

The Peugeot | *307 SW*

A FAMILY CAR IN DISGUISE





## Light up your life

The 307 SW has a lot more window surface than your average car— 5 square metres in fact. But then as you'll discover, this is hardly an average car. The first thing you'll notice when you climb aboard is an abundance of light and space. The light, which

comes at you from every angle, is thanks to a combination of large side windows and a raked windscreen that extends into a huge glass roof. Suddenly there's so much to see. You're in harmony with your surroundings as you and your passengers watch the world roll by in panoramic vision. And that goes for your rear passengers too, thanks to the tiered rear seats. But it's not just the interior of the 307 SW that presents a perfect picture. Take a closer look at the shape of the car. Notice how fluid and pure its design is. The elegant and balanced contour is both light and dynamic and is further emphasised by the chrome effect door handles.

### Digital air conditioning with climate control\*

As well as air circulation, the system features demisting, temperature control and air extraction. And to protect you from harmful UV rays, fine layers of carbon monoxides have been inlaid into the athermic windscreen. This also prevents overheating of the interior while stationary.

\* Standard on the SE



### Electric blind

When the sun's rays are at their strongest, an electric shutter blind can be activated by a single push on a sequential button, closing partially or completely, whichever is desired.

**Bump proof resistant roof**  
Made from laminated glass, the roof provides maximum resistance in the unlikely event of a hard knock. In addition, there are two curtain airbags situated just above the lateral windows, which can be deployed in a few milli-seconds for the protection of both driver and passengers.





The way the world sees you

## Surround yourself with space

Climb in. Take a look around. See how the light reflects the space. Try out each and every seat. Whichever you choose, you'll enjoy a totally panoramic view in complete comfort. Thanks to the extended wheelbase the rear doors provide easy access to even more interior space, whilst tiered seating provides a completely unrestricted view for both driver and passengers.



**Foldaway tables** mean yet more comfort and convenience.

**Space and light** give a panoramic feel to your journey.



### **Electrochrome rear view mirror\***

The interior rear-view mirror in your 307 is light sensitive. Thanks to two sensors that detect the light interval between the front and rear of the vehicle, the mirror darkens or brightens automatically, thus preventing dazzle.

*\* Standard on the SE*



### **Air conditioned glove box**

An air conditioned glove box will keep your food and drinks fresh, whilst conveniently located storage and discrete pockets throughout provide ample space for oddments. The central console is also equipped with thoughtful extras such as drinks holders and CD storage. And there are storage drawers under the front seats as well.



### **Stereo with 5 CD autochanger**

A stereo radio/cassette is standard on the SE, whilst the S model is fitted with a radio/mono CD. A 5 CD autochanger is standard on the SE and an optional extra on the S. Speed related volume control and steering column remote controls are standard on both models.



# Take your seats

## First row

The two front seats offer a completely comfortable and personalised driving position. Choose a high or a low setting, recline your seats or raise them - whichever suits you best.

## Second row

Side by side, with or without the centre seat folded, two seats either set to the right or the left, two seats in a central position - the choice is yours. The second row also benefits from airline-style foldaway tables and pockets incorporated into the front seat backs and plenty more storage space behind the middle seat.

## Third row

This row offers 3 positions that can accommodate either one or two seats from the second row and make up a number of spacious configurations. You can also opt for one or two additional accessory\* seats that can be added to create a total of 7 seats. In addition, two netted side storage areas, a luggage cover and a boot net mean that your luggage is securely stored.

The 307 SW invites you to create your own seating configuration within over two square metres of rear space\*. So whether you're off on holiday, transporting bulky objects or travelling light, you can easily transform the interior to suit your needs. Seats that recline and fold, and predetermined fixing points offer a variety of seating configurations – it's up to you. Equally adaptable storage space can be found throughout the interior including generous door bins and netting, over and to the sides, of the boot.

\* Optional extra

\* Space behind the front seats, without seats in row 2 and row 3.



Go



As soon as you're behind the wheel of the 307 SW you'll feel totally comfortable. And when your journey begins, you'll appreciate the variable power assisted steering that helps to deliver precise road handling and an altogether more enjoyable drive. As well as reacting perfectly to your driving style and speed, the assisted steering also reads the road surface, helping to reduce fuel consumption and even making parking easier.

**Automatic gearbox  
"TIPTRONIC SYSTEM  
PORSCHE"\***

The automatic gearbox with tiptronic system provides varying degrees of control, because it allows you to switch between manual and automatic mode. When in manual mode, the driver can select the gear of their choice. When in automatic mode, the gearbox adapts to driving conditions. You can also choose from one of three pre-set programmes: Standard, Sport or Snow.

*\* Available on 1.6 16-valve and 2.0 16-valve petrol engines*

**Cruise control\***

The cruise control allows you to maintain a pre-programmed speed, without having to touch the accelerator. If you're on a long drive, you'll soon appreciate how much less stressful your journey can be. It's simple to operate and any pressure, on any pedal, is enough to cancel it and return full control to you.

*\* Optional extra*

**The trip computer\***

Delivers information on various functions: fuel consumption, average speed, distance travelled and distance remaining before refuelling is required.

*\* Standard on the SE.  
Optional extra on the S*

**GPS Telephone\***

Choose the 307 SW and you'll be guided whenever you want, by audio and visual directions. That's because you can have, as an optional extra, a satellite navigation system with voice control and synthesis, and a black & white or colour screen with a GPS (Global Positioning System) aerial. The hands-free GPS phone is an integral part of the audio system and includes

a direct link to our Customer Contact Centre, so you'll always be able to call us if you need help. There's an SOS button as well, which allows you and your car to be located in the event of an emergency or a request for assistance.

*\* Optional extra*



**The electronic management system**

Centralises and tracks every function of the car, including engine performance, road-holding and active and passive safety. Information is passed through a single wire, providing a shorter response time for maximum safety.



The way you see the world

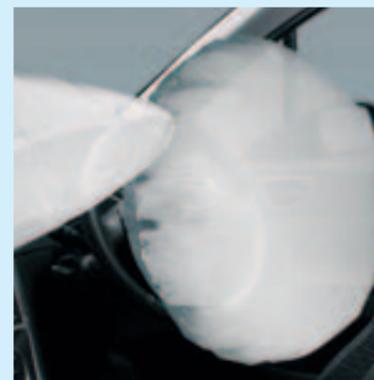




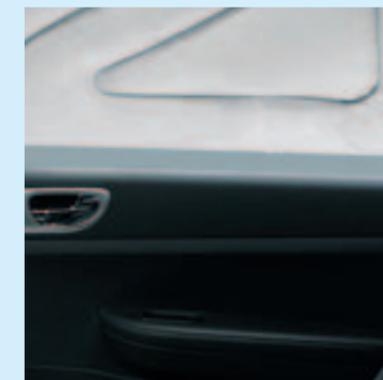
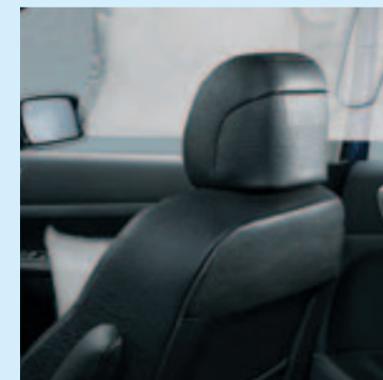


At Peugeot, we think that driving should always be a pleasure, and to make sure it always stays that way we put the safety of you and your passengers first. That's why the 307 SW has front and rear disc brakes, Electronic Stability Programme\* (ESP), front airbags (with a passenger airbag deactivate switch), and curtain airbags all round the passenger compartment. It's a total approach to safety, based on tried and tested technological methods, so you'll always have complete peace of mind.

\* Depending on version



Six airbags standard on all models.



#### Four disc brakes

Intelligent brakes reduce braking distance and reduce the temperature of the discs. Two disc brakes at the front and two at the rear are connected to the ABS and EBFDF functions for electronic distribution of braking pressure.

#### Electronic Stability Programme\* (ESP)

Enhances stability and optimises balance. A sensor situated at the centre of the vehicle compares the trajectory of the front and rear wheels. If a notable difference is detected, the system automatically slows down one or more of the wheels and if necessary, reduces the power of the engine to bring the vehicle back to the correct trajectory.

This system combines four functions:

**Electronic Brake Force Distribution (EBFD)** electronically distributes the braking on all four wheels in order to improve vehicle control.

**Anti-lock Brakes (ABS)** reduces the risk of the wheels locking when on slippery surfaces and significantly shortens braking distance.

**Traction Control (ASR)** prevents spinning of the wheels.

**Dynamic Stability Control (DSC)** helps the driver to bring the car back on the right track.

#### Emergency Brake Assist (EBA)

Gives assistance with rapid braking and emergency stopping. Working in harmony with the ABS function EBA amplifies the braking pressure applied when the driver brakes hard, so that full braking potential is used.

#### Airbags

These are a top priority for Peugeot across all models. The 307 SW is fitted with two adaptable front airbags (the passenger airbag has a deactivate switch) as well as two front side airbags for extra safety. In addition, two 'curtain' airbags above the lateral windows are designed to protect both front and rear passengers.

#### Active front seat backrest

In the event of a rear impact, a built-in response mechanism is activated, protecting passengers by pushing the headrest upwards and forwards at the same time, whilst a second device prevents the headrest from dropping downwards.

#### Safety belts

Those at the front are height-adjustable and pre-tensioned. In addition, both front and all rear seat belts have 3 anchorage points.

#### Retractable steering column

Height and reach adjustable, the steering column will retract in the event of a head-on impact.

#### Impact resistant frame

Reinforced and designed to crumple under forward impact for increased passenger safety, whilst the reinforced shell and superstructure of the frame absorb energy in the event of side impact.

#### Automatic headlights\*

Significantly improve visibility where and when it's needed. At nightfall, or in dimly lit areas like garages or tunnels, a sensor triggers the headlamp switch automatically. Then, when it's light enough again, the lights will automatically switch themselves off.

\* Standard on the SE

#### Automatic illumination of hazard warning lights

Activated by hard braking they allow the driver to stay focused on the road. The hazard lights will stay on until the driver accelerates.

#### Automatic rain sensing front wipers

Always give you perfect visibility because the 'butterfly' design sweeps a huge surface area and the wipers adjust themselves according to how heavy the rain is. When you're driving a 307 SW, you'll always be able to concentrate on the road ahead.

#### Headlight delay security illumination

Keeps the headlights on for 45 seconds after the ignition is switched off, to help you to your front door.

#### Talk directly with Peugeot

For further information on any model in the Peugeot range or for details of your nearest Dealer please call 0845 200 1234 (calls may be recorded for training and quality purposes, calls charged at local rate).

Petrol  
or Diesel,  
it's your  
choice

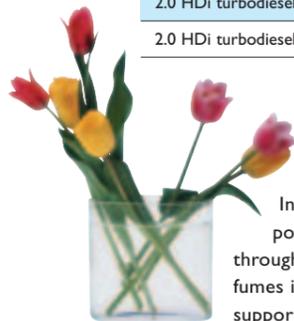


The 307 SW is available with a choice of four engines. All engines are connected to a 5-speed manual gearbox, and the 1.6 16-valve and 2.0 16-valve petrol versions can be specified with a sequential automatic "Tiptronic System Porsche" gearbox.

	Consumption mpg (litre/100km)			CO <sub>2</sub> /km
	Urban	Extra Urban	Combined	
1.6 16-valve 110 bhp	28.5 (9.9)	44.8 (6.3)	36.7 (7.7)	178
1.6 16-valve auto 110 bhp	25.2 (11.2)	44.1 (6.4)	34.0 (8.3)	194
2.0 16-valve 138 bhp	24.6 (11.5)	44.8 (6.3)	34.0 (8.3)	194
2.0 16-valve auto 138 bhp	21.6 (13.1)	43.5 (6.5)	32.1 (8.8)	206
2.0 HDi turbodiesel 90 bhp	39.8 (7.1)	62.8 (4.5)	52.3 (5.4)	143
2.0 HDi turbodiesel 110 bhp FAP	39.2 (7.2)	64.2 (4.4)	52.3 (5.4)	143

**Particulate filter (FAP)**

Integrated into the catalytic converter of the 2.0 HDi 110 engine, FAP is a porous filtration system that traps carbon molecules as they are emitted through the exhaust pipe. The FAP stops the emission of harmful particles and fumes in all conditions. This, along with our ability to recycle our vehicles and our support of the "Green Marathon" programme is further evidence of our ongoing commitment to the protection of the environment.



**HDi (High Pressure Direct Injection) technology**

Developed from aeronautical research and consists of a diesel engine with a "high pressure" direct injection. An electronically generated fuel supply pump known as "common rail" is capable of achieving a pressure of 1350 bars. This is possible thanks to a turbo compressor and cooling system, which manipulates the intake of air. HDi technology provides you with a greater sense of driving enjoyment and it also reduces fuel consumption, pollution, noise and vibrations.

**Protection of the environment**

is something that is hugely important to Peugeot. So you'll be pleased to know that 85% of the 307 SW is recyclable. Fuel consumption is reduced due to minimising the weight of the car, hence the aluminium bonnet and plastic wings. In short, the 307 SW is testimony to our active commitment to the preservation of the environment.





## 11 striking colours

With roof bars, door handles and rear number plate housing finished in a chrome effect



Your 307 SW is available in a choice of 11 exciting body colours:

- |                   |                      |                 |                  |
|-------------------|----------------------|-----------------|------------------|
| 1. Idaho Green*   | 2. Bianca White      | 3. Aluminium*   | 4. Mercury Grey* |
| 5. Sahara Yellow* | 6. Dolomites Bronze* | 7. Diablo Red*  | 8. Aegean Blue*  |
| 9. China Blue*    | 10. Oakland Green*   | 11. Onyx Black* |                  |

\* Metallic or pearlescent paint is an option at extra cost.



**Four interior ambiances**

**Cedar Ambience**  
Interior: Green cloth/velour  
Green dashboard  
Aluminium centre console and trim inserts



**Titan Ambience**  
Interior: Black and grey cloth  
Black dashboard  
Aluminium centre console and trim inserts



**Cobalt Ambience\*\***  
Interior: Blue cloth  
Blue dashboard  
Aluminium centre console and trim inserts



**Titan leather Ambience\***  
Interior: Black leather  
Black dashboard  
Aluminium centre console and trim inserts



\* Leather trim is available as an option at extra cost on the SE version  
\*\* Discontinued from July production



**Wheel trims**  
15" Columbia



**Alloy wheels**  
16" Ariane



4419 mm



2708 mm

1544 mm

1757 mm

Length	4419 mm
Width (mirrors folded in)	1757 mm
Height	1544 mm
Wheelbase	2708 mm
Front overhang	878 mm
Rear overhang	833 mm
Boot volume	
- (row 3 seats in place)	137 dm <sup>3</sup>
- (rear seats removed)	1539 dm <sup>3</sup>





**Tempest Alloy Wheels**  
Available in 6J x 15", 6.5J x 17" sizes.  
Manufactured to the same exacting standards as Peugeot original equipment wheels.

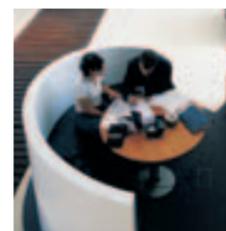


**Parking Aid**  
To help you manoeuvre more safely; the system emits audible beeps when the car approaches an obstacle. The parking aid can be fitted without the need to drill the rear bumper.  
*(Please note the system will not function whilst towing).*



**Satellite navigation unit**  
A fully integrated navigation unit, built into a DIN size housing, it is ideally suited to the 307 SW with a double DIN aperture.

## The Peugeot Customer Promise



When you buy a new Peugeot vehicle from a Peugeot Dealer in the UK and entrust your vehicle to one of them for servicing or repair, they promise: to give you the best people, with the best training and diagnostic tools, Genuine Peugeot parts and the best aftersales backup, all at a competitive price.

### Peugeot Peace of Mind

Peugeot vehicles are designed and manufactured to give you worry-free motoring and peace of mind. As a Peugeot owner you are entitled to a comprehensive range of customer care services from your Peugeot Dealer who has the expertise to maintain your Peugeot to its peak performance.

### Peugeot Warranties

**3 Years of Warranty:** In addition to the 2 year unlimited mileage manufacturer's Warranty, all vehicles first registered in the UK and purchased from a UK Peugeot Dealer benefit from a free optional additional 1 year of Warranty provided by the Peugeot Dealer network in the UK. This optional Warranty is offered free of charge but subject to the manufacturer's recommended servicing being carried out by an authorised Peugeot Dealership. This additional Warranty carries a mileage limit of 60,000 miles (100,000 miles for Boxer models excluding Motorhomes and other converted vehicles) from first registration. The conditions of the additional 1 year Warranty are identical to those of the 2 year manufacturer's Warranty. (For full terms and conditions, please consult your Peugeot Dealer. NB: This 3 years of Warranty is automatically transferable on the sale of the vehicle.)

**12 Year Anti-Perforation and 3 Year Paint Warranty:** Also automatically transferable on sale of the vehicle, this will maintain and enhance the resale value of your car. (The Anti-Perforation Warranty is limited to 6 years and the Paint Warranty to 2 years on 206 Van, Partner, Expert and Boxer vans.)

### Peugeot Extended Warranty

Should you need protection beyond the initial 3 years of Warranty, the Peugeot Extended Warranty plan can give you cover of up to 120,000 miles or 4 to 5 years on cars, or 4 years with unlimited mileage on Partner, Expert, Expert Combi and Boxer vans. Available as an option at extra cost, the Peugeot Extended Warranty is one of the most competitive schemes of its type and is available exclusively to Peugeot owners. Please ask your Dealer for full details.

### Peugeot Assistance

For the first year of ownership you will automatically receive Peugeot Assistance cover for complete peace of mind. Additional Peugeot Assistance may be purchased for the second and third

years. Operated by the RAC, it includes roadside assistance, vehicle recovery, free replacement vehicle or hotel accommodation and chauffeur provision in case of certain medical disabilities. Peugeot Assistance is available within the UK and Europe. Your local Peugeot Dealer has full details of terms and conditions.

### Peugeot Service Care

Peugeot petrol engine vehicles need servicing every 20,000 miles or every 2 years, whichever is sooner. Drivers of diesel versions also benefit from extended servicing with 12,000 miles (10,000 non HDi diesel vehicles) or 2 year intervals. With less time spent in the maintenance bay and fewer service visits, Peugeot have passed on the benefits of technology in engine design and lubrication. Cost savings compared to competitive models increase with mileage covered, and could be up to 45%.

In order to minimise the inconvenience associated with normal servicing, Peugeot UK Dealers promise to offer you the choice of:

- while you wait servicing with a timed appointment;
- or local vehicle collection from your home or place of work;

- or alternative transport to the railway station, home or place of work;

- or by arrangement, a hire vehicle at a concessionary rate.

In addition they will aim to ensure that your vehicle is washed before it is returned.

### Peugeot Insurance Centre

Peugeot Insurance has been specifically arranged for Peugeot owners. Offering discounted premiums and a fast and efficient claims service, it is another benefit of owning a Peugeot. Your Dealer can provide a proposal form for a free quotation or you can call the Peugeot Insurance Centre direct on **0845 200 1234** for a free quotation.

Alternatively, contact:

**Peugeot Insurance Centre**  
**The Wharf**  
**Neville Street**  
**Leeds**  
**LS1 4AZ**

Whatever Peugeot you drive, we guarantee you a competitive premium for your Motor Insurance. As a valued customer of Peugeot we'll make sure you get the very best premium quotation possible from Peugeot Insurance.

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