

# Just Add Fuel® With Telematics Now Launched On Peugeot 308

Submitted by: Peugeot

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In time for the '66-plate' September market, Peugeot announces that the popular Just Add Fuel® with Telematics is now extended to the Peugeot 308 and 308 SW models (\*exclusions apply). Launched 12 months ago, initially on the 108 range and later on 208 and 2008 SUV, Just Add Fuel® with Telematics has proved extremely attractive to retail consumers and is aimed primarily at customers aged from just 18 years, customers who do not have two-years no claim discount or those customers with children who have a requirement to drive the family car.

To further enhance this launch, Peugeot is also offering customers who purchase a 308 or 308 SW during this period a £1,850 customer saving (exc. 308 Access model). A customer placing a deposit of £1,500 on a Peugeot 308 PureTech 110 on Just Add Fuel® with Telematics will also receive an additional £1,350 in deposit contributions and see payments from £419 per month on an Active model and £426 per month on the Allure model. (Based on an 18 year old living in a low risk Band 2 Postcode)

Just Add Fuel® is Peugeot's fixed price motoring package has hassle free benefits of a low single fixed monthly payment uniquely covering all motoring costs for the next three years.

- No need to budget separately for insurance, servicing, road fund licence (where applicable), and roadside assistance costs – as they are all included
- No need to search for cheaper insurance each year – it stays the same over the three- year term
- Fixed price motoring for three years means complete peace-of-mind
- A completely transparent motoring package with no hidden costs
- The opportunity to drive a new car every three years, so there's no MOT or other costs

For customers not requiring the Telematics package, a Peugeot 308 PureTech 130 on Just Add Fuel® with a £1,500 deposit will see monthly payments of £296 for an Active model and £310 for an Allure. (Based on a 40 year old living in a low risk Band 2 postcode)

Customers choosing to finance with Peugeot Passport also benefit from the customer saving and deposit contributions. With a competitive 4.9% APR Peugeot Passport rate available during the period, customers who place a deposit of £1,500 on a Peugeot 308 PureTech 130 Active model will see prices start from £268 per month and £281 per month on an Allure model.

\* Models excluded – GT Line Blue HDi 150, GT and GTi by Peugeot Sport 250THP & 270THP

\*\* Not available on Access

Terms and conditions apply, visit <http://www.peugeot.co.uk/lp-innovative-way-to-a-new-peugeot/> for more details

The extensive 308 range made simple:

SIX TRIM LEVELS: Access, Active, Allure, GT Line, GT and GTi by Peugeot Sport

PRICE RANGE: from £15,930 - £28,890 on the road MRRP

ENGINE CHOICE: seven petrol engines and transmission combinations (Four PureTech 82hp, 110hp S&S, 130hp

S&S, 130hp EAT6 S&S and three THP 205hp S&S, 250hp S&S and 270hp S&S) Six BlueHDi diesel engines and transmission combinations (100hp S&S, 120hp S&S, 120hp EAT6 S&S, 150hp S&S, 150hp EAT6 S&S, 180hp EAT6 S&S)

TRANSMISSION: manual 5-speed and 6-speed and EAT6 automatic available

POPULAR MODELS: Allure (39%)|Diesel 1.6L BlueHDi 120hp S&S (41%)|Petrol 1.2L PureTech 130hp S&S (10%) and Petrol 1.2L PureTech 130hp S&S EAT6 (10%)

INTERESTING: GT Line (24%)|Diesel (74%)|Pearlescent White (5%) makes white 15% of range

COLOURFUL CHOICE: eleven colours available; two solid, six metallic, a pearlescent, a 3-layer 'varnish' paint finish and the Brand exclusive Coupe Franche (270THP only)

MOST POPULAR COLOUR: Nera Black (20%) White (15%) Aluminium (13%) and Twilight Blue (13%)

## PEUGEOT

Since 1810 Peugeot has been producing durable products of excellence, since 1858 all are branded with the Lion logo – chosen to demonstrate strength, suppleness and swiftness to personify the durability of its products. As one of the earliest automotive producers, the Peugeot brand can trace its roots back to 1889 when it began producing automobiles and since then over 65 million vehicles have been produced, advancing technology with style and efficiency to enhance the customer experience. Demonstrated through its Brand signature 'Motion & Emotion', Peugeot is present in 160 countries, has 10,000 franchised Dealerships and is recognised the world over for the quality and design excellence of its products.

## PEUGEOT UK

The UK is the third largest market for Peugeot with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008 and 5008 supplemented by people-carriers and a four-model van range that includes the Bipper, Partner, Expert and Boxer.

### 308

Launched in 2013, the 308 was 2014 'European Car of the Year'. Joined by the SW estate in 2014, is powered by accomplished BlueHDi diesel and PureTech 3-cylinder petrol engines. Sportier GT Line, GT and GTi models were introduced in 2015 greatly enhancing the desire for this class-leading and capable vehicle.

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