

308 CC

A Cabriolet for all Seasons



GENEVA MOTOR SHOW 2009: ...THE 308 CC TAKES CENTRE STAGE!

Flash back... to the 1998 Geneva Motor Show, where Peugeot's interpretation of driving pleasure took on a new form with the 20♥ concept car generating emotion, admiration and desire...

Memories of the elegant 401, 601 and 402 "Eclipse" models of the 1930s were stirred, "rekindling Peugeot's close association" with a motoring concept based on driving as the mood takes you, in the coupé or cabriolet configuration, through **the magic of a retractable rigid roof that fits into the boot.**

The years 2000 and 2003 saw this expertise developed further with the 206 CC "2+2" and the 307 CC with four full size seats, making ahitherto elitist concept accessible to all in the 21st century.



The successors to that first generation have already appeared, with the 207 CC and now the 308 CC which received its premiere at the Paris Motor Show.

By the end of November 2008, some 650,000 Peugeot coupé cabriolets had been produced for enthusiasts of this lifestyle motoring concept, making Peugeot the world leader in this body style.

Since the launch of the 307 CC in 2003, the structure of the lifestyle market in the MI segment has undergone a number of profound changes. Recently, cabriolets with a retractable rigid roof have become more popular than vehicles with the more vulnerable “soft top”.

For the majority of customers, the 307 CC is the household’s main car. It is chosen for its clever design and for its elegance, but is also greatly appreciated in daily use for its comfort, specification and ride quality.

The 308 has already replaced the 307 hatchback and SW versions, offering all the benefits of its successful forerunner while, at the same time, imposing its new identity, modern feel and stronger personality.

In the same vein, the 308 CC with its four full-size seats capitalises on all the original benefits of the 308 but still embodies the “spirit of the 307 CC” with Peugeot’s huge coupé cabriolet expertise.

Attracting customers by touching their “emotional chord” through its attractive design: “a cabriolet for all seasons”, the 308 CC is one of the stars of the Geneva Motor Show...

AN ATTRACTIVE DESIGN...

With its balanced forms, both in the coupé and cabriolet configurations, the 308 CC cuts an elegant figure: modern and dynamic, with a graphic style emphasised even further by light reflecting contours – an exceptional vehicle with a strong temperament that clearly shows its allegiance to the world of prestige coupé cabriolets.

Low-slung, with a very aerodynamic front windscreen, a deeply profiled lower front panel, generously sculpted sides with a chrome bead decorating the windows, prominent haunches, an original bootlid and spectacular **LED rear lights** featuring a **curtain of red light** technology, the 308 CC is certainly not lacking in personality.

An undeniable “Touring Car” aura emanates from the exclusive passenger compartment.

At the base of their integral head restraints, the sculpted front seats display the stylised grille of the “Airwave” warm air diffuser.

The rear seats mirror this distinctive design and offer rear accommodation that is surprisingly generous for a cabriolet.

Exclusive comfort is also apparent throughout the interior with elegant and sports styled seats complemented by beautiful detailing; robust door handles with a metallic finish, a sports steering wheel, special finish to the instrument panel and a “black lacquer” centre console complete the attractive ambience.



In terms of the “sporty” or “haute couture” feel of the car, the 308 CC is trimmed with dynamic fabrics, leather or even more extensively with integral leather trim. This now extends to the entire passenger compartment which is usually unseen in this segment. In *Black*, *Vintage* or *Beige*, the attractive interior trims differ according to the range of body colours: fashionable *Pearlescent White*, subtle *Dark Brown* and also the established favourites: blue, red, black and grey are available.

ATYPICAL CC SPECIFICATION

Designed with its occupants in mind, the 308 CC offers a specification oriented unequivocally to the coupé cabriolet lifestyle.

A fully automatic retractable roof

Taking centre stage, the fully automatic retractable roof lets you enjoy a dynamic coupé or an elegant cabriolet as the mood takes you. Taking just 20 seconds to complete, operation of its mechanism can also be followed on the retractable colour display.

In harmony with the seasons...

The cabriolet configuration can even be enjoyed in cold weather. Whether it’s making the most of the early Spring, saying no to Winter or driving with the roof down through beautiful snow bound landscapes, the 308 CC can accommodate everyone’s driving wishes.

Peugeot offers all these pleasures to occupants of the 308 CC thanks to its protective architecture, its intelligent air conditioning (which adapts its operation to the cabriolet body shape), heated seats, its windstop and... its **remarkable “Airwave” system** built into the front seats which acts like a scarf by diffusing warm air adjustable for temperature, flow and direction.



Excellent vibration damping

Inside the 308 CC an excellent structural rigidity removes any vibrations that might affect steering, rear vision or seat comfort. This is the result of carefully placed structural reinforcements: through specific dampers and structural bracing... In short, the 308 CC offers a highly rigid structure and excellent vibration damping further demonstrating Peugeot's coupé cabriolet expertise.

Low interior noise levels

An indispensable ingredient of comfort and convenience inside the car, is **the low interior noise levels** of the 308 CC in its coupé configuration that will clearly set the vehicle apart from its competitors.

Space all around

As a coupé cabriolet with four full-size seats, the 308 CC benefits from a wider track and a wider body compared to the 307 CC, as well as a front seat structure which offers generous leg room for the rear occupants and provides a good amount of space to all occupants of the vehicle.

A real sense of tranquillity in the passenger compartment... ... 5 EuroNcap stars for adult protection

The 308 CC is designed to create a **real sensation of tranquillity in the passenger compartment**... The structure is robust and designed to withstand and dissipate front and side impact energy. It is also supplemented by innovative and intelligent means of restraint that the cabriolet body shape dictates. They include a chest/pelvis side airbag built into the front seats and exclusively a **side head airbag which is a world first**, guaranteeing effective protection of all vital parts of the body regardless of seat position.

Within a few milliseconds of a risk of a rollover being detected (less than the blink of an eye), rear active “pop-up” pyrotechnic roll-over protection bars create a passenger survival cell with the strengthened windscreen pillars designed for this eventuality.

Further typical CC features and equipment testifying to the ability of the 308 CC to anticipate its occupants’ needs include:

- automatic remote-control locking of interior storage compartments (glove box and storage under the central armrest);
- deadlocking of doors and selective unlocking (practical for parking “open”);
- centralised control of all four windows;
- the special “rear seat access” function with electrically-operated seats;
- LED courtesy lighting in the door mirrors.

... and not forgetting a usable boot with dedicated storage spaces (including one under the boot carpet for the windstop), laid out to resemble a presentation box. Its capacity (VDA method) is 403 dm³ in the coupé configuration and 226 dm³ under the windstop in the cabriolet configuration (or 465 litres and 266 litres respectively in “liquid” equivalent).

Finally, to make the journey even more pleasant...



- A wide range of WIP (World In Peugeot) accessories;
 - **WIP Sound**, MP3 CD audio system,
 - **WIP Bluetooth™**, MP3 CD audio system, USB Box and hands-free kit,

- **WIP Nav**, a user-friendly satellite navigation system offering an MP3 CD audio system, Bluetooth™ functionality and satellite navigation with retractable 7" 16/9 colour display,
- **WIP Com 3D**, a top-of-the-range satellite navigation offer with 40 GB hard disc and *Juke Box* function, MP3 CD audio system, integral mobile phone, Bluetooth™ functionality, USB connector and retractable, high-resolution 7" 16/9 colour screen with 3D display. This provides access to associated Peugeot services.
- The **JBL™ hi-fi** pack offering made-to-measure sound which recognises and adapts to the cabriolet configuration.

ON THE ROAD, DYNAMISM, SECURITY AND ENJOYMENT

Two powerful and torquey engines...

Two powerful and torquey engines power the 308 CC at the time of its launch through a six-speed manual gearbox, unless an automatic gearbox is preferred...

The **1.6 litre THP 110 kW (150 bhp)** engine produces torque of 240 Nm at 1,400 rpm with a turbocharger and direct petrol injection (with the six-speed manual gearbox);

and a **2.0 litre HDi FAP Euro 5, 103 kW (140 bhp)** – 320 Nm at 2,000 rpm.

... both are very economical and environmentally-friendly.

And in a few months ...

... two entry-level Euro 5 engines

- the 1.6 litre VTi 88 kW (120 bhp) – 160 Nm at 4,250 rpm – five-speed manual gearbox;

- the 1.6 litre HDi FAP 82 kW (112 bhp) – 270 Nm at 1,750 rpm – six-speed manual gearbox.

Efficient road holding

The 308 CC offers efficient road holding allowing the driver to enjoy the ride while preserving the comfort of all passengers. The wide wheel tracks, the lowered ride height and high-performance suspension specially developed for the body style give the car its excellent potential and afford the driver a real sense of security. The 302x26 mm disc brakes are on a par with this potential and the ESP, available as standard, remains vigilant at all times.

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Peugeot 308 CC

Summary

	PETROL			DIESEL		
	1.6 I VTi "120" 5-speed manual ⁽¹⁾ EP6C Euro 5	1.6 I THP "150" 6-speed manual EP6DT	1.6 I THP "140" 4-speed automatic EP6DT	1.6 I HDi FAP "110" 6-speed manual ⁽¹⁾ DV6CTED4 Euro 5	2.0 I HDi FAP "140" 6-speed manual DW10BTED4 Euro 5	2.0 I HDi FAP "136" 6-speed automatic DW10BTED4
GENERAL						
Displacement (cc)	1,598			1,560	1,997	
Maximum power in kW (or bhp) / engine speed (rpm)	88 (120) / 6,000	110 (150) / 5,800	103 (140) / 6,000	82 (112) / 3,500	103 (140) / 4,000	100 (136) / 4,000
Maximum torque (Nm) / engine speed (rpm)	160 / 4,250	240 / 1,400		270 - 285 ⁽²⁾ / 1,750	320 - 340 ⁽²⁾ / 2,000	
Gearbox	BE4 / 5N 5 manual	MCM / B 6 manual	AL4 4 automatic	MCM / E 6 manual	ML6C 6 manual	AM6C 6 automatic
Power rating (HP)	7	9		6	8	
Tyres	215/55R16 - 225/45R17 - 225/40R18					
PERFORMANCE (driver only / ½ payload)						
Maximum speed (km/h)	195 ⁽¹⁾	215	205	192 ⁽¹⁾	208	202
Acceleration (seconds) • 1,000 m standing start • 0 to 100 km/h	33.8 / 34.5 ⁽¹⁾	30.8 / 31.5	32.6 / 33.4	33.9 / 34.6 ⁽¹⁾	32.2 / 32.8	33.0 / 33.7
	12.5 / 13.1 ⁽¹⁾	9.8 / 10.4	11.6 / 12.4	12.2 / 13.0 ⁽¹⁾	10.8 / 11.4	11.8 / 12.5
In-gear acceleration (seconds) • 80 to 120 km/h in next to top gear • 80 to 120 km/h in top gear	11.6 / 12.4 ⁽¹⁾	9.6 / 10.4	8.1 / 8.5 ⁽³⁾	11.1 / 12.0 ⁽¹⁾	8.6 / 9.3	8.4 / 8.9 ⁽³⁾
	16.8 / 17.9 ⁽¹⁾	12.2 / 13.3	-	13.9 / 15.1 ⁽¹⁾	11.3 / 12.0	-
CONSUMPTION						
ECE - urban consumption (l/100 km)	-	10.7	11.8	-	7.8	9.6
EUCD - Extra-urban consumption (l/100 km)	-	5.6	6.0	-	4.8	5.5
Combined consumption (l/100 km)	7.1 ⁽¹⁾	7.5	8.1	5.3 ⁽¹⁾	5.9	7.0
CO ₂ emissions (g/km)	165 ⁽¹⁾	177	192	139 ⁽¹⁾	155	185
Fuel tank capacity (l)	60					
DIMENSIONS (m)						
Overall length	4.400					
Body width to mouldings / with mirrors folded / unfolded	1.817 / 1.872 / 2.039					
Kerb height (with full fuel tank)	1.426					
Wheelbase	2.605					
Front overhang / Rear overhang	0.929 / 0.906					
Front track / Rear track	16" et 17" : 1.526/1.521; 18" : 1.522/1.517					
WEIGHT (kg)						
Kerb weight (with full fuel tank)	1,480	1,512	1,523	1,525	1,599	1,620
AERODYNAMICS						
SCx drag area (m ²)	0.654	0.670		0.665	0.666	

⁽¹⁾ On sale 2nd half 2009: Perf/cons figures awaiting approval

⁽²⁾ With overboost

⁽³⁾ Performance figures obtained in Drive mode