

Peugeot 308 SW

Efficient, welcoming and practical for improved driving enjoyment

Just a few months after the launch of the new 308 hatchback into the medium car segment, **Peugeot now presents the SW version.**

The 308 SW was first unveiled in the form of a concept car at last year's Frankfurt Motor Show. It builds further on the appeal of the 307 SW and estate versions, whose attractive and innovative packaging has won over the hearts of nearly 900,000 customers in the six years since they first appeared on the market.

The 307 SW is a unique and original concept which combines a number of strengths such as driving enjoyment, onboard comfort and convenience, comprehensive equipment levels and good load carrying abilities. Since its launch it has been very well received by the car buying public. It has been especially successful with individuals who for practical reasons, found that a hatchback vehicle lacked a certain something and were uninspired by the design of M1 segment MPVs. A public who also required space and practicality for their leisure activities, interaction and

user-friendliness, but above all wanted a vehicle with great **visual appeal** and **driving enjoyment**.

Like the 308 hatchback, the **SW capitalises on all the strong points of the "T7" programme** : The **semi-tall architecture** ensuring greater interior space, interior brightness and visibility, a strong stylistic identity, perceptible quality and meticulous attention to detail, all combined with road holding and safety of the highest order.

The 308 SW also benefits from many of the features of the original SW concept car which guaranteed the success of its predecessor but, develops them even further.

For example, the **panoramic glass roof** is now 27 % larger (Total area of 1.68 m²), the **modularity** is easier to operate and improved and it now has a very practical **large opening rear tailgate glass...** All these new developments will help to meet even the most diverse requirements and lifestyle situations of its users.

Benefiting from all of these features, the 308 SW does more than just maintain a level of driving enjoyment it extends it in many different ways.

The exterior design, of the 308 SW succeeds in combining a particularly expressive and dynamic design at the front, which it shares with the 308 hatchback, with an original and curvaceous design at the rear.

The interior and the design of the fascia panel, identical to that of the hatchback create a sense of well-being entirely in keeping with the overall design of the passenger compartment. Its sloping design and flowing lines, its elegant and impressive styling, reinforces the impression of space and on board comfort. A key feature of the concept vehicle and the interior ambience is the impressive panoramic glass roof, which on the 308 SW now extends beyond the heads of the second row passengers, and can also be enjoyed by the occasional occupants of the third row seats. It increases the total glazed surface area of the vehicle to 5.58 m².

The low interior noise levels are another feature which helps the comfort and convenience inside the car. It also considerably enhances the overall comfort levels of the passengers and their ability to talk easily between themselves.

Particular attention has been paid to the vehicle's **modularity** so that it can be adapted simply and efficiently according to the requirements of its occupants.

For example, the **rear seats** in the second row are all **individual**, easy to **remove**, **identical in size and**, therefore, offering a multitude of combinations in the passenger compartment.

Also in the "7 seat" configuration two occasional seats are fitted in the third row. These seats, however, when required can be folded and with the second row seats folded as well, create a **flat floor** which makes loading of bulky items much easier.

A practical load space which is a pleasure to use whatever the circumstances

Access to the load area via the wide tailgate or the opening rear tailgate glass is made much easier by the **clever design of the rear load cover**.

The particularly **low load sill** also makes it easy to load the vehicle which can accommodate up to **674 litres** (equivalent volume of water) (or 573 dm³ according to the VDA standard) under the rear load cover with the second row seats in place. With the seats removed it provides a total volume of **2 149 litres** up to the level of the roof (1 736 dm³ VDA).

In the load area, one of the load area lights is also a **portable torch; an indication** of the attention to detail that enhances further the car's practical features.

The load volume can also be increased further by folding forwards the back of the front passenger seat into the **'shelf' position**,

and then the 308 SW can accommodate loads up to a length of 3.10 m.

All the driving enjoyment of a hatchback

With regard to road holding, the wheels and suspension of the 308 hatchback have been revised to meet the special requirements of the SW version. Electro-hydraulic power steering provides the driver with good steering precision and feel. This precision is also assured by the design of the McPherson type front suspension and by the use of a torsion beam at the rear. In addition to the wider front and rear tracks, the fitment of larger tyres (up to 18") and a lower centre of gravity than the 307 SW, help to improve the overall dynamic performance. Benefiting also from its

excellent body rigidity, the 308 SW provides the best possible combination of road holding and comfort and, therefore, is as much fun to drive as any hatchback.

The 308 SW is available with a wide choice of modern, high performance, economical and environmentally-friendly power trains. Eleven are on offer in total, to meet the requirements of the widest possible customer base. **Five petrol engines**, from 70 to 128 kW (\approx 95 to 175 bhp) including a "BioFlex" option and **three HDi diesel engines**, including two which are fitted as standard with a Diesel Particle Filter System (FAP). They are available with either a five speed manual gearbox, four speed automatic or **an all new 6 speed manual gearbox.**


The 308 SW petrol models benefit from VTi and THP engines which have been developed as part of the collaboration between PSA Peugeot Citroën and the BMW Group.

1.4 litre VTi 70 kW (\approx 95 ch)	136 Nm	5 speed manual gearbox ⁽¹⁾
1.6 litre VTi 88 kW (\approx 120 ch)	160 Nm	5 speed manual gearbox
1.6 litre VTi 88 kW (\approx 120 ch)	160 Nm	4 speed automatic gearbox ⁽¹⁾
2.0 litre BioFlex 107 kW (\approx 146 ch)	208 Nm	5 speed manual gearbox ⁽¹⁾⁽²⁾
1.6 litre THP 110 kW (\approx 150 ch)	240 Nm	6 speed manual gearbox
1.6 litre THP 103 kW (\approx 140 ch)	240 Nm	4 speed automatic gearbox
1.6 litre THP 128 kW (\approx 175 ch)	240-260 Nm	6 speed manual gearbox ⁽¹⁾

The 308 diesel models benefit from engines all incorporating HDi direct injection technology:

1.6 litre HDi 66 kW (\approx 90 ch)	215 Nm	5 speed manual gearbox ⁽¹⁾
1.6 litre HDi DPFS 80 kW (\approx 110 ch)	240-260 Nm	6 speed manual gearbox
2.0 litre HDi DPFS 100 kW (\approx 136 ch)	320-340 Nm	6 speed manual gearbox
2.0 litre HDi DPFS 100 kW (\approx 136 ch)	320-340 Nm	6 speed manual gearbox

(1) Available from the summer of 2008 - (2) Values with E85, currently pending approval.



The use of the latest technology in both the petrol and diesel engines, combined with the car's efficient aerodynamics, weight saving measures and the use of new Michelin Energy Saver tyres, first introduced on the 308 hatchback, give the 308 SW an improved environmental efficiency compared to that of its predecessor. Its fuel consumption, compared to similar engines, can be up to 10 % less than the 307 SW.

Optimal Safety

In addition to the primary safety guaranteed by its exemplary road holding, the 308 SW offers a range of equipment such as the Lane Departure Warning System (LDWS) and directional bi-Xenon headlamps.

With regard to secondary safety, the structure (thanks in particular to the presence of three impact absorption structures) has been designed to provide optimal protection, combined with the ability to absorb the maximum amount of impact energy in a controlled manner. In addition, the SW can be equipped with up to 7 air bags, including a steering column air bag.

Tertiary safety is assured by the «Peugeot Emergency» service linked to the vehicle's

RT4 telematics system, which can pinpoint the vehicle's location and trigger the dispatch of appropriate assistance as required.

A major innovation is the use of a **“Wifi” seatbelt sensor system** that assures **the fasten seat belt warning** function is even available on the removable second row seats, without any compromise on their modularity.

A simple range

The 308 SW range, which will differ between individual countries, will consist of five trim levels between now and the summer of 2008. The entry level will, however, take the place of the “Estate” version of the 307 range.

It will be fitted with a traditional steel roof and a folding rear bench seat, and will be aimed at customers mainly in search of an accessible vehicle with lots of space.

Finally, available in ten exterior colours, several different interior trims combined with either cloth or leather based interiors, the 308 SW range will have a version to appeal to the most demanding customers.

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Concept

Peugeot's 307 SW created a completely new concept

The strong appeal of the 307 SW has been appreciated by a large number of "M1" segment medium sized car customers. Over 20 % of these European customers are aged in their forties and are from higher socio economic and professional groups. Another group of buyers (more than 40 %) are families with young or teenage children, families with stepchildren from previous marriages, but also couples whose leisure activities require the transportation of special equipment etc...

Thanks to a combination of old and new solutions, the 307 SW has made its mark as a genuine alternative to a "traditional" estate or MPV. Its owners appreciate its space and modularity as they are unconvinced by the styling of an MPV in terms of their looks, driveability and image. The vehicle appeals to active and free spirited customers who wish to own a vehicle that offers **the best all-round solution to their needs without compromise**, particularly in terms of their leisure activities and its user-friendliness.

An ambitious specification based on solid foundations

The 308 SW builds on the proven benefits and the experience of its predecessor. Not only the fundamental strengths exist in the current version but these have also been developed further:

- the design of the rear is consistent with the style of the front of the vehicle in terms of both its elegance and its modern appearance;
- in terms of flexibility, with its improved practicality for users while still guaranteeing a large load volume and the possibility of incorporating two occasional third row seats;
- in terms of interior comfort and convenience, with its particularly luxurious interior that exudes quality (thanks both to its styling and the materials used) and the improved interior light levels.



Style

Dynamic, modern, with the promise of space and practicality

The 308 hatchback and SW naturally share the same design at the front. The finely sculpted and expressive contours frame the marquee's Lion badge on what can genuinely be called the **“nose” of the bonnet**. This marks the start of the styling lines which then flow backwards over the bonnet and through to the windscreen pillars, before ending at the rear tailgate. This extremely fluid “V” profile outlines the overall shape of the vehicle.

The fluidity of the design is enhanced even further by the presence of the impressive panoramic glass roof, ensuring a perfect visual continuity with the large front windscreen.

The “feline-like” front headlights extend harmoniously along the line of the bonnet. They each contain four “cylindrical light units” with an attractive hi-tech appearance, clearly visible through the clear glass headlamp lens, giving the car a “look” that is both bright and piercing.

The strong visual appearance of the front of the vehicle is enhanced further by the unique design of the air intake which, also incorporates the front bumper and creates an impression of both strength and style. Depending on the model, the lower front panel is available in three different styles, as

on the hatchback. A “classic” front design featuring a grille with two chrome bars, another more dynamic version with an aluminium coloured grille and a third with more sporty design reserved for the 308 SW powered by the 1.6 litre THP 128 kW (\approx 175 ch) engine.

The shape of the fog lights which are positioned at each corner of the front bumper strengthens the visual appearance of the width of the vehicle, and creates the impression that the car is at one with the road.

Thanks to the diligent efforts of the Peugeot Style design team, the vehicle's profile blends a very dynamic shape with well balanced - proportions. This is a direct result of the vehicle's semi-tall architecture and a wheelbase which is 10 cm longer than that of the hatchback.

The strong side profile of the vehicle creates a sense of movement that extends all the way to the rear lights, enhancing the contours of the car's prominent shape.

The window line which flows from the unique design of the rear quarter panels to the rear side windows, adds to the illusion that the vehicle resembles an “animal ready to pounce”. It also increases the visibility of the occupants in each of the vehicle's potential three rows of seats.



Finally, the **aluminium** coloured roof bars add to the fluidity of the design and also create a dash of elegance.

All the creativity of the designers is very evident when looking at the rear of the 308 SW through its visual strength, originality and its modern appearance.

The idea for the shape of the rear tailgate glass emerged at a very early stage, well before the "T72" project got under way. The rear tailgate glass has a particularly large surface area and a very pronounced curvature which also encroaches round to the sides of the vehicle. The original design was an instant hit with teams responsible for designing the 308 SW. The design and shape of the rear tailgate glass have also made it possible to incorporate many new features and benefits.

Firstly, it gives an innovative and dynamic look to the rear of the vehicle, which mirrors to some extent that of the 407 and 207 SW. It also allows for a larger boot volume and more space in the third row of seats. In addition, it guarantees a generous level of rear interior light, visibility and minimises blind spots, whilst still keeping within the overall "SW" concept. Lastly it is

hinged, making it more practical for users able to open it independently of the tailgate.

While the engineers had to meet the technical challenge of producing the rear tailgate glass (it is the largest opening rear tailgate glass offered by any car manufacturer) the stylists had to ensure its shape is consistent with the car's overall styling.

The side profile of the 308 SW is highlighted by the curved contours of the rear lights which extend into the lower rear panel, emphasising particularly the low rear load sill.

The ruby coloured rear lights match the profile of the rear tailgate and ensure an optimal tailgate opening which helps facilitate loading. An aluminium coloured rear number plate trim, enhanced by the word "Peugeot" in chrome lettering and containing the marquee's Lion badge, adds contrast to the design of the tailgate. This trim, combined with the styling lines, helps to increase the visual width of the vehicle, underlining the space available in the load area and the interior.

Finally, the design of the rear creates a very strong and robust appearance, suggesting optimal use of the interior space and load area.



Architecture

Designed to combine dynamism, flexibility, space and a high level of safety

Platform

The "T7" project is based on platform 2 of the PSA Peugeot Citroën group.

Straight away this gives the 308 SW, like the hatchback a very solid foundation for its development.

The platform benefits from exceptional rigidity and therefore provides the best possible location for the mechanical assemblies and the suspension, but also provides excellent acoustic and vibration properties.

Compared to the hatchback, the wheelbase of the 308 SW is 100 mm longer and the rear overhang is increased by 124 mm.

Structure

The front end is exactly the same as the hatchback: the front structure, windscreen, front doors and the floor pan as far as the sill panels.

Structural characteristics specific to the 308 SW are as follows :

- A longer rear under-floor which is slightly inclined and able to accommodate up to


three seats in the second row and two in the third row positions. To take account of the new modularity, all four rear supporting crossmembers have been modified with respect to the 307 SW to obtain an identical centre distance between the seat fixtures;

- To allow a wide opening for easier access to the load area, the 308 SW has a sectioned rear aperture which further enhances rigidity;

- The rear doors, however, are specific and benefit the car's overall style and accessibility;

- Following the same method as the 308 hatchback, the rear impact beam is made of aluminium for enhanced performance and lightness in order to minimise rear impact damage and ensure the best possible reparability.

- The overall design takes into account the incorporation of a panoramic glass roof with a surface area increased by 27 % compared to the 307 SW. As a result, it extends well beyond the second row of seats. This laminated glass has an area of 1.68 m² and increases the total glazed surface area to 5.58 m².



- To allow the creation of the large opening rear tailgate glass, several innovations were introduced. Firstly, the overall shape of the rear tailgate glass with its very pronounced curves, made new demands on manufacturing in terms of shaping the glass. Then the rear tailgate glass forms a “second” tailgate as it is bonded to a “thermoformed” plastic frame which is rigidly attached to the tailgate. Lastly, the rear of the roof incorporates the hinges of the opening rear tailgate glass and the tailgate without any loss of visibility or space in the passenger compartment. .

External dimensions

The external dimensions of the 308 SW give the vehicle excellent interior space while also allowing for a high level of safety and repairability.

The **length of the 308 SW is 4,50 m**, or only **71 mm more than the 307 SW** which it replaces, with :

- A wheelbase of 2.708 m, or 10 cm more than the hatchback, optimises the interior space and enhances the car's stylistic proportions;
- A front overhang identical to that of the hatchback, of 926 mm is only 38 mm more than the 307;

- A rear overhang of 866 mm, 33 mm longer than the 307 SW.

- A **width**, as for the hatchback, of **1,815 m**, an increase of 53 mm (width to the edges of the side mouldings) compared to the 307 SW, ensures excellent lateral passive safety and greater interior space (elbow width for example).

- An **optimised height of 1,555 m** with roof bars (or 13 mm less than the 307 SW) benefiting aerodynamics and lowering the centre of gravity by 10 mm.

Similarly, as for the hatchback, to meet the demands of styling and road holding, the front and rear tracks are wider compared to those of the 307. The wheels sizes have also been optimised and are fitted with either 195/65R15, 205/55R16, 215/55R16, 225/45R17 or 225/40R18 tyres.

Thanks to a new and optimised structure, a lower centre of gravity, wider wheel tracks, larger wheels and tyres and a dynamic and modern style, it ensures that the 308 SW has a high level of road holding as expected of a Peugeot vehicle.

Inside the car

"Wide screen" PLEASURE...

By cleverly combining the design of the 308 hatchback with the best of the 307 SW, the interior of the 308 SW confirms what its original and dynamic body shape suggests – the promise of genuine well-being inside the car...

The wide door opening provides access to a spacious, bright and ingenious interior that radiates quality, and offers all occupants the promise of real enjoyment.

Whether it is...

- accommodating equipment for leisure activities whether alone, as a family or among friends...
- brightens up routine days with a touch of class and the promise of an enjoyable experience
- the abundance of features that feel new every day
- ...the wellbeing to enjoy and share with a sense of pride

An invitation to the show...

The level of interior brightness inside the 308 SW is impressive, combined with its "veranda" effect it ensures by day, and also by night in town, a clear view of the sky or the stars. This provides a very pleasing sensation of unlimited space, due to the 5.58 m² of glass.

This vast panoramic roof measuring 1.68 m² seems to reduce the size of the roof panel, and create a glazed surface area with a width of 877 mm, that extends rearwards without restricting the vision of the second row passengers. The field of vision offered to third row passengers is also considerably improved compared to that of the 307 SW.

An electrically controlled sun blind with a one-touch safety auto-reverse function, provides shade from the sun.

The extraordinary all-round interior light levels of the 308 SW are further enhanced by its semi-tall architecture and its forward-positioned front windscreen, not to mention its low profile and large rear tailgate glass.

Measuring 1.662 m, the curved and dark tinted rear tailgate glass provides the perfect finishing touch to the rear of the 308 SW. Its profile also enhances the feeling of space enjoyed by the occasional occupants of the third row seats, while its performance in terms of light transmission (40 %) and energy transmission (24 % compared to 43 % for simple tinted glass) also improves their comfort.

To manage any excessive light sources, two items of equipment are available as standard or as an option, dependent on the model :



- Sun blinds incorporated into the rear door panels which mirror the action of the rear windows and block out the excess light.

- Dark tinted rear windows and rear quarter light windows, mirroring the standard dark tinted rear tailgate glass.

The entry level 308 SW...

The entry level 308 SW model is attractive simply because of its elegant style and the unexpected interior space. Though it has a traditional roof, the external glazed surface area of 3.90 m², delivers a brightness that creates a enjoyable driving experience.

Easy to use modularity...

The 308 SW invites occupants to take pleasure from its style and the layout of its interior space. There is plenty to enjoy and all its features are easy to use. The occupants can appreciate the cleverness of its modularity, enjoy the onboard comfort and rely on its safety...

The front seats share the same seat frame design as first seen on the 308 hatchback. They are available in two different profiles, including a more supportive sports style. Like the hatchback, they are installed slightly lower than in the 307 SW (- 15 mm), however occupants can still adjust the seat to their preferred height (- 37 mm to + 13 mm) thanks to the active seat height adjustment mechanism. The fore and aft movement of 230 mm ensures adequate leg room is available for all occupants.

On some versions, the front seats are equipped with a lumbar adjustment function.

As with the hatchback, on some versions the driver's seat can also be equipped with 4 way electrical seat adjustment, with position memory.

Strengthening the "leisure" concept and the modular flexibility of the 308 SW, the front seats also have a number of special features:

- Built into the rear of the seats are "airline" style folding trays for the second row passengers. The trays also incorporate a pen holder and cup / can holder. There is also a storage pocket able to accommodate magazines and maps,


- The passenger seat (cloth trim or leather, but not on the sport seats) can also be folded flat. This ability allows items up to a length of 3.10 m to be carried between the fascia panel and the rear tailgate.

The front seats benefit from all the work carried out by the designers and ergonomics experts for the 308 hatchback. The 308 SW, therefore, offers the same generous elbow width and headroom.

The three individual rear seats in the second row are identical in size with an individual width of 414 mm, a specification which sets them apart from those of the 307 SW.

They are manufactured by the "in situ" foam method and are also mounted on special absorbent material to reduce the transmission of vibration.

All the seats are fitted with **3 point Isofix fixtures.**



They are highly adjustable and easy to obtain a comfortable seating position and can adapt to the requirements of many different lifestyles.

Each seat is interchangeable and height adjustable, and can slide, recline, fold and be moved to the third row, or be removed completely to allow the transportation of exceptionally bulky items.

Sliding...

The seats slide over a distance of 90 mm (70 mm forward and 20 mm rearward with respect to the nominal position) by means of a lever, increasing rear leg room or creating extra space in the load area.

Reclining...

The backrests recline by an angle of between 19° and 30° through several positions, allowing each passenger to adjust individually the angle at which they are most comfortable.

Shelf configuration...

With the backs of the seats folded flat by means of a simple control strap. The “shelf configuration” provides a rigid carpeted surface which can be “loaded” with luggage or with non-fragile objects.

Folding...

Each seat can be folded and tilted against the front seat (without the need to remove the head restraints) either to free up space in the load area or to facilitate access to the occasional seats in the third row, or simply to assist in getting out of the car.

Simply by folding the backrest onto the seat cushion by means of the release strap, the seat retracts automatically by the required distance into the folded position (note that this “fully automatic retraction” (FAR) represents a considerable advance compared to the 307 SW). All that is required next is to raise the large lever located behind the seat. This operation releases the rear anchorage points of the seat, which is raised with automatic assistance.

Removable and portable...

Once in the folded position, the seats can then be removed. A red release strap simultaneously unlocks the two metal retaining clamps which secure each seat to the vehicle structure. These intelligent seats can then be picked up by means of a carrying handle.


With three individual seats, the second row can contain no seats, just one seat, two adjacent seats or two central seats. The latter configuration creates a very pleasant “pullman effect”.

Ultimate intelligence...

Fasten seat belt information for the rear seats.

To incorporate the “fasten seat belt warning” function on each of the three 2nd row seats whilst preserving their modularity and the ability to remove them from the car, the 308 SW offers an innovative and original solution.

This system, called internally “CRA” (Contactor on Removable Seat), allows information concerning to be sent wirelessly, similar to a Wifi computer system. The function comprises



two coils, one in the seat and one in the floor, so that data relating to the fastening and unfastening of seat belts can be transmitted when installed. Naturally this function is assured regardless of which row 2 seat configuration is adopted.

Passengers in the second row benefit from a roomy interior with a length of 1 716 mm. As in the hatchback, they benefit from the particularly compact contours of the front seats which allow more room for the legs and ankles. On the sides, the top of the door panels has been curved as far as possible to optimise the width between mouldings which, at 1 427 mm, represents an increase of 42 mm compared to the 308 hatchback and preserves an elbow width of 1 471 mm.

A third row of occasional seats...

Through necessity... or preference... any of the second row seats can also be installed in one of the two third row seat locations, either on the left or on the right. A child up to 1.70 m tall can have a lot of fun creating their own private world in the back of the car and also enjoy a generous elbow width of 1 225 cm.

The two **occasional third row seats** are designed specifically for the third row (a special locating mechanism prohibits their installation elsewhere). They are sold individually, as an option or as an accessory, and are supplied with a kit comprising of two armrests with cup holders that can be installed onto the two inner wheel arches, improving comfort and the well-being of the third row occupants but without penalising load space when the seats are not in place.

Each of the occasional seats creates a compact and rigid structure when folded and can be stored on the boot floor. Each folded seat can be also tilted and held vertically against the second row seat, by means of the integral elastic strap which attaches to the head restraint support bars of the second row seat.

These seats can of course be completely removed from the vehicle, however like those in the second row they are designed to support items loaded into the load area.

To enable this, each of the third row seats are equipped with a rigid carpeted Velcro cover which unfolds to create a continuous, generous smooth load space, able for example to accommodate a bicycle with the seats in the third and second rows folded. This rigid cover is designed to withstand a load of up to 30 kg.

A wide range of configurations to suit a variety of lifestyles...

The 308 SW is designed to cater for a wide range of situations whilst accommodating between one to seven people inside the car. The ingenuity of its interior modularity lies in its ability to cater for extremes whether it's, maximising the load capacity with driver only in the car and the passenger seat folded flat, or accommodating up to seven occupants for occasional journeys, all manner of combinations can be accommodated with several possibilities in between.

With five, six or seven seats to meet the needs of its users, the 308 SW offers a rare degree



of flexibility that is evident when buying the car, using it or reselling it.

The entry level 308 SW...

This model has a distinctive interior layout with front seats virtually identical to the hatchback and a non-sliding 60 / 40 split rear bench seat that can be folded without removing the head restraints. A rear central armrest with internal storage, cup holders and a ski flap is available as an option.

The pleasure of a generous, modular and ingenious load area...

The load area is a large regular space with a perfectly flat, fully carpeted floor, presenting a smooth appearance that's easy to clean and offers a high level of perceptible quality. **The stainless-steel trimmed load sill is only 548 mm from the ground and is among the lowest on the market, enabling heavy objects to be loaded with ease over a length of 1 032 mm.**

With the rear load space cover in place, its capacity varies from 600 to 674 litres (or 508 to 573 dm³ VDA) depending on the position of the sliding rear seats.

Among the best on the market, the height under the rear load space cover (559 mm) offers unimpeded storage capacity (no false floor and a spare wheel located under the rear floor and accessible by a special winch) and is both very practical and spacious.

With the rear load space cover removed and stored, the load volume to the roof increases


to 911 or 1 031 litres according to how the seats are positioned (657 dm³ / 720dm³ VDA) while still retaining the ability to seat five people in the vehicle.

Tall objects can be retained by an "extended" luggage net which uses anchorage points in the roof of the vehicle, and are concealed behind small opening covers.

The exceptional modularity of the 308 SW offers numerous combinations that will allow the boot volume to be modified as required. For example, with only the front seats in place, two people can take with them 1 388 litres or 1 140 dm³ VDA of luggage (to the height of the backrests). This capacity can be increased to 2 149 litres or 1 736 dm³ VDA by loading up to roof level.

The practical nature of the boot is demonstrated further by the cleverness of its internal fittings :

- In the floor, two retaining eyes manufactured from nickel plated steel are supplemented by four others on the floor and on the rear load space cover supports, enabling an elastic "cargo net" to be fitted in a number of different ways, either flat, vertically, or even as a hammock;
- An elastic strap installed on the right hand wheel arch can be used to secure objects;
- Two retaining nets are also installed behind the wheel arches;
- A rechargeable portable torch is clipped to the trim behind the right-hand storage net;



- A 12 V connector is installed in the right-hand rear load space cover support;

- Two retaining hooks are mounted on the exterior of the rear load space cover supports, from which supermarket type carrier bags can be suspended.

Mirroring the flexibility of the car's interior modularity, a number of options are available to gain access to the luggage area :

- **via the opening of the rear tailgate**

which lifts upwards to an angle of 93°. This creates a wide opening with regular and generous dimensions, a width of 1 123 mm at the bottom and 1 058 mm at the top, plus a height of 840 mm at the mid point. With a load sill only 548 mm above the ground, one of the lowest in the category, the 308 SW makes it easy to load heavy objects;

- or **via the opening rear tailgate glass**

which opens independently of the tailgate to an angle of 84.5°. This provides an access width of 1 030 mm, which is very practical thanks to the flexibility of the innovative rear load space cover :

- The rear load space cover provides access to the load area particularly when another car is parked too close, preventing the tailgate from being opened completely;

- It also allows the user to put items into the load area without revealing its contents, and avoids the risk of luggage falling out, which might have been dislodged during driving;

- Clothing can also be placed on top of the rear load space cover without revealing the boot contents.

The innovative rear load space cover

consists of a metal bar and a flexible roller blind with an access flap at its end consisting of a covered metal frame. This access flap has a handle with which it can be opened, thereby allowing partial access to the boot, whether through the tailgate as a whole or through the rear tailgate glass only.

The rear load space cover can be removed and stored behind the wheel arches by sliding down the small side storage nets.

The entry level 308 SW...

Access to the load area is easy by means of the tailgate, due to its very generous dimensions. At the rear of the load area, just behind the rear seats, a large storage space with a capacity of 19.80 litres (8 dm³ VDA) is installed into the load area floor and concealed by a cover. The load area offers a perfectly flat floor with a high quality carpeted finish.

The rear **load space cover** of the basic level 308 SW has many special features. It consists of three rigid flaps which slide on support rails and fold accordion style. A central handle facilitates its use.

Where necessary, this load space cover can be hidden out of sight. Once folded, it can be stored under the rear bench seat, due to the special profile of the floor.

Meticulous attention to detail for enhanced enjoyment inside the car...

The 308 SW is designed to satisfy the expectations of its occupants in terms of



comfort and user-friendliness while at the same time ensuring maximum safety.

A low level noise environment that lets you communicate...

A tangible sign of the noise reduction measures is that passengers in the third row can easily hold a conversation with the occupants of first row.

The design of the interior volume and the large panoramic glass roof enhance this very pleasant environment by relaying speech without the need for raised voices.

Plenty of attention to detail...

The 308 SW features all of the design strengths introduced on the hatchback but improves on them: precision temperature control, a fragranced atmosphere, numerous storage spaces always within hand's reach, as well as genuine benefits in terms of interior lighting... to mention but a few.

Wheels and suspension

Peugeot expertise

Road holding that ensures a high level of driving enjoyment and active safety, is at the heart of the design of all vehicles in the range. Here, the aim as far as the 308 SW is concerned was to offer an optimal combination of comfort and road holding, in keeping with the car's dynamism and its use on a daily basis.

The 308 SW benefits structurally from **excellent torsional rigidity** which ensures optimal performance of its suspension. The latter, as on the hatchback, consists of:

- a pseudo McPherson type front suspension;
- a rear torsion beam.

The 308 SW also has an increased front and rear track width, in addition to the increased width of the wheels and tyres (1/2 inch more than the 307), as well as **a centre of gravity lowered by 10 mm** compared to its predecessor. All of these have a direct and positive effect on the car's body strength, steering accuracy and stability, both in a straight line and when slowing down or braking in curves.

This set-up has been adapted to the **special features of the 308 SW** to take into account the car's characteristics (weight, rear overhang, etc) and the use to which it will be put (potentially higher loads could be carried, likelihood of travelling

more often with several people in the vehicle). The 308 SW also benefits from revised damper settings and spring rates, plus a rear torsion beam with composite material front mountings that are 20 % stiffer in all respects compared to the hatchback.

Wheels: Michelin Energy Saver tyres

Developed and launched exclusively on the hatchback, the new Michelin Energy Saver 15 and 16 inch tyres are also fitted on the 1.6 litre HDi 66 and 80 kW (\approx 90 and 110 bhp) versions of the 308 SW.

These hi-tech tyres with a reduced **rolling resistance by 20 %**, reduces the **quantity of energy needed** to move the vehicle, thereby reducing fuel consumption by nearly 0.2 litre per 100 km, or a reduction of nearly 5 g/km of CO₂*. This corresponds to around **one tonne less of CO₂** being emitted during the life of a vehicle.

This has been achieved without any effects on the vehicle's performance levels in terms of road holding and safety while still ensuring it has one of the best tyre mileage lifes on the market.

* Test ISO réalisé par le TÜV SÜD Automotive en 2007 sur la dimension 195/65R15 par rapport à la moyenne marché d'un pneu classique. Donnée intégrant six manufacturiers de première ligne, achetés sur le marché.



Braking

At the front, braking is assured by generously dimensioned ventilated discs with a diameter of 283 mm and a thickness of 26 mm. Dimensions for the 308 1.6 litre THP 110 kW, 128 kW (\approx 150 and 175 bhp) and 2.0 litre HDi DPS 100 kW (\approx 136 bhp) are 302 x 26 mm. The front brake calipers have a piston diameter of **57 mm** ensuring a **good level of “feel”, performance and durability**. The rear brakes are 268 x 12 mm discs except for the entry level model without a panoramic glass roof (249 x 9 mm).

The vehicle is equipped as standard with an ABS system, electronic brake force distribution (EBD), and emergency brake assist (AFU). Automatic activation of the hazard warning lights during emergency braking completes the specification. ESP, as standard or optional according to the model, adds the following functions: traction control (ASR) and stability control (CDS). This can be disconnected to improve traction on poor surfaces but reconnects automatically above a speed of 50 km/h, except on the 1.6 litre THP 128 kW (\approx 175 bhp) version.

March 2008

PEUGEOT 308 SW PETROL	1.4 litre VTI « 95 » EP3	1.6 litre VTI « 120 » EP6		1.6 litre VTI « 120 » - BVA EP6 - AL4		1.6 litre THP « 150 » EP6DT		1.6 litre THP « 140 » - BVA EP6DT - AL4		1.6 litre THP « 1757 » EP6DTS	
	Levels ⁽¹⁾	Levels ⁽¹⁾	Other levels	Levels ⁽¹⁾	Other levels ^x	Levels ⁽¹⁾	Other levels	Levels ⁽¹⁾	Other levels		
GENERAL											
Capacity (cm ³)	1 397		1 598								
Max. power in KW (bhp) / engine speed (rpm)	70 (95) / 6 000		88 (120) / 6 000			110 (150) / 5 800		103 (140) / 6 000		128 (175) / 6 000	
Max. torque (Nm)/engine speed (rpm)	136 / 4 000		160 / 4 250			240 / 1 400				240 - 260 ⁽³⁾ / 1 600	
Power rating	6		7		7	8	9			11	
Gearbox	BE4 / 5N - 5 manuelle		BE4 / 5N - 5 manuelle		AL4 - 4 automatique		MCM / B - 6 manuelle		AL4 - 4 automatique	MCM / A - 6 manuelle	
Tyres	195/65R15 / 205/55R16		195/65R15 / 205/55R16 / 225/45R17 / 225/40R18		195/65R15 / 205/55R16 / 225/45R17 / 225/40R18		205/55R16 / 225/45R17 / 225/40R18		205/55R16 / 225/45R17 / 225/40R18		
PERFORMANCE (driver only / ½ payload)											
Acceleration : 0 to 1000 m (s)	34,8 / 36,3		33,0 / 34,3	33,5 / 35,0	34,8 / 36,2	35,3 / 37,1	30,3 / 31,3	30,7 / 32,0	31,9 / 33,0	32,3 / 33,7	29,6 / 30,7
00 to 100 kph (s)	13,4 / 15,2		11,5 / 13,0	12,0 / 13,9	13,4 / 15,0	14,0 / 16,1	9,3 / 10,2	9,6 / 10,9	10,7 / 11,9	11,1 / 12,6	9,0 / 9,9
In gear acceleration											
880 to 120 kph in gear before top gear (s)	12,9 / 15,0		11,6 / 13,3	12,2 / 13,9	9,8 / 11,2 ⁽²⁾	10,4 / 12,1 ⁽²⁾	9,3 / 10,6	9,8 / 11,3	7,6 / 8,4 ⁽²⁾	7,9 / 8,9 ⁽²⁾	7,8 / 9,2
80 to 120 km/h in top gear (s)	19,8 / 23,0		16,9 / 19,5	17,9 / 21,2	--		12,0 / 13,8	12,6 / 14,6	--		9,9 / 11,6
Maximum speed (kph) :	178		189		182		209		199		215
FUEL CONSUMPTION (litres/100 km)											
ECE (urban consumption)	9,3		9,5	9,8	10,5	10,7	10,4	10,6	11,5	11,8	10,9
EUDC (extra-urban consumption)	5,3		5,5	5,6	5,9	6,1	5,6	5,8	6,1	6,2	6,0
COMBINED	6,7		6,9	7,1	7,5	7,7	7,3	7,5	8,0	8,2	7,8
CO ₂ (g/km)	159		165	169	178	182	173	177	190	194	185
Fuel tank capacity (litres)	60										
DIMENSIONS											
Overall length (m)	4,500										
Body width including door handles / with mirrors folded / unfolded (m)	1,815 / 1,879 / 2,038										
Kerb height - full tanks - (m)	1,555										
Wheelbase (m)	2,708										
Front/rear overhang (m)	0,926 / 0,866										
Front/rear track (m)	15" : 1,536/1,531; 16"et 17" : 1,526/1,521; 18" : 1,522/1,517										
WEIGHT											
Kerb weight - with full tanks (kg)	1 351		1 362	1 440	1 388	1 466	1 384	1 486	1 400	1 502	1 524
AERODYNAMICS											
SCx drag area (m ²)	0,731		0,728			0,738			0,750		

⁽¹⁾ (1) «Basic level» versions without panoramic glass roof and with folding rear bench seat

⁽²⁾ Performance in 'D' position

⁽³⁾ With overboost

PEUGEOT 308 SW HDI	1.6 litre HDi « 90 » DV6ATED4		1.6 litre HDi FAP « 110 » DV6TED4		2,0 litre HDi FAP « 136 » DW10BTED4		2,0 litre HDi FAP « 136 » - BVA DW10BTED4 - AM6C	
	Levels ⁽¹⁾	Other levels	Levels ⁽¹⁾	Other levels	Levels ⁽¹⁾	Other levels		
GENERAL								
Capacity (cm ³)	1 560				1 997			
Max. power in KW (bhp) / engine speed (rpm)	66 (90) / 4 000		80 (110) / 4 000		100 (136) / 4 000			
Max. torque (Nm)/engine speed (rpm)	215 / 1 750		240 - 260 ⁽³⁾ / 1 750		320 - 340 ⁽³⁾ / 2 000			
Power rating	5		6		8		8	
Gearbox	BE4 / 5L - 5 manuelle		MCM / D - 6 manuelle		ML6C - 6 manuelle		AM6C - 6 automatique	
Gearbox	195/65R15 ⁽⁴⁾ / 205/55R16 ⁽⁴⁾		195/65R15 ⁽⁴⁾ / 205/55R16 ⁽⁴⁾ / 225/45R17 / 225/40R18		215/55R16 / 225/45R17 / 225/40R18			
PERFORMANCE (driver only / ½ payload)								
Acceleration :	0 to 1000 m (s)	34,7 / 35,9	35,2 / 36,6	33,4 / 34,5	33,9 / 35,3	31,9 / 32,7	32,5 / 33,3	33,1 / 34,4
	0 to 1000 m (s)	13,3 / 15,0	14,0 / 15,9	11,9 / 13,3	12,5 / 14,2	10,6 / 11,4	11,1 / 12,0	11,7 / 13,2
In gear acceleration								
	80 to 120 kph in gear before top gear (s)	12,0 / 13,8	12,7 / 14,8	10,2 / 11,7	10,8 / 12,6	8,7 / 9,8	9,4 / 10,5	8,4 / 9,5 (2)
	80 to 120 km/h in top gear (s)	15,7 / 18,0	16,7 / 19,4	14,3 / 16,4	15,2 / 17,7	12,4 / 13,5	13,2 / 14,5	-
Maximum speed (kph):		174		185		202		197
FUEL CONSUMPTION (litres/100 km)								
	ECE (urban consumption)	6,0 ⁽⁴⁾	6,2 ⁽⁴⁾	6,4 ⁽⁴⁾ / 6,6	6,6 ⁽⁴⁾ / 6,8	7,4	7,6	9,7
	EUUC (extra-urban consumption)	4,0 ⁽⁴⁾	4,2 ⁽⁴⁾	4,0 ⁽⁴⁾ / 4,2	4,2 ⁽⁴⁾ / 4,4	4,7	4,9	5,6
	COMBINED	4,7 ⁽⁴⁾	4,9 ⁽⁴⁾	4,9 ⁽⁴⁾ / 5,1	5,1 ⁽⁴⁾ / 5,3	5,7	5,9	7,1
	CO ₂ (g/km)	125 ⁽⁴⁾	129 ⁽⁴⁾	129 ⁽⁴⁾ / 134	134 ⁽⁴⁾ / 139	150	155	187
	Fuel tank capacity (litres)	60						
DIMENSIONS								
	Overall length (m)	4,500						
	Body width including door handles / with mirrors folded / unfolded (m)	1,815 / 1,879 / 2,038						
	Hauteur en ordre de marche - avec les pleins - (m)	1,555						
	Empattement (m)	2,708						
	Porte-à-faux AV / AR (m)	0,926 / 0,866						
	Voie AV / AR (m)	15" : 1,536/1,531; 16"et 17" : 1,526/1,521; 18" : 1,522/1,517						
WEIGHT								
	Kerb weight - full tanks (kg)	1 378	1 467	1 407	1 495	1 473	1 575	1 600
AERODYNAMICS								
	SCx drag area (m ²)	0,732		0,726		0,735		

⁽¹⁾ Basic level» versions without panoramic glass roof and with folding rear bench seat
⁽³⁾ With overboost ⁽⁴⁾ Michelin Energy Saver tyres 01/2008

⁽²⁾ Performance in 'D' position