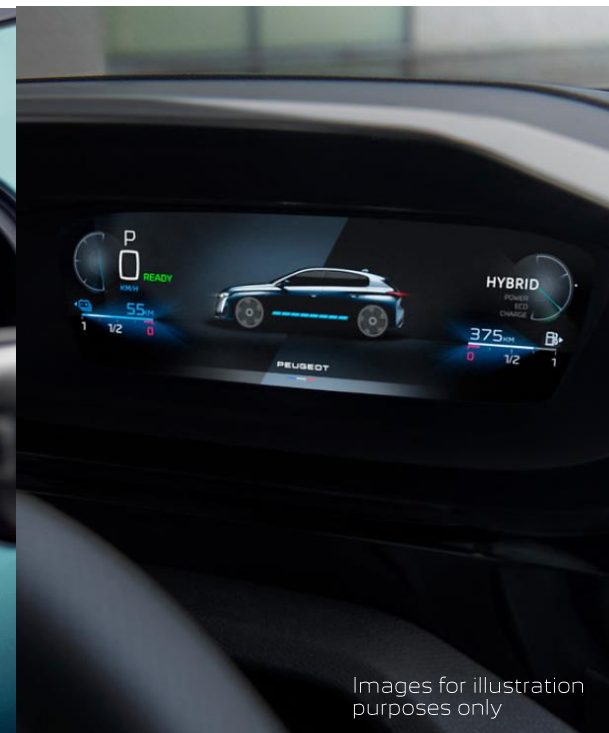
- 3.7 kW on-board charger
- Mode 3 electric cable Battery capacity 12.4 kWh / Battery power 100 kW

## CHARACTERISTICS\*\*

- Two Hybrid engines are available for the new 308: one 180 hp version and one 225 hp version offering respectively a range of up to 60 km\*\* and 59 km\*\*.
- Charging time from 0 to 100%:
  - Domestic (AC): 1.8kWh from a domestic 3-pin socket, full charge in 7hrs (accessory cable needed)
  - Standard: 7.4kWh from a wall box, full charge in 3 hr 50mins
  - Standard: 7.4kWh from a wall box, full charge in 1 hr 55 mins (with optional 7.4kW on board charger)



Mode 3 fast-charging cable



\*\*Estimated times

Images for illustration purposes only



# WHEEL RIMS



16" 'Auckland'  
aluminium  
Standard on Active



17" 'Halong'  
aluminium  
Standard on Allure



18" 'Kamakura'  
aluminium  
Standard on GT

# COLOURS

Images for illustration purposes only

## METALLIC COLOURS



Olivine Green  
MOM1  
Free colour – HB Only



Perla Nera  
Black  
MOSV  
Optional



Artense Grey  
MOF4  
Optional

## SIGNATURE COLOURS



Red Elixir  
M5VH  
Optional



Obsession Blue  
MODP  
Optional – HB Only

## METALLIC COLOURS



Selenium Grey  
MOLD  
Optional



Avatar Blue  
MOBK  
Free colour – SW Only



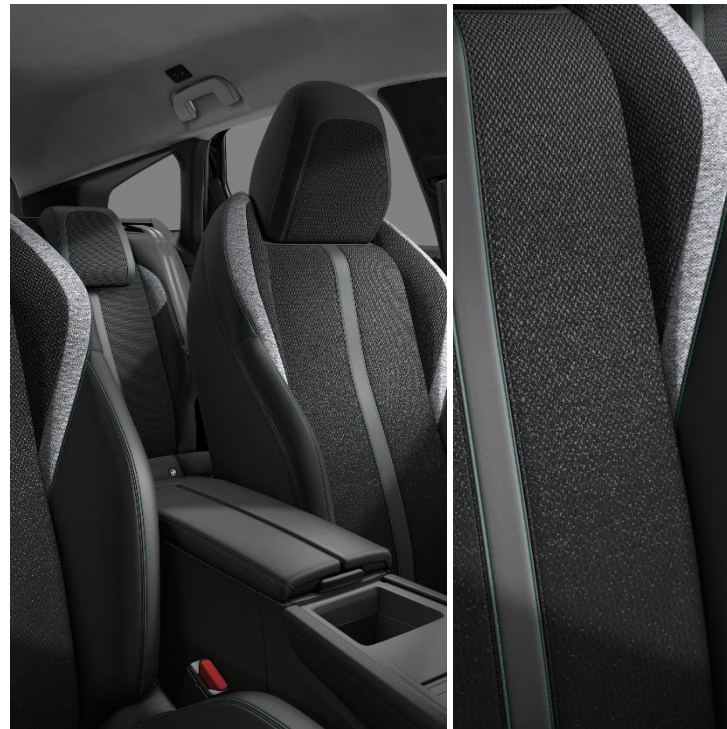
Okenite  
White  
MOSU  
Optional

# UPHOLSTERY



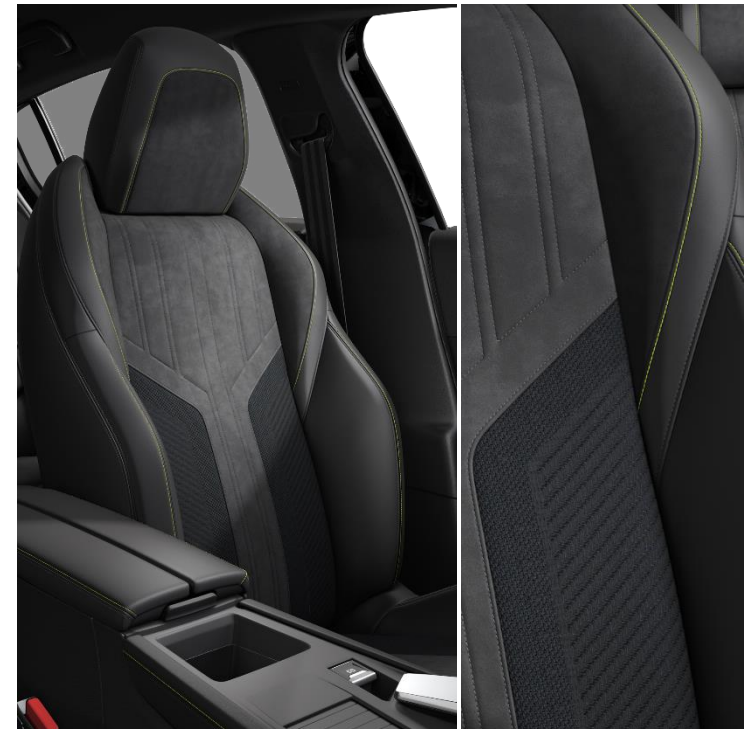
**RENZE TRI-MATERIAL FABRIC UPHOLSTERY (D8FX)**

Standard on Active



**TEP / FALGO FABRIC TRI-MATERIAL UPHOLSTERY (D9FX)**

Standard on Allure



**TEP / ALCANTARA® FRAXX KNIT TRI-MATERIAL UPHOLSTERY (DBFX)**

Standard on GT



# OPTIONS

Recommended prices including VAT

● : STANDARD  
○ : OPTIONAL  
: UNAVAILABLE

			ACTIVE PACK	ALLURE	GT
<b>EXTERIOR AESTHETICS</b>					
Metallic paint:	OMM0	€745	○	○	○
Special paint:	OMM5/6	€970	○	○	○
<b>MULTIMEDIA &amp; NAVIGATION</b>					
FOCAL® Premium Hi-Fi System with 10 speakers	GJ6GS	€1,350	-	-	○
<b>COMFORT</b>					
Electric sunroof with sunshade	TC07	€1,465	-	-	○
Heated full grain leather steering wheel	I301	€350	-	○	○
<b>308 HYBRID SPECIFICS</b>					
7.4 kW on-board charger	LZ02	€675	○	○	○
<b>MANOEUVRE AIDS</b>					
VisioPark 360 (4 cameras)	J6QR	€720	-	-	○



The addition of optional extras may result in the vehicle increasing in Co2 g/km and therefore, attracting a higher rate of VRT than described in this product guide. For your exact configuration value, both Co2 g/km and RRP, please contact your local dealer or visit [www.peugeot.ie](http://www.peugeot.ie)  
 Note: Some options may require other options depending on the item and trim line.

## DETAIL OF EQUIPMENT



### 3D DIGITAL DISPLAY

Entirely configurable and customisable, the 3D digital display projects information on two levels. Depending on the importance of the information, it can be displayed dynamically, closer or further away from the driver's view. This improves the driver's response time by around half a second.

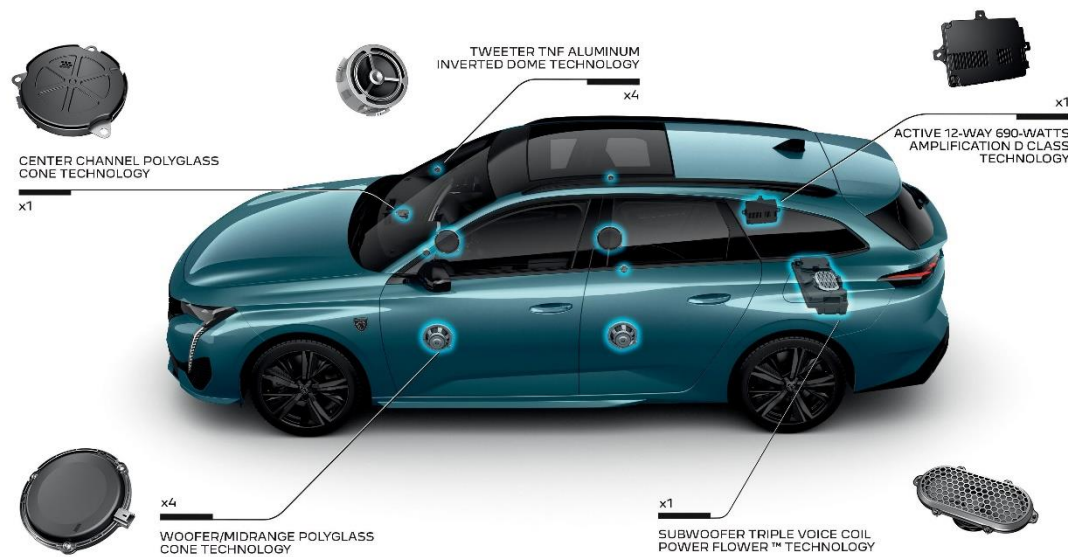


### CUSTOMISABLE VIRTUAL I-TOGGLES

A second touch screen can be added to the central 10" touch screen so that you can create your own shortcuts. In this way, you can customise shortcuts for air conditioning, contacts, a radio station, an app, etc.

## DETAIL OF EQUIPMENT

### FOCAL® HI-FI PREMIUM SYSTEM



### FOCAL® PREMIUM HI-FI SYSTEM

The FOCAL® Premium Hi-Fi System consists of 10 new-generation speakers, a new subwoofer and reinforced amplification. The 12-channel amplifier delivers 690W of power.



### CLEAN CABIN

The Clean Cabin is a complete incoming air management system that acts in accordance with pollution inside and outside the vehicle. Thanks to its HE filter; it purifies the interior air in just a few minutes.

Through the central screen, the driver can access the interior air quality index calculated thanks to a particle sensor.



# TECHNICAL CHARACTERISTICS

## PLUG-IN HYBRID PETROL

### ENGINES

	HYBRID 180 e-EAT8**	HYBRID 225 e-EAT8**
Administrative power (CV)	8	10
Capacity (cm <sup>3</sup> )	1 598	1 598
Number of cylinders / Layout	4 in-line	4 in-line
Number of valves per cylinder	4	4
Max. Power (kW CEE/ch CEE in rpm)	110 / 150 in 4 250	132 / 180 in 6 000
Max. Torque (Nm CEE in rpm)	250 à 1750	250 à 1750
Stop & Start	No	No
Regulation Emission Standard	EURO 6d	EURO 6d
Type of injection	Direct	Direct
Maintenance interval	30 000 km or 1 year	30 000 km or 1 year

### E-MOTOR

Max. Power (kW CEE/ch CEE in rpm)	81 / 110 to 2 500	81 / 110 to 2 500
Max. Torque (Nm CEE in rpm)	320 between 500 and 2 500	320 between 500 and 2 500
High-voltage battery	Li-Ion	
Battery capacity (kWh) / Batterie power (kW)	12,44 / 100	
Combined electric range WLTP (min-max km)	58-60	59
Electric range WLTP City (min-max km)	70-74	68-69
Charging time from 0 to 100%	7h05 / 3h50 / 1h55 <sup>(1)</sup>	
On-board charger (kW)	3,7 standard / 7,4 optional	

### HYBRID ENGINE PERFORMANCE

Max. Power (kW CEE/ch CEE à tr/min)	133 / 180	165 / 225
Max. cumulative torque (Nm CEE)	360	360

\*\*Provisional WLTP data under homologation. Minimum - maximum combined WLTP CO<sub>2</sub> emissions on the engine. The vehicle's CO<sub>2</sub> emissions depend on the version chosen and the options fitted to the vehicle.

(1) The CO<sub>2</sub> emissions given are combined and expressed in grams per kilometer. The fuel consumption and CO<sub>2</sub> emission values indicated are in accordance with the WLTP homologation (EU Regulation 2017/948). Since 1 September 2018, new vehicles have been type-approved on the basis of the globally harmonised test procedure for light vehicles (WLTP), which is a new, more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. This WLTP procedure completely replaces the New European Driving Cycle (NEDC), which was the test procedure used previously. As the test conditions are more realistic, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP procedure are in many cases higher than those measured according to the NEDC procedure. Fuel consumption and CO<sub>2</sub> emission values may vary depending on specific equipment, options and tyre types. Be sure to contact your point of sale for more information. More information at [www.peugeot.ie](http://www.peugeot.ie)

(1) Estimated times: on standard socket (8A) with 3.7 kW charger / on reinforced socket (16A) with 3.7 kW charger / on Wallbox (32A) with optional 7.4 kW charger

# TECHNICAL CHARACTERISTICS

## PLUG-IN HYBRID PETROL

### TRANSMISSIONS

	HYBRID 180 e-EAT8**	HYBRID 225 e-EAT8**
Type	Automatic / 2 wheel drive	Automatique / 2 wheel drive
Number of gears	8	8

### WEIGHTS & LOADS

Kerbweight (kg)	1 603	1 633
Gross vehicle weight (kg)	2 120	2 120
Max. towable weight on 12% gradient (braked) (kg)	1 500	1 500
Gross train weight (kg)	3 620	3 620

### PERFORMANCES \*

Top speed (km/h) (normal mode / ZEV)	225 / 135	235 / 135
0-100 km/h (s)	7,6	8
1 000 m standing start (s)	27,5	28
80 to 120 km/h on Drive (Hybrid mode)	4,7	5

### CONSUMPTION FUEL & EMISSION WLTP (1)

Consumption in WLTP cycle – combined minimum (l/100km)	1,2	1,2
Consumption in WLTP cycle - combined maximum (l/100km)	1,2	1,2
CO2 emission - combined minimum WLTP (g/km)	27	27
CO2 emission - combined maximum WLTP (g/km)	28	27

### WHEELS

Tyre type	225 45 R17 V	225 40 R 18 Y
(standard or optional depending on version)	225 40 R18 Y	

### BRAKES & SUSPENSIONS

Type of front / rear brakes	Ventilated discs with floating caliper and automatic wear adjustment / Floating caliper discs
Front suspension type	Independent wheels - Pseudo-Mac Pherson axle, coil springs and integrated hydraulic dampers, pressurised
Rear suspension type	Semi-independent wheels - Multi-link axle, hydraulic dampers, pressurised

\*Single driver performance

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# TECHNICAL CHARACTERISTICS

Gamme

Tarifs

Équipement et finitions

Teintes et garnissages

Options

Détails des équipements

Caractéristiques techniques

Services et offres

## PETROL

### PureTech 130 S&S EAT8\*\*

## DIESEL

### BlueHDi 130 S&S EAT8

### ENGINES

Administrative power (CV)	7	7
Capacity (cm <sup>3</sup> )	1199	1 499
Number of cylinders / Layout	3 in-line	4 in-line
Number of valves per cylinder	4	4
Max. Power (kW CEE/ch CEE in rpm)	96 / 130 to 5 501	96 / 130 to 3 750
Max. Torque (Nm CEE in rpm)	231 to 1750	300 to 1750
Stop & Start	Yes	Yes
Regulation Emission Standard	EURO 6d	EURO 6d
Type of injection	Direct	Direct
Maintenance interval	20 000 km or <b>1 year</b>	30 000 km or <b>1 year</b>

### TRANSMISSIONS

Type	Automatic	Automatic
Number of gears	8	8

### WEIGHTS & LOADS

Kerbweight (kg)	1 291	1 361
Gross vehicle weight (kg)	1 880	1 940
Max. towable weight on 12% gradient (braked) (kg)	1 200	1 550
Gross train weight (kg)	3 080	3 490

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## PETROL

### PureTech 130 S&S EAT8\*\*

#### PERFORMANCES \*

Top speed (km/h) (normal mode / ZEV)	210 (electronically limited)
0-100 km/h (s)	9,7
1 000 m standing start (s)	30,9
80 to 120 km/h on the penultimate gear (s)	
80 to 120 km/h on the last gear (s)	6,9 (en Drive)

#### CONSUMPTION FUEL & EMISSION WLTP (1)

Consumption in WLTP cycle – combined minimum (l/100km)	5,6
Consumption in WLTP cycle - combined maximum (l/100km)	5,9
CO2 emission - combined minimum WLTP (g/km)	127
CO2 emission - combined maximum WLTP (g/km)	133

#### WHEELS

Tyre type (standard or optional depending on version)	205 55 R16 V
	225 45 R17 V
	225 40 R18 Y

#### BRAKES & SUSPENSIONS

Type of front / rear brakes	Ventilated discs with floating caliper and automatic wear adjustment / Floating caliper discs
Front suspension type	Independent wheels - Pseudo-MacPherson axle, coil springs and integrated hydraulic dampers, pressurised
Rear suspension type	Semi-independent wheels - Axle with deformable cross member, hydraulic dampers, pressurised

## DIESEL

### BlueHDi 130 S&S EAT8

207

10,6

31,7

7,7

4,5

4,7

117

123

205 55 R16 V

225 45 R17 V

1 Ventilated discs with floating caliper and automatic wear adjustment / Floating caliper discs

1 Independent wheels - Pseudo-MacPherson axle, coil springs and integrated hydraulic dampers, pressurised

1 Semi-independent wheels - Axle with deformable cross member, hydraulic dampers, pressurised

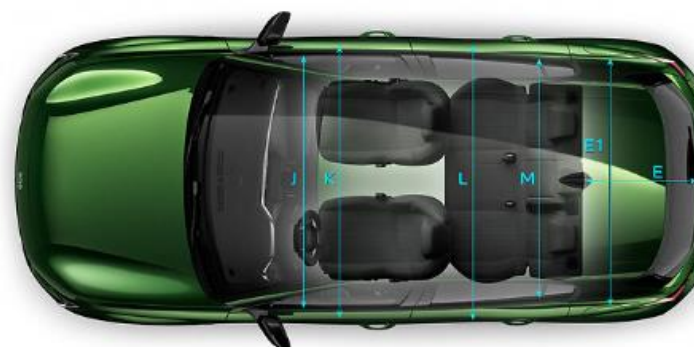
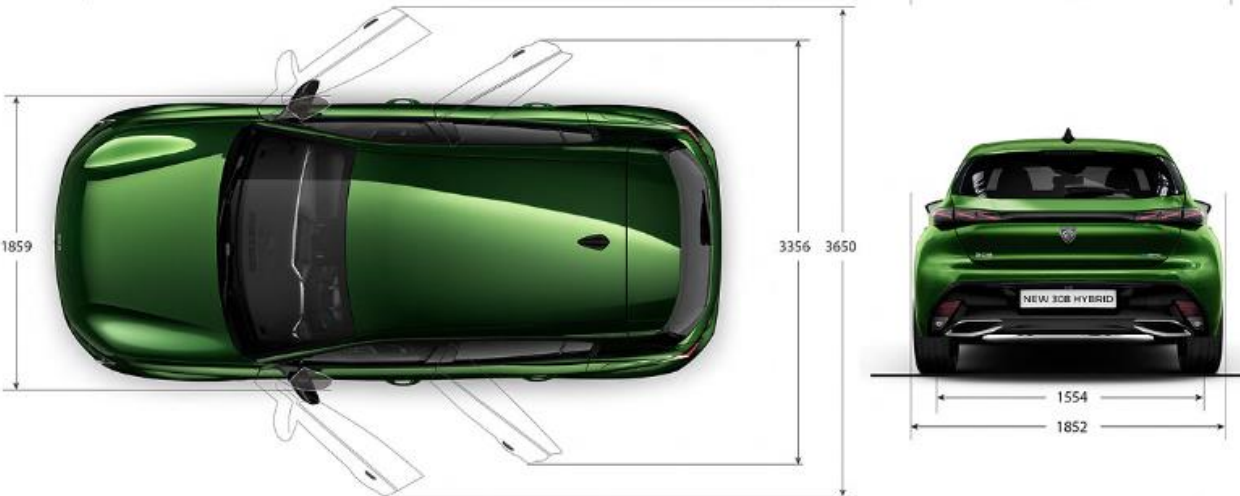
\*Single driver performance

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# DIMENSIONS 308 HB (mm)

## EXTERIOR & INTERIOR



412 L

361 L (HYBRID)

A	718
B	597
C1	886
C2	1743
D	857
E	770
E1	1050
E2	524
E3	689
F	891
G	866
H	510
I	452
J	1428
K	1443
L	1367
M	1411
N	129

# DIMENSIONS 308 SW (mm)

## EXTERIOR & INTERIOR

### NEW PEUGEOT 308 SW: DIMENSIONS

#### ALL-NEW PEUGEOT 308 SW DIMENSIONS

##### EXTERNAL DIMENSIONS

Length (mm)	4635
Width (mm)	1850
Height (mm)	1475
Wheelbase (mm)	2735
Front / rear overhang (mm)	900 / 1000
Front / rear track width (mm)	1560 / 1555

##### EXTERNAL DIMENSIONS FOR PARKING

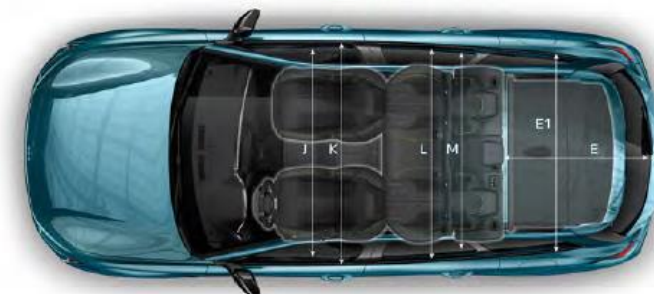
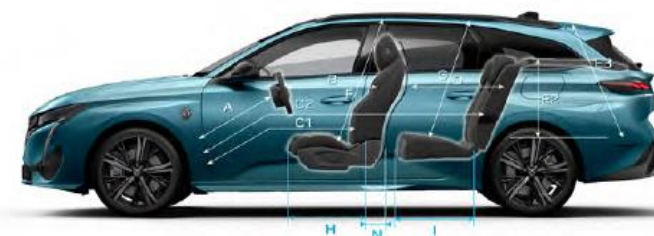
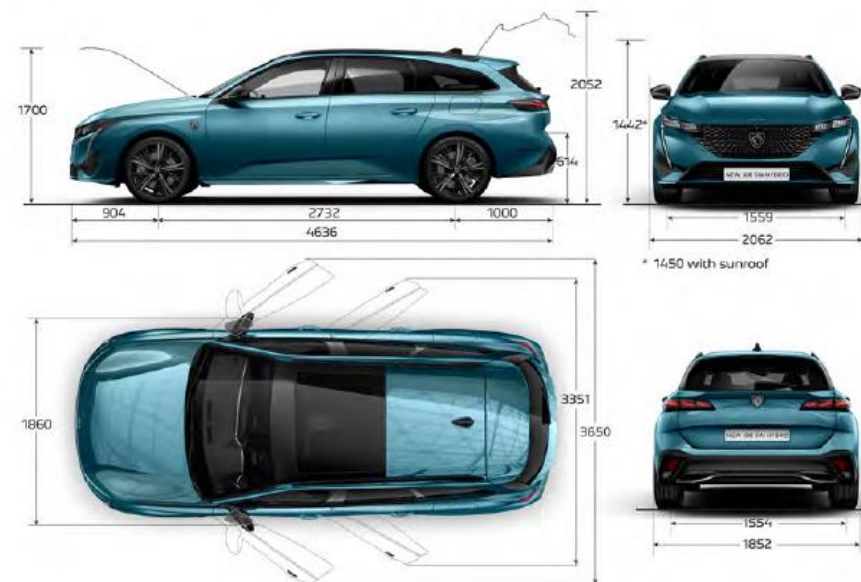
Width with front / rear doors open (mm)	3650 / 3351
Width with door mirrors open / folded (mm)	2062 / 1860

##### INTERNAL DIMENSIONS

Number of seats	5
Front / rear elbow room (mm)	1443 / 1414
Front / rear shoulder room (mm)	1428 / 1367
Front / rear head room (mm)	891 / 882

##### BOOT, STORAGE & FUEL TANK

Length with rear seat back up / folded (mm)	1026
Width between wheel housings (mm)	1029
Min. boot volume (litres)	608 / 548
Max. boot volume (litres)	1634 / 1574
Fuel tank capacity Puretech & Diesel / HYBRID (litres)	52 / 40



A	718
B	597
C1	886
C2	1743
D	857
E	1026
E1	1029
E2	493
E3	797
F	891
G	882
H	510
I	450
J	1428
K	1443
L	1367
M	1414
N	129



WITH FlexFloor\* : 608 L  
Hybrid : 548 L



WITH FlexFloor\* : 1634 L  
Hybrid : 1574 L

Image for illustration purposes only

