

New look for Peugeot's 308 range - by Liana Reiners

Peugeot South Africa has introduced a substantially upgraded version of its 308 hatchback. At the same time, new nomenclature has also been adopted.

The existing 308 Comfort 1.6 now becomes the 308 Access 1.6, while the current 308 Premium 1.6 will now be known as the 308 Active 1.6. In addition, the 308 Premium Pack 2.0 HDi has been renamed the 308 Active 2.0 HDi. The 308 GTi 1.6 THP and 308 CC 1.6 THP models retain their respective designations.



The changes are particularly apparent at the front, where a shorter, tapered bonnet and smoother headlight fairings are mated to a reshaped, more compact air intake. The grille features horizontal strakes and a brilliant black surround on all hatchback models, while the surround is finished in chrome on CC derivatives. A slimmer central protection strip adds to the sleeker, more assertive frontal appearance.

The new Peugeot badge features a dual-material execution and is prominently positioned at the edge of the bonnet. The badge's black lacquer base gets a V-shaped chrome outline that echoes the bonnet's profile.

While the basic configuration and layout of the interior remains unchanged, the instrument binnacle has undergone some changes. The binnacle is dominated by the two large dials of the rev counter and speedometer, while smaller gauges for fuel level and engine temperature are located between them.

The instrument faces are black, with white graphics, white indicator needles and chromed surrounds. However, 308 GTi and 308 CC models get white-faced dials with red needles. An alphanumeric LED trip computer display and warning light array is included across the 308 range.

The new Peugeot 308 range consists of seven models, spanning a choice of three petrol engines and a turbodiesel unit, as well as both manual and automatic gearboxes.

All seven 308 models cost less than the previous versions, while a five-year/100 000 km service plan is included as standard across the entire range. This is accompanied by a three-year/100 000 km warranty.

The recommended retail prices are as follows:

308 Access 1.6 VTi 5-door	R199 000
308 Active 1.6 VTi 5-door	R219 900
308 Active 1.6 Auto 5-door	R252 000
308 Active 2.0 HDi 5-door	R259 000
308 GTi 1.6 THP 5-door	R293 300
308 CC 1.6 THP Manual	R340 500
308 CC 1.6 THP Auto	R354 800

