

308 GTi by PEUGEOT SPORT: the ultimate hot hatch

Ever since PEUGEOT unveiled the 308, its more athletic counterpart had been keenly awaited, with its promise of an unparalleled driving experience. It was a tall order: design the most radical model in the range for a particularly demanding set of customers. Rising to that challenge required a development team who were all on the same page, with the same passion for performance. So PEUGEOT brought in the experts: PEUGEOT SPORT engineers with a wealth of international expertise in the field.

The "308 GTi by PEUGEOT SPORT" offers drivers the ultimate ride, featuring a 1.6L THP S&S engine available in two versions—270 hp and 250 hp—with Torsen® limited-slip differential, chassis tuning and PEUGEOT i-Cockpit. What is more, the 1.6L THP S&S power plant is the most efficient in its category, capping CO₂ at 139 g/km, or 6.0 L/100km.

PEUGEOT is proud to add the 308 GTi by PEUGEOT SPORT to its stable. This is a car that has generated great anticipation among enthusiasts aware of PEUGEOT's history of hot hatches in the B and C segments. From the 205 GTi to the latest 208 GTi and RCZ R, the brand has sold its sportier models to over 800,000 happy customers.

What is more, the 308 GTi by PEUGEOT SPORT is a symbol of the brand's dynamism and upmarket shift.

Maxime Picat, PEUGEOT Brand CEO

As with competition models, in developing the 308 GTi by PEUGEOT SPORT, we targeted all aspects of the car, including weight, the efficiency of the chassis and brakes, the engine performance and the body-hugging seats. Those who buy the car are set for an intense experience with this new version developed by an entire team. It comes with a raft of high-end performance features as standard.

Bruno Famin, Director of PEUGEOT SPORT



308 GTi by PEUGEOT SPORT overview

Since the launch of the legendary 205 GTi, PEUGEOT has sold its sportier models to more than 800,000 satisfied customers: the 309 GTi, the 405 Mi16, the 306 S16... the 208 GTi, the RCZ R and now the new PEUGEOT 308 GTi by PEUGEOT SPORT.

The new "308 GTi by PEUGEOT SPORT" carries the name of the team responsible for its development.

It packs a 1.6L THP S&S engine that comes in two versions: 182 kW (250 hp) and 200 kW (270 hp). The Euro6 Stop&Start power plant caps CO₂ emissions at just 139 g/km (6.0 L/100 km).

The 308 GTi 270 sets a new record for power-to-weight ratio in its segment, at just 4.46 kg per unit of horsepower, and does 0-100 kph in a mere 6.0 seconds, covering 1,000 metres from a standing start in 25.3 seconds.

The 308 GTi 270 is equipped with Torsen® limited-slip differential technology and 19" *Carbone 19* alloys shod with Michelin Super Sport tyres. It has 380 mm discs in the front with red PEUGEOT SPORT calipers and 268 mm counterparts in the rear.

With availability varying according to country, the 308 GTi 250 goes from 0 to 100 kph in 6.2 seconds and covers 1,000 metres from a standing start in 25.6 seconds, thanks to a power-to-weight ratio of just 4.82 kg/hp.

The 308 GTi boasts powerful, exclusive styling: it sits 11 millimetres lower to the ground with a brand-new front and rear design. The interior feels just as sporty.

The *Coupe Franche* separation-line design exclusive to the 308 GTi 270 contrasts the new, explosive Ultimate Red with Perla Nera Black. There are a total of six colourways available in the 308 GTi range: Ultimate Red, Magnetic Blue, Perla Nera Black, Artense Grey, Pearlescent White and Hurricane Grey.

Driver-adjusted chassis, power-packed engine, tailpipe tone, PEUGEOT i-Cockpit, Driver Sport Pack, bucket seats... It's a triumphant turnout!



A powerful GTi design

The Ultimate Red and Perla Nera Black pairing seem to have been split by a surgeon's scalpel, such is the contrast between the two. Dubbed the *Coupe Franche*, this combination of colours ably captures the nature of the new 308 GTi by PEUGEOT SPORT: in a word, sharp.

The PEUGEOT 308 is inherently sleek and clean, and the high-end version needs no artifice to show its pedigree. The PEUGEOT 308 GTi asserts a style imbued with simplicity but which is impressively effective.

The car adopts a striking stance, sitting 11 millimetres lower to the ground on large 19-inch *Carbone 19* wheels. The GTi 270 version wraps all four in Michelin Super Sport rubber paired with light, *Reverse* rims that showcase the 380 mm discs in the front with their solid red four-piston calipers, complete with PEUGEOT SPORT signature.

The generous front end gives a hint of things to come. Across the upper section, Full LED headlamps flank an exclusive black radiator grille with a horizontal chequered pattern and gloss-black finishing. This same motif is echoed on the grille of the ample air intake, which flows into the supercharging air cooler and is surrounded by dynamic-display LED indicators and a strip in red, or chrome with Ultimate Red. There are also two front spoilers below the bumper, which not only enhance the impression of a car that really sticks to the road but also add to aerodynamic performance, with a SCx of just 0.69.

Further inspection naturally draws the eye along the door sill extenders and expressive flanks of the 308 GTi to its powerful rear design, where the car's ground-hugging qualities are underscored by the gloss-black extractor incorporating two ample exhaust pipes. The GTi signature is clearly visible on the front wings and the tailgate.

The body comes in six colourways: the new, explosive Ultimate Red, Magnetic Blue, Perla Nera Black, Artense Grey, Pearlescent White and Hurricane Grey. The 270 hp version of the 308 GTi features the exclusive *Coupe Franche* livery with its combination of Ultimate Red and Perla Nera Black. The *Coupe Franche* version raises the bar even further with its matt black window trim in place of chrome. Whatever the chosen colourway, the finishing reveals outstanding attention to detail, echoing the finely tuned body design.

The interior styling is perfectly in keeping with the outside and is unabashedly sporty, with an anthracite-style feel right up to the roof. Red stitching features on the dashboard, upholstery, door panels, gear lever and high-end floor mats. The door sill also carries the PEUGEOT SPORT and GTi signature and is in aluminium, as are the pedals, foot rest and gear knob.

In the GTi 270 version, the PEUGEOT SPORT bucket seats—upholstered in leather and alcantara—provide outstanding lateral support, ensuring the driver feels at one with the car at all times. The compact steering wheel (351 x 329 mm) provides natural grip and flawless precision, with a full-grain leather design featuring the GTi logo at the bottom and a red centring mark at the top. It also



leaves plenty of room to see the head-up display, the instrument panel readouts with their chequered backdrops, and the GTi greeting in the centre.

The large touchscreen forms a seamless part of the instrument panel with its Redline theme, adding a final touch of flair to the PEUGEOT i-Cockpit. The natural user-friendly feel of the cockpit promotes safe, instinctive driving—crucial for a car that packs such a punch.

The Driver Sport Pack allows the driver to amp up the high-octane feel. Pressing the Sport button on the centre console switches the display colour from white to red, shows additional information on the central readout (power, torque, boost, lateral and longitudinal acceleration), enhances engine growl and changes the accelerator pedal mapping.

All of these features combine to capture the quintessential nature of PEUGEOT SPORT development.

The kind of driving experience only PEUGEOT SPORT can provide...

Drawing on its unparalleled competition experience, PEUGEOT SPORT is a division devoted exclusively to developing the brand's most high-performance models. Team engineers used their expertise to create the ultimate driving experience behind the wheel of the PEUGEOT 308 GTi by PEUGEOT SPORT.

The GTi benefits from the relentless quest for weight savings involved in the 308 design, including the EMP2 platform, composite tailgate and high-tensile steel. This bid to lighten the load brought tangible results: the segment-record-breaking 4 kg per 46 hp for the GTi 270 is testament to the car's high-performance handling.

The PEUGEOT 308 provided an excellent base from which to develop a hot hatch, and our work mainly lay in optimising the original design to achieve flawless performance. But you have to get the 308 GTi by PEUGEOT SPORT on the road or circuit to really taste its true potential.
Pierre Budar, PEUGEOT SPORT Project Manager

PEUGEOT SPORT developed the new 308 GTi based on clear specifications: a compact, safe, incisive car with athletic allure for the ultimate in driving pleasure. The same standards permeate every aspect of the vehicle: running gear, engine, brake systems and electronics.

The new 308 GTi sticks to the road, sitting on wide tracks—1,570 mm in the front and 1,554 mm in the rear—and Michelin Super Sport tyres (235/35 R19). Their outstanding bite pushes the envelope on lateral and longitudinal grip. The 19-inch *Reverse* alloys are two kilos lighter per wheel compared with their 18-inch *Diamant* counterparts.



The car also has everything it takes to rein in all that power, with 380 mm ventilated carbon discs in the front mounted on aluminium hubs featuring four pistons (38 and 41 mm) in a fixed caliper. The rear discs have a diameter of 268 mm. The setup has proven staying power, continuously notching up one impressive performance after another.

The finely tuned running gear ensures dynamic driving that inspires confidence. The "pseudo" McPherson strut in the front operates with precision while the rear axle with its twist-beam system ensures a seamless pairing. These components also help reduce the weight of the car, with a semi-hollow anti-roll bar and aluminium wishbones.

The cornering is precise, with tyre performance optimised by the front-end design. This results in a camber of $-1,67^\circ$ compared with $-0,6^\circ$ on the 308. The stiffness of the rear wishbone has been increased from 110 to 1,800 daN/mm.

The entire vertical suspension system in the front is specific to the new GTi, including:

- spring stiffness;
- calibration of the shock absorber, which includes a hydraulic rebound stop to reduce noise;
- cushion shock absorber, stiffened and lengthened to kick in at the start of the compression when the driver is the only vehicle occupant.

The anti-roll bar is also more malleable to ensure a better match with the rear axle. The stiffness of the rear beam and silentblocs has been increased from 30 to 500 daN/mm lateral and 170 to 490 daN/mm vertical. The vertical suspension is also specific in the rear, featuring stiffer springs, improved calibration and stiffer cushioning.

Exclusive to the GTi 270, a Torsen® limited-slip differential has been incorporated into the transmission to improve cornering. By channelling the torque to the wheel with the highest traction, it also makes it possible to accelerate faster out of bends.

The on-board electronics are in keeping with the car's athletic temperament. The power steering is designed specifically to work in conjunction with Torsen® technology. There is also precision feedback from each wheel to let the driver know exactly how the car is performing. The same system faithfully monitors driver input via the compact steering wheel.

The Torsen® limited-slip differential also draws on new Traction Control guidelines to ensure optimal implementation. The sportier ESP design allows more latitude, with more drift on bends. The ESP can also be fully disconnected.



A new 270 hp Euro6 engine

To fully tap the potential of the chassis, the PEUGEOT 308 GTi by PEUGEOT SPORT houses a 1.6L THP 270 S&S under the bonnet. The four-cylinder power plant delivers 169 hp per litre—the highest specific output in its segment. Yet with its Stop&Start technology and array of engineering expertise, it caps CO₂ at just 139 g/km, or 6.0 L/100km, a record for the category.

The engine runs on RON 95 or RON 98 fuel, developing output of 200 kW and torque of 330 Nm. And any comparisons aside, this is an engine always keen to champ at the bit, with an injection pressure of 200 bar. It is ready to perform at the drop of a hat, offering a nearly constant power ramp-up until the needle reaches the rev limiter, at 6,500 rpm, at which point it reaches thrilling speeds. Maximum torque ranges from 1,900 to 5,000 rpm. Power and torque are perfectly regulated, even at high rpm, thanks to the special wastegate valve design.

The Euro6-compliant EP6 FDTR engine offers a compression ratio of 9.2:1 with state-of-the-art moving parts: forged aluminium pistons, competition-style design, strengthened conrods and segmentation, polymer-enhanced bearings and reinforced bolts.

To ensure consistent performance, the pistons are cooled from below by a double oil spray system. The exhaust manifold is made of steel to resist high temperatures of up to 1,000 °C. The Driver Sport Pack feature lends a welcome growl to the sound from the pipes.

To tap the full potential of the engine, the team focused on pressure drop, targeting both intake and exhaust. To feed sufficient air into the power plant to meet needs in terms of volume and temperature, the PEUGEOT 308 GTi by PEUGEOT SPORT is equipped with a supercharged air cooling system specially developed and installed below the bumper. At the engine outlet, exhaust gases are expelled more effectively by an entirely revamped system, from the catalytic converter to the two tailpipes.

The attention to detail is also evident in the stiffer bushings. The benefits are immediately apparent. When cornering, the car turns as one with zero latency or unwanted movement.

The six-speed manual transmission has been beefed up to absorb the torque of up to 330 Nm. The two shafts have been shot-blasted and the gears treated by carbonitriding. This thermochemical process improves the parts' ability to withstand wear and tear by increasing their carbon and nitrogen content. The axle has also been shortened to improve acceleration.

Driver-adjusted chassis, power-packed engine, noise from the tailpipe, PEUGEOT i-Cockpit, Driver Sport Pack, bucket seats... It's a triumphant turnout! The car does 0-100 kph in a mere 6.0 seconds, covering 1,000 m from a standing start in 25.3 seconds.



308 GTi by PEUGEOT SPORT

The 308 GTi by PEUGEOT SPORT range offers two engine options: 270 hp and 250 hp. With availability varying according to country, the 308 GTi 250 is the entry-level model and features the same engine as its more powerful sibling.

Below the bonnet, the EP6 FDTR power plant develops 182 kW (250 hp) and 330 Nm. Paired with an enhanced six-speed manual transmission, it offers first-class performance thanks to a power-to-weight ratio of just 4.82 kg/hp. The car does 0-100 kph in a mere 6.2 seconds, covering 1,000 m from a standing start in 25.6 seconds.

Brakes include 330 mm discs in the front and 268 mm counterparts in the rear. Power is channelled to the ground through Michelin Pilot SportT 3 tyres (225/40 R18).

With 18-inch *Diamant* alloys and TEP/Alcantara seats with red stitching as standard, the 308 GTi 250 offers a range of options such as 19-inch *Carbone 19* alloys and PEUGEOT SPORT bucket seats. Colourways include Ultimate Red, Perla Nera Black, Artense Grey, Nacré White, Hurricane Grey and Magnetic Blue.

And while car specs can sometimes give a hint of the enjoyment in store, only behind the wheel do you get a real feel for the ride! The PEUGEOT 308 GTi by PEUGEOT SPORT is a stunning reminder of that fact.

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PEUGEOT

Present in almost 160 countries with more than 10,000 points of contact, PEUGEOT consistently combines Excellence, Allure and Emotion to the full. In 2014 PEUGEOT sold 1,635,000 vehicles worldwide, with growth in Europe and China, and is continuing its upmarket shift.

With its completely rejuvenated "range of 8", PEUGEOT has the youngest product line-up in its history.

Products and services of the highest quality, refined design, attention to detail and driving experience all contribute to the emotion that each PEUGEOT conveys.

With more than 60 million vehicles sold, these qualities have been a cornerstone of the brand's commitment for more than 125 years.