

NEW PEUGEOT 308 & 308 SW



SERIOUS ABOUT DRIVING

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26th August 2025
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DRIVING PLEASURE TAKES PRIORITY

with a full range of refined and efficient powertrains, including the 100% electric PEUGEOT E-308 now offering up to 450 km of range.

THE NEW PEUGEOT 308 MODELS ILLUSTRATE THE FRENCH FLAIR OF PEUGEOT DESIGN

they are the first in the range to feature an illuminated emblem - a true brand signature.

This new front end also incorporates a new grille and a new three-claw light signature, for an even stronger presence on the road.

THE NEW PEUGEOT 308s

offer the pleasure of a seamless and serene experience with their connected services along with innovative V2L and Plug & Charge features.

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FOR SEVERAL DECADES, PEUGEOT HAS BEEN A KEY PLAYER IN THE EUROPEAN MARKET FOR SEDANS AND ESTATE CARS IN THE C SEGMENT, OFFERING MODELS RENOWNED FOR THEIR DISTINCTIVE DESIGN, DRIVING PLEASURE, AND DYNAMIC ROAD BEHAVIOUR. THE PEUGEOT 308 IS PART OF THIS HERITAGE, RANKING AMONG THE BEST-SELLING MODELS IN THE SEGMENT ACROSS NUMEROUS COUNTRIES.

Today, the new PEUGEOT 308 elevates driving pleasure to a whole new level, with a refined new design, unique dynamic qualities, a range of powertrains that meet all needs more than ever - including an even more efficient PEUGEOT E-308 - and a new range of services that ensure this exceptional experience continues with complete peace of mind.

PEUGEOT offers the new PEUGEOT 308 and 308 SW models with four powertrain options – electric, plug-in hybrid, hybrid, and diesel – **and five trims,** Style, Allure, GT and GT Exclusive, as well as Business version.

Designed in France and produced at the Mulhouse plant, the new PEUGEOT 308s are the expression of French excellence.

Like all PEUGEOT models in France (electric, ICE and hybrid, PC - and LCV) the new PEUGEOT 308 benefits from the **PEUGEOT CARE: up to 8 years / 160,000 km of vehicle warranty.**

ORDERS WILL BE OPEN IN AUTUMN 2025.

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FRENCH FLAIR

At their launch, the **PEUGEOT 308** and **308 SW** made a lasting impression with their bold and elegant design. They were also the first cars in the range to feature the new PEUGEOT emblem. Today, they go even further by illuminating the emblem.



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A STRIKING STYLE

FOR THE FIRST TIME ON A PEUGEOT, AN ILLUMINATED FRONT DESIGN

Strikingly impactful, it further enhances the unique personality of the PEUGEOT 308 and 308 SW. **The PEUGEOT emblem, illuminated for the first time, takes centre stage on this renewed front end,** proudly reaffirming the brand's expression. The proximity radar, discreetly hidden behind the emblem, remains invisible to the user while ensuring a high level of safety.

Above the emblem, a set of luminous strands elegantly highlights the grille and extends the illumination of the PEUGEOT 308s towards the new headlights, thus emphasising the solid stature of the car.

The generous stance of the new PEUGEOT 308 is accentuated by the reinforced shoulder from the beginning of the wings to the end of the front face, extending from the headlights.

The trapezoidal shape of the lower part of the new bumper also strongly anchors the new PEUGEOT 308s on the road, complemented by the air intakes at both ends.

Design and efficiency: these air intakes at the ends of the new bumper guide the airflow towards the inside of the wheel arches, making the new PEUGEOT 308 models among the most aerodynamic in the segment. This optimises fuel consumption and, with plug-in hybrid and electric engines, range.

The new grille features a body-colour treatment, seamlessly integrated into the body, in line with the latest PEUGEOT models. On all new PEUGEOT 308s, the grille elements are spaced wider in the centre to optimise airflow and become denser towards the sides, enhancing its visual presence. The GT trim comes as standard with an illuminated front end to further emphasise its distinctive character.



A PIERCING LOOK

The new PEUGEOT 308s feature a unique light signature, with three slim LED claws positioned in the eye area to enhance the vehicle's expressiveness. This iconic signature, which also functions as daytime running lights and indicators (with sequential indicators on the GT and GT Exclusive trims), fully embodies the PEUGEOT identity.

To enhance the expressiveness of the new PEUGEOT 308, the lighting functions - dipped beam and main beam — arranged in two superimposed horizontal sections (dipped beam above; main beam below) have been positioned lower. Thanks to very compact modules, they are discreetly integrated into the bumper, becoming almost invisible when stationary.

The headlights benefit from the new PEUGEOT FULL LED technology on the Style, Business, and Allure trims and the PEUGEOT Matrix LED technology on the GT and GT Exclusive trims.

The new PEUGEOT 308s now offer their best rear light signature across all trims with the three inclined LED claws positioned on each side of the elegant black lacquered band above the PEUGEOT emblem.

NEW PEUGEOT 308 AND 308 SW, SPORT AND ELEGANCE

Sharing the same DNA but showcasing two different styles. The new PEUGEOT 308, with its unique style and perfectly balanced proportions, undoubtedly offers one of the sportiest designs in the C segment. The new PEUGEOT 308 SW, a full-fledged model in the range, stands out with its sleek profile and sophisticated rear that allow it to combine elegance and practicality.





A UNIQUE PERSONALITY

NEW WHEELS

The new PEUGEOT 308 and 308 SW in Allure, GT and GT Exclusive trims are fitted with brand-new diamond-cut alloy wheels. Bringing elegance, innovation, and aerodynamics, these wheels are the result of extensive work by PEUGEOT's design team. These alloy wheels are available in 17" on the Allure trim and in 18" on the GT and GT Exclusive trims. All electric versions of the PEUGEOT 308 and 308 SW come as standard with the new 18" diamond-cut alloy wheel, across all trims.

The Style and Business trims now feature wheels in a black aluminium finish.

IMPACTFUL NEW COLOURS

The new PEUGEOT 308 is available in a new Lagoa Blue colour which is both refined and assertive. The palette of the new PEUGEOT 308 SW is enriched with the emblematic Ingaro Blue, appreciated on other models of the brand.



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REFINEMENT ON BOARD

A CLEAN AND WELCOMING INTERIOR DESIGN

The dynamism of the exterior design is mirrored inside: the lines are clean, pure, and seamlessly integrate the instrument cluster, the 10'' central touchscreen, and the main controls.

The unique architecture of the dashboard is designed to free up maximum space for the benefit of the front passengers. High-quality materials, such as genuine aluminium and Alcantara®, further enhance the feeling of comfort.

ELEGANT NEW GRAPHICS FOR THE INSTRUMENT CLUSTER

All new PEUGEOT 308s come with a digital instrument cluster as standard, featuring new 3D graphics (optional on the GT trim and standard on the GT Exclusive trim which contributes to driving pleasure through its elegance and optimal readability.

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FIVE I-TOGGLES FOR MORE INTUITIVE CONTROLS

Integrated into an elegant black band under the central touchscreen, the five i-Toggles allow users of the new PEUGEOT 308s to configure shortcuts to their preferred settings for certain functions: e.g. air conditioning, phone contacts, radio station, navigation to home, etc.

CUSTOMISABLE AMBIENT LIGHTING

The new PEUGEOT 308s pays attention to every detail, including ambient lighting (8 colours to choose from) that extends from the dashboard to the door panels.

A NEW PEUGEOT 308 SW AS PRACTICAL AS IT IS ELEGANT

The new PEUGEOT 308 SW offers great everyday practicality thanks to its second-row seats that can be split in three parts (40/20/40) with folding controls accessible from the trunk.

On the new PEUGEOT 308 SW Hybrid, in Allure, GT and GT Exclusive, the two-position boot floor helps to ideally arrange the loading space, with a volume ranging from 598 litres to 1487 litres. Additionally, **a powered tailgate** makes accessing the boot easier when your hands are full.



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A man with curly hair and a beard is driving a Peugeot 308s. He is wearing a dark blue shirt and light-colored trousers. The car's interior is black with yellow stitching on the seats and center console. The dashboard features a large infotainment screen displaying a navigation map. The background is blurred, suggesting motion.

DRIVING SENSATIONS THAT BOOST PLEASURE

More than ever, the **new PEUGEOT 308s** perpetuate the heritage of PEUGEOT models in the C segment by offering exceptional driving pleasure.



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DEDICATED TO DRIVING PLEASURE

DYNAMIC BEHAVIOUR THAT SETS THE STANDARD

Inheriting PEUGEOT's renowned expertise in road behaviour, **the new PEUGEOT 308s stand out for their agility, dynamism, and stability.**

The driving sensations are optimised by the low driving position and the quality of vibration filtration provided by the suspension.

A PEUGEOT I-COCKPIT® WITH UNIQUE ERGONOMICS SERVING PLEASURE

A key element of PEUGEOT driving pleasure, **the famous PEUGEOT i-Cockpit®, reaches one of its most refined expressions in the new PEUGEOT 308s.**

With a head-up instrument cluster, a compact steering wheel... the ergonomics are exceptional. Everything is naturally positioned in front of the driver's eyes and hands, including the controls located on the central part of the dashboard, which is slightly oriented towards the driver.



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A COMPREHENSIVE CHOICE OF POWERTRAINS

100% ELECTRIC SENSATIONS, INCREASED RANGE

To encourage its customers in their transition to electric mobility, on **the new PEUGEOT E-308, PEUGEOT offers a particularly high-performance powertrain with increased range.** An evolution that further strengthens the attractiveness of the PEUGEOT E-308, already ranked the most efficient car on the market (behind only the E-208) in the German ADAC Ecotest 2024.

The 115 kW (156 hp) electric motor offering 270 Nm of torque enables dynamic acceleration. It is paired with a 58.4 kWh (55.4 kWh usable) battery that operates at 400 Volts.

Regenerative braking allows for a smoother driving experience.

Using the paddles behind the compact steering wheel, the driver can easily activate regenerative braking in 3 levels, the left paddle increases regeneration, and the right one decreases it. The three regeneration levels are: Low (-0.8 m/s^2) for sensations close to those of an ICE vehicle, Moderate (-1.3 m/s^2) for increased deceleration when releasing the accelerator pedal and, Increased (-1.8 m/s^2) for maximum deceleration and thus maximum regeneration. The last two levels automatically illuminate the rear stop lights.

The new PEUGEOT E-308s offers an extended range of 450 km (WLTP combined cycle), thus positioning them at the top of its segment in this regard. This performance, representing a progress of 34 km compared to previous models, has been achieved through meticulous work on efficiency.

A three-phase onboard charger comes as standard, delivering 11 kW of power. The charging socket is compatible with all charging modes. From a 100 kW public charging station, it is possible to go from 20% to 80% charge in 32 minutes.

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VERSATILITY AND POWER OF THE PLUG-IN HYBRID

The new PEUGEOT 308 Plug-in Hybrid 195 hp combines a 92 kW (125 hp) electric motor with a turbocharged 1.6-litre 4-cylinder combustion engine of 150 hp (110 kW), **for a combined power of 195 hp (143 kW)**. The 7-speed dual-clutch automatic transmission e-DCS7 guarantees quick and smooth gear changes.

This second-generation plug-in hybrid powertrain includes a 17.2 kWh battery that provides an additional 20 km of range, giving a **100% electric driving range of 85 km** (WLTP combined cycle). It can be recharged in just 2 hours and 5 minutes (7.4 kW charger), or in 7 hours and 25 minutes using a standard domestic socket (10 A, 2.3 kW).

DYNAMISM AND SIMPLICITY OF THE HYBRID

For customers seeking a first approach to electrification, the new PEUGEOT 308s offers a 145 hp Hybrid powertrain paired with the 6-speed electrified e-DCS6 dual-clutch automatic transmission.

Thanks to a battery that automatically charges while driving, this technology provides an extra boost of torque for particularly dynamic acceleration while maintaining controlled consumption (4.7 to 5 l/100 km depending on the model, WLTP combined cycle). In urban areas, the PEUGEOT 308 and 308 SW Hybrid 145 can drive **up to 50% of the time in 100% electric zero-emission mode**.

EFFICIENT DIESEL TO MEET ALL NEEDS

With a commitment to providing solutions tailored to all customers and uses, PEUGEOT offers the new PEUGEOT 308 with a 1.5 L **BlueHDi 130 hp** four-cylinder diesel engine that has proven its efficiency. With its EAT8 automatic transmission, it is particularly suitable for intensive long-distance driving.

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PLEASURE FOR ALL PASSENGERS

SEATS DEDICATED TO WELL-BEING

The new PEUGEOT 308s feature elegant, sporty-inspired front seats. AGR-certified seats — a mark of excellence awarded by an independent association of medical and health professionals for their ergonomic qualities and wide range of adjustments — are available as an option on Allure and GT trims.

Massage and heating functions for the front seats are also offered as options on these trims and come as standard on the GT Exclusive trim.

A PARTICULARLY RICH COMFORT EQUIPMENT

The new PEUGEOT 308s set the highest standards in their segment for comfort-related equipment.

Optional on the GT trim and as standard on the GT Exclusive, **the AQS (Air Quality System)** constantly monitors the quality of the air entering the cabin and, if necessary, automatically activates air recycling. This system is complemented by the Clean Cabin, which treats the air by filtering polluting gases and particles.

For optimal comfort, **the MyPEUGEOT smartphone app allows remote programming of the car's air conditioning/heating system**, ensuring the cabin is at the ideal temperature from the moment you set off. An optional sunroof lets you enjoy the sunshine.

For an exceptional musical experience, a Focal® Premium Hi-Fi System, the result of several years of co-design work between PEUGEOT and the teams of Focal®, a French high-end audio specialist, is available as an option. It consists of 10 speakers with exclusive patented technologies, paired with a 12-channel, 690 W amplifier.

The new PEUGEOT 308s come standard with complete connectivity, including wireless mirroring smartphone function for Apple CarPlay and Android Auto, and four USB-C ports (two in the front seats, two in the rear seats).



EVERYDAY PARTNERS DESIGNED TO LAST

The new **PEUGEOT 308s** are the most accomplished expression of PEUGEOT's experience in the C segment.



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FRENCH EXCELLENCE

UNIQUE MATERIAL COMBINATIONS

All new PEUGEOT 308s (Allure & GT) feature unique seat fabrics that are particularly elegant and high-quality. For even greater comfort and refinement, the GT Exclusive trim can benefit from Alcantara® upholstery.

The elegance of genuine aluminium trims is one of the trademarks of the PEUGEOT 308s. Available on the GT trim, they extend across the entire width of the dashboard, continue on the doors for a wrap-around effect, and are also found on the centre console.

REFINEMENT IN EVERY DETAIL

The wheel arch surrounds located at each end of the lower part of the rear bumper are now covered with a particularly elegant black lacquer. For lasting modernity, the new PEUGEOT 308s no longer feature chrome trim. Finally, they also receive the new PEUGEOT monograms, which combine sobriety and refinement.



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A HIGH LEVEL OF RECYCLABILITY

The new PEUGEOT 308 and 308 SW set new standards in sustainability, integrating over 30% green materials (recycled and renewable) in their construction. More than 30 polymer components, such as the dashboard made from hemp fibre and recycled plastics used in bumpers and storage boxes, highlight this ecological commitment.

All our vehicles comply with strict homologation criteria, with 85% recyclability by mass and 95% recoverability.

The **PEUGEOT 308** uses **31%** recycled materials (**405 kg**), with **34%** of steels and **58%** of recycled aluminium, as well as **40 kg** of recycled polymers and biomaterials.

The **PEUGEOT 308 SW** also features **31%** recycled materials (**423 kg**), with **33%** of steels and **58%** of recycled aluminium, and **40 kg** of recycled polymers and biomaterials.

These results demonstrate PEUGEOT's commitment to the environment, making the new PEUGEOT 308 and 308 SW responsible choices for consumers.

THE EXPERTISE OF MADE IN FRANCE

The new style of the PEUGEOT 308s was designed by the PEUGEOT's design teams based in Vélizy in the Paris region. **All new PEUGEOT 308s are assembled at the historic Mulhouse plant in eastern France.**



A COMPLETE RANGE OF SERVICES FOR TOTAL PEACE OF MIND

REMOTE UPDATES

The new PEUGEOT 308s benefit from **remote software updates**, allowing users to always benefit from the latest developments without having to visit their dealer.

THE LATEST GENERATION OF PEUGEOT INFORMATION SYSTEMS AND CONNECTED SERVICES

The new PEUGEOT 308s in **Style and Allure** trims come standard with the **PEUGEOT i-Connect® infotainment system**, offering complete connectivity thanks to a wireless mirroring function (Apple CarPlay/Android Auto). They also benefit from the **PEUGEOT CONNECT ONE* connected services package**: notification of the vehicle's condition and potential recalls sent to the driver's smartphone via the MyPeugeot app, e-Coaching via tips displayed on the car's central screen to optimise driving in 100% electric mode, e-ROUTES by Free2Move Charge...



The technological experience is complete on the new PEUGEOT 308s in **Business, GT and GT Exclusive** trims with the **PEUGEOT i-Connect® Advanced system**, featuring high-performance TomTom connected navigation. They also offer the **PEUGEOT CONNECT PLUS** connected services package** integrating ChatGPT artificial intelligence associated with the PEUGEOT voice assistant, remote commands via the MyPeugeot app (see below), Trip Planner (see below), vehicle geolocation, etc.

**Free subscription for 10 years.*

***Free trial subscription for 6 months.*



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MYPEUGEOT APP TO ALWAYS STAY CONNECTED

The My PEUGEOT smartphone app allows the user of the new PEUGEOT 308 and 308 SW to stay constantly connected with their vehicle and access many remote functions:

- **Receive alerts** for any maintenance needs, schedule appointments directly with their PEUGEOT dealer, and consult the car's maintenance booklet in the app.
- **Geolocate their vehicle**, for example when parked in a distant street.*
- **Remotely command** door locking and activate lights or horn to locate the car.*
- **Start or schedule thermal pre-conditioning.** Beyond comfort, this feature helps optimising the range of plug-in hybrid and electric versions by anticipating the pre-conditioning of the battery temperature when the vehicle is plugged in.*
- **View, schedule, start, or defer battery charging** for plug-in hybrid and electric versions. This not only saves valuable time but it is also a way to avoid spending or consuming more than necessary.*

**Available with PEUGEOT CONNECT PLUS package.*



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A COMPLETE AND OPTIMISED ELECTRIC EXPERIENCE

To ensure total peace of mind for its customers, **PEUGEOT offers a Trip Planner on the new PEUGEOT E-308.** Integrated into the connected navigation system and PEUGEOT CONNECT PLUS services, this system plans trips optimally to maximise the car's range and facilitate charging. To calculate the ideal route, the system considers the distance to be covered, the battery charge level at departure, the desired battery charge level at arrival, and the available charging stations towards the destination, integrating predictable energy consumption (based on criteria such as speed, traffic, road type, and elevation).

The arrival of the "80% charge limitation" function, available in alternating current (AC), allows for adapting the charge level to daily use.

Charging at public stations is facilitated by the new "Plug & Charge" feature: the station automatically recognises the car as soon as the charging cable is connected, eliminating the need for a badge, dedicated app, or even a bank card for payment! The cost of the consumed electricity will be directly debited from the account of the holder.

The customer has access to all their operations via the central screen of the new PEUGEOT 308s or the Free2move Charge app. This new "Plug & Charge" feature is already accessible at over 10,000 charging stations in Europe - mainly located on major traffic routes – and is expected to be widely developed in the coming years.

The PEUGEOT E-308s are now equipped with the pre-disposition for the V2L function, enabling the car's high-voltage battery to power external electrical devices. For example, to charge an electric bike or operate mobile lighting. The system can provide up to 3.5 kW and 16 A. The adapter for powering external equipment is available as an accessory from PEUGEOT dealerships.

EXCEPTIONAL GUARANTEES

Like all PEUGEOT electric, combustion, and hybrid vehicles - both passenger and LCV - the new PEUGEOT 308 models benefit from the PEUGEOT ELECTRIC PROMISE, designed to reassure customers about the reliability and durability of the batteries in its electric models:

- **8-year / 160,000 km vehicle warranty** thanks to the PEUGEOT CARE programme
- **8-year / 160,000 km battery warranty.**
- **A Free2Move charging pass** that gives access to nearly one million charging points across Europe.



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ABOUT PEUGEOT

PEUGEOT offers the widest EV lineup of any European mainstream brand, covering all needs from urban cars to commercial vehicles. The French charisma, the driving sensations and the Designed to last constitute the brand values of PEUGEOT. Established in over 140 countries, PEUGEOT sold almost 1.1 million vehicles worldwide in 2024. Already the leader in electric B-segment and LCV vehicles in Europe, PEUGEOT is now offering a complete lineup of 12 models, of which 9 Passenger cars and 3 LCV. PEUGEOT offers 8 years/160,000 km Peugeot Care warranty on the battery and the vehicle, as well as the Wallbox for home charging and the On-the-go Pass on all its electric passenger cars for complete peace of mind. PEUGEOT products incorporate the latest technology, showcased by the Panoramic i-Cockpit and ChatGPT on board across the entire range. PEUGEOT is also committed to educating younger generations by supporting initiatives such as Born Free and Under The Pole to bring them closer to nature. Furthermore, PEUGEOT's passion for performance and innovation is showcased through the PEUGEOT 9X8 Hypercar, which competes in the World Endurance Championship (WEC), including the 24 Hours of Le Mans.