



NEW
PEUGEOT E-308 and E-308 SW

**100% ELECTRIC VERSIONS
FOR BOTH 308 MODELS**

PRESS RELEASE



PEUGEOT

13 September 2022

THE TWO 100% ELECTRIC PEUGEOT 308 AND 308 SW SILHOUETTES

- **ALLURE: 100% electric and 100% irresistible 308 saloon and estate**
- **ALLURE: First 100% electric estate car from a European manufacturer**
- **EXCELLENCE: New 115 kW/156 hp engine, new generation battery**
- **EXCELLENCE: 12.7 kWh/100 km, benchmark efficiency in the C segment**
- **EMOTION: The pleasure of 100% electric driving with the PEUGEOT i-Cockpit®.**

Already available in electrified plug-in hybrid versions, the two new PEUGEOT 308 silhouettes - the saloon and estate SW, will be available in 100% electric version from 2023. PEUGEOT will be the first European manufacturer to offer a 100% electric estate. The electric 308 and 308 SW will be powered by a brand-new electric engine, developing 115 kW (156 bhp) and with a range of over 400 km (WLTP cycle) depending on the level of equipment. This dual offer is a no-compromise response, perfectly adapted to the needs of C-segment customers: the unique look of the 308 is combined with the driving pleasure characteristic of PEUGEOT models, and with segment-leading efficiency, with an average energy consumption of 12.7 kWh. Available in the Allure and GT trim levels, the new PEUGEOT E-308 and E-308 SW will arrive on the market successively in mid-2023.





PEUGEOT



ALLURE. The design of the new PEUGEOT E-308 and E-308 SW is rooted both in the **PEUGEOT DNA and in a dynamic, upmarket reference world.** The longer front bonnet enhances the silhouette, the volumes are sensual and sharp, and the brand's new crest is proudly displayed in the centre of the grille. The overall optimisation of the architecture benefits the interior space. At the front, **the fang-shaped light signature frames the Matrix LED headlamps, perfectly integrating the 308 and 308 SW into the PEUGEOT family,** as do the three-claw LED lights at the rear.

A new 18-inch aluminium wheel has been specifically developed for the 100% electric versions of the PEUGEOT 308 and 308 SW. Its aerodynamic efficiency is particularly well designed to optimise performance.

EXCELLENCE. A **brand new fully electric engine** will be launched on the new PEUGEOT E-308 and E-308 SW: with **115 kW (156 bhp) and 260 Nm of torque** (available from 0 km/h) for immediate responsiveness. The new engine will drive the E-308 silently, without vibration and without CO₂ emissions. This engine will complement the current range, which includes 180 bhp/132 kW and 225 bhp/162 kW plug-in hybrids and internal combustion versions.

The **gearbox** on the PEUGEOT E-308 and E-308 SW optimises its range, while maintaining a high level of performance with a responsiveness specific to electric engines.

The **battery** is also **new generation.** It is a **54 kWh high-voltage battery (51 kWh useful)** with a new chemistry. The battery has a **new chemical composition with 80% Nickel - 10% Manganese - 10% Cobalt,** which operates at 400 volts and allows a range of over 400 km according to the WLTP protocol (approval in progress).



PEUGEOT

Efficiency was a major concern for the PEUGEOT E-308 and E-308 SW engineers, since the combined efforts in terms of engine, battery, aerodynamics (optimisation of the front end and underbody), weight optimisation (EMP2 platform) and reduction of friction losses (class A tyres) has made it possible to attain remarkably low average energy consumption: **12.7 kWh per 100 km, a benchmark among 100% electric vehicles in the C segment.**

In addition, in order to manage energy consumption as effectively as possible, the driver can select his or her **driving mode** (ECO, NORMAL and SPORT), and even, thanks to the "**BRAKE**" mode, increase deceleration when the accelerator pedal is released in order to optimise energy recovery.

The **on-board three-phase charger** comes as standard and has a power rating of **11 kW**. The charging socket accepts all charging modes. From a 100kW public charging point, the vehicle charge will go **from 20% to 80% charge in less than 25 minutes.**



Technologically, the new PEUGEOT E-308 and E-308 SW feature **the latest generation of driving aids** to promote calm and safe driving. These include:

- Adaptive cruise control with Stop and Go function,
- Long-range blind spot monitoring (75 metres),
- Rear Traffic Alert, which warns of danger when reversing.



PEUGEOT

EMOTION. For its driver and passengers, the new PEUGEOT E-308 and E-308 SW offer **the latest generation of the PEUGEOT i-Cockpit®**, recognisable by:

- its compact, heated steering wheel, dedicated to driving pleasure and controlled agility,
- its 3-dimensional digital head-up display, which can be customised and configured,
- its central 10-inch touch screen.



The emphasis has been placed on cabin craftsmanship, inventiveness with fully configurable **virtual i-toggles**, and **connectivity** including the latest i-Connect® Advanced technology, an infotainment system that makes the driving and travelling experience more intuitive and rewarding.

Depending on the country of sale, **the new PEUGEOT E-308 and E-308 SW will be available for purchase on the Brand's online sales site**, which will allow the customer to have a 100% digital purchase experience ("Selling On line") that is entirely secure. Customers can purchase their new vehicle, trade-in their old vehicle and finance their new vehicle from their smartphone, tablet or PC. Each customer will have the freedom to choose to have their vehicle delivered to their home free of charge.

A range of services is available to make our customers' life easier every day. A **MyPeugeot® application** is available on smartphone, which communicates with the vehicle and can schedule a remote charge, or launch a thermal pre-conditioning remotely.

The **Free2Move e-solutions** smartphone application allows users to plan their journey, by anticipating the recharging stages thanks to the integration of the recharging stations present on the route.



PEUGEOT

PRESS CONTACTS

presse@peugeot.com

LINKS

PEUGEOT Press Site

<https://www.media.stellantis.com/em-en/peugeot>

ABOUT PEUGEOT

PEUGEOT is an inventive and global top-of-the-range generalist brand. Its values are Allure, Excellence and Emotion. Present in more than 130 countries, PEUGEOT sold more than 1,200,000 vehicles worldwide in 2021. After celebrating its 211th anniversary, PEUGEOT is ushering in its new identity with a coat of arms that emphasises its personality and timelessness. With an 80% electrified passenger car range and a 100% electrified commercial vehicle range, the PEUGEOT Brand is continuing its energy transition. From 2022, the Brand will compete in the World Endurance Championship (WEC) with its 9X8 hybrid Hypercar.

