



PEUGEOT 308 ROADTRIP

WHAT MATTERS ISN'T THE DESTINATION, BUT THE JOURNEY!



Alongside the launch of the new PEUGEOT 308 range equipped with the PEUGEOT digital i-Cockpit®, PEUGEOT is launching a special series called "Roadtrip".

Based on the Allure Pack finish level, this limited "Roadtrip" series is available from today in sedan and SW silhouettes.

Thanks to its specific decorations and standard equipment, this new offer is a clear invitation to travel.

DISTINCTIVE ELEMENTS

The PEUGEOT 308 "Roadtrip" has new distinctive elements, some of them specifically for this special series. The Orange Sunset personalisation can be ideally combined with the Vertigo Blue body colour, new to the PEUGEOT 308 range. This new blue has a depth and saturation of colour obtained through the use of Tri-layer technology. This technique requires a second, specific base coat prior to the application of the varnish, for greater impact, even in situations of low light exposure. A first on the market in this colour range, this shade was inaugurated on the new PEUGEOT 208 & 2008. The special "Roadtrip" series also comes with all the other bodywork colours in the PEUGEOT 308 range.

On the outside, this limited series is recognisable at first glance thanks to:

- "Roadtrip" badges on the front fenders,
- 16-inch ZIRCON diamond rims,
- tinted windows on the rear doors, quarter doors and tailgate.

There is a unique inner feel thanks to elements that are specific to this special series:

- Alcantara® upholstery with diamond and PET fabric, stitched in Sunset Orange and Tramontane Grey,
- front seat labels with the "Roadtrip" logo,
- Orange Sunset and Tramontane Grey stitched floor mats,
- steering wheel, door panels, central armrest, specific gear lever gaiter (BVM) with Orange Sunset and Tramontane Grey stitching,
- aluminium sports pedalboard with footrests and door sills bearing the PEUGEOT logo.





PURE DRIVING EXPERIENCE

Because a reference will always be a reference, the PEUGEOT 308 "Roadtrip" offers the highest level of comfort/behaviour compromise in the compact saloon segment.

The PEUGEOT 308 "Roadtrip" is an inseparable element of the driving pleasure so important to the brand and is equipped with the **PEUGEOT digital i-Cockpit®**. The latter consists of a 10-inch high-definition digital panel. This instrument set includes the latest developments in terms of graphic design of the recent PEUGEOT 208 & PEUGEOT 2008. The central touch and capacitive screen has a "glossy" finish, following the example of the latest generation of smartphones.

This special series is available with **efficient petrol and diesel engines**, approved according to the WLTP protocol and complying with the €6 regulation:

In petrol, 3-cylinder 1.2L engines:

- PureTech 130 S&S BVM6 or EAT8.

In diesel, 4-cylinder 1.5L engines:

- BlueHDi 130 S&S BVM6 or EAT8.

The PEUGEOT 308 "Roadtrip" is delivered as standard with a wide range of equipment and driving aids:

- **adaptive cruise control with Stop function in the EAT8 automatic transmission or 30 km/h in the manual transmission** with adjustable inter-vehicle distance setting,
- **visiopark** with 180° rear view camera,
- **automatic emergency braking** from 5km/h to 140 km/h (depending on version) and **collision risk alert** that detects pedestrians in the lane up to a vehicle speed of 60km/h,
- **active lane departure warning** (or roadside departure warning) with lane correction from 65 km/h onwards,
- **driver Attention Alert**, to detect driver alertness over longer driving times and at speeds above 65 km/h by means of analysis of steering wheel micro-movements,
- **automatic high beam switching**,
- **speed sign recognition and recommendation**,
- **electric parking brake**,
- **3D navigation connected TomTom® Traffic and digital terrestrial radio (DAB)**,
- **hands-free access and start.**

For the most demanding customers, some options are available:

- **"PEUGEOT Full LED Technology"** headlights, dynamic front bumper, LED indicators with dynamic scrolling,
- **alarm** and super lock,
- **heated front seats**,
- **flat spare wheel**,
- **side security pack**,
- **drawbar pack.**





Depending on the country of sale, PEUGEOT is launching **PEUGEOT STORE**. This is the first 100% online sales site that now makes it possible to buy a new vehicle, have your old vehicle taken back and finance your new vehicle from your smartphone, tablet or PC. Each customer will have the freedom to choose to have their vehicle delivered to their home free of charge while scrupulously respecting all safety standards.

The PEUGEOT 308 & PEUGEOT 308 SW "Roadtrip" are made by the Sochaux factory in France, and are now available to order.

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PEUGEOT

Building on its technological offensive strategy and the electrification of its range, the PEUGEOT brand enters the era of energy transition with enthusiasm.

Stimulating and rewarding driving, elegant design and uncompromising quality are the brand's commitment to its customers and contribute to the emotion provided by each and every PEUGEOT.

Present in more than 160 countries at 10,000 points of sale, the brand sold almost 1,500,000 vehicles around the world in 2019. PEUGEOT combines all-round Excellence, Allure and Emotion with the ambition to be the top-of-the-range generalist brand on a global scale

