

The Stylish New Peugeot 308 SW



Peugeot has announced prices and specifications for the stylish new Peugeot 308 SW estate, which debuted in forecourts this month.

Sharing the European Car of the Year 2014 accolade with its sister hatchback, the 308 SW boasts a stylish design, an impressive driving experience, high levels of standard specification, functionality, and outstanding load space.

A choice of efficient, low CO2 petrol and diesel engines is available, including the new, class-leading 1.2 PureTech petrol range. The new 308 SW retails in Ireland from €21,990, plus dealer delivery related charges for the Access 1.2 110bhp PureTech petrol model and it comes to market with a five year manufacturer warranty.

Featuring the same innovative i-Cockpit as the hatchback version and indeed the same stylish front face, the new Peugeot 308 SW is built on Peugeot's new Efficient Modular Platform (EMP2).

It is 140kg lighter overall than its predecessor, making it the lightest vehicle in the segment and thus a class leader in terms of reduced fuel consumption and low-CO2 emissions. At 4.58m in length, 1.47m in height and 1.8m in width, Peugeot designers have extended the wheelbase by 11cm compared to the hatchback and the rear overhang by 22cm, to allow more rear passenger room and a bigger boot.

The boot volume, below the parcel shelf, totals 610 dm³ (660 litres). Folding the rear seats results in a total load volume of 1660 dm³.

The new Peugeot 308 SW range in Ireland has three trim levels, mirroring the hatchback range.

The Access model comes to market at a €900 premium over its equivalent hatchback version and features LED daytime running lights, rear lamps with distinctive LEDs, colour-coded door mirrors and door handles, a spare wheel, air conditioning, one-touch electric front windows, cruise control + speed limiter, radio + integrated CD player, Bluetooth and USB connection, six airbags, ESP and cloth trim.

The Active and Allure models each gain roof rails and chrome boot luggage rails, over the standard hatchback equipment, at a premium of just €1,200.

The Active specification includes automatic dual zone air conditioning, height adjustable passenger seat, 16" alloy wheels, rear electric windows, programmable cruise control + speed limiter, hill assist, lumbar adjustment of driver's seat, rear parking aid sensors, front fog lights, automatic headlamps + wipers and an electrochrome rear view mirror. It also receives the 9.7" multi-function colour touch screen.

The Allure model adds 17" alloy wheels, full LED headlamps with integrated LED daytime running lights, an automatic electric parking brake, electric folding door mirrors and courtesy light and sports style front seats.

The new 308 SW will be available in Ireland this summer with 3 petrol and 2 HDi diesel versions, to suit every taste and budget and offering excellent fuel economy and low CO2 emissions.

The new 308 is the first in the range to benefit from Peugeot's new revolutionary three-cylinder turbocharged petrol engine; already a record breaker, the new 1.2 PureTech petrol engine fuelled a standard 308 hatchback for an incredible 1810km from just one tank, to become a benchmark in the segment. The 5-speed manual PureTech petrol model line-up is as follows:

The new Peugeot 308 SW is the latest model to join the lion-stable, as it celebrates its youngest ever range in the company's 125-year history. It will be available for test drives at Peugeot dealerships nationwide this summer.