

## **First deliveries of new ‘308 GTi by Peugeot Sport’ available now**

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(PRWEB UK) 9 December 2015 -- The iconic Peugeot GTi badge returned to the medium car segment for the first time since the 1990s on 5 November 2015, and all is set for a thrilling performance. One of the most eagerly-anticipated new model launches of 2015, the 308 GTi by Peugeot Sport is a high-end performance ‘hot hatch’ designed with the sophisticated and enthusiastic driver in mind.

Launched as a high-performance model for the 308 range – itself winner of the prestigious 2014 European Car of the Year – the 308 GTi has been extensively developed by Peugeot Sport - the Brand’s in-house team of motor sport engineers that boasts a wealth of expertise and success in the performance road car and international competition fields. The 308 GTi is the fourth road car project in three years following the critically acclaimed RCZ R, 208 GTi 30th and 208 GTi by Peugeot Sport.

The letters GTi only ever feature on Peugeot products with the highest performance. An acronym of Grand Tourer Injection, it’s a badge which has become shorthand for the hot hatch segment – a sector in which Peugeot has more than played its part. Products such as the 205 GTi and 309 GTi have acquired near-classic status in the decades since launch, and remain hugely popular with owners who appreciate their exceptional dynamic performance.

The 308 GTi continues in the same vein. Due to the dedication of the Peugeot Sport team, the GTi offers customers a striking new interpretation of the 308’s sleek exterior design, enhanced sports-oriented interior detailing and an unparalleled driving experience with strong desirability and following.

Powered by the most-powerful engine of its size, the state-of-the-art 1.6-litre THP petrol engine with Stop&Start (S&S) technology is available in two power outputs – 250hp and 270hp – with both providing impressive performance; limited to 155mph. Even the environmental credentials are class-leading, with CO2 emissions at just 139g/km, while official Combined Cycle fuel economy is 47.0mpg.

With both models weighing in at just 1205kg this enables the 308 GTi 250 to sprint to 62mph in just 6.2 seconds, with a power-to-weight ratio of just 4.82kg/hp. The 308 GTi 270 sets a new segment record for power-to-weight – at just 4.46kg/hp – and reaches 62mph in a mere 6.0 seconds flat.

Key to the appeal of the 270 GTi is its Torsen® limited-slip differential, fitted as standard. Designed to improve cornering by channeling the torque to the wheel with the greatest traction, it also makes it possible to drive faster around corners and enhance grip and handling.

The 270 GTi is also equipped with 2.3kg lighter 19” ‘Carbone’ lightweight alloy wheels shod with the latest Michelin Pilot Super Sport tyres. The design showcases the highly-capable 380mm ventilated front brake discs with solid red four-piston PEUGEOT SPORT signature calipers.

The 308 GTi boasts purposeful new styling, sitting 11mm lower to the ground than its siblings. Aggressive new

front and rear design elements have been added, with six distinctive exterior colours available – new Ultimate Red, Pearlescent White, Magnetic Blue, Nera Black, Cumulus Grey and Hurricane Grey. For the most eye-catching look, a ‘Coupe Franche’ two-tone design is exclusive to the 308 GTi 270, contrasting Ultimate Red with Nera Black.

The interior has been carefully specified to complement the 308 GTi’s exterior, subtly emphasising its sporting credentials. The door sill carries the Peugeot Sport and GTi signature, while the foot pedals, foot rest and gear knob are finished in aluminum. Red stitching features on the upholstery, door panels, gear lever and premium floor mats. The GTi 270 features Peugeot Sport race-inspired seats, upholstered in leather effect and Alcantara, which provide enhanced lateral support.

The compact steering wheel – an integral part of the 308’s acclaimed Peugeot i-Cockpit cabin design – provides natural grip and precise direction. It features full-grain leather with a GTi logo at the base and a red centring mark at the top. The head-up display instrument panel read-outs has a chequered backdrop, and a GTi greets the driver on start-up.

A 9.7” centrally mounted touch-screen forms a seamless part of the instrument panel, with its Redline theme adding a final touch of flair to the interior. The user-friendly feel of the cockpit promotes safe, instinctive driving control – crucial for a car that packs such a punch.

Standard equipment on the 308 GTi includes a Driver Sport Pack, which allows owners to ramp up the high-octane feel. Pressing the Sport button on the centre console switches the display colour from white to red, and shows additional information on the central read-out. It also enhances engine noise growl and changes the accelerator pedal mapping.

Also standard is red ‘Peugeot’ lettering on the grille, sports side skirts, new twin exhaust system with black diffuser, GTi badging, full LED headlamps, front LED sequential indicators, reversing camera, front and rear parking sensors, Peugeot Open & Go (keyless entry & push button start), satellite navigation and DAB digital radio. The GTi 250 has 18-inch ‘Diamant’ alloy wheels while the GTi 270 the larger 19” ‘Carbone’ lightweight alloy wheels.

The Peugeot 308 GTi 250 is priced at £26,555 on the road, while the Peugeot 308 GTi 270 (which has more power, the Torsen differential, 19” wheels, larger front brakes and sports seats) is priced at £28,155. The sports seats at £800 and 19” ‘Carbone’ lightweight alloy wheels with Michelin Super Sport tyres at £800 are available separately on the GTi 250 model. The exclusive Coupe Franche with Ultimate Red / Nera Black paint finish (exclusive to the GTi 270 model only) is £1,300.

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#### ABOUT PEUGEOT

The PEUGEOT brand can trace its roots back to 1810. It was in 1890 that it began producing combustion-engine automobiles. Since then, over 65 million vehicles have been produced. Demonstrated through its Brand signature ‘Motion & Emotion’, PEUGEOT is present in 160 countries, has 10,000 franchised Dealers and is recognised for the quality and design excellence of its products.

#### PEUGEOT UK

The UK is the 3rd largest market for PEUGEOT with its UK Headquarters located in Coventry. The UK car

line-up includes the 108, 208, 308, 508, 2008, 3008, 5008 and RCZ, supplemented by people carriers and a four-van range. The 308 is presently the best-selling Peugeot across all markets.

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