

NEW PEUGEOT 301

Strong outside, generous inside

The new Peugeot 301 is intended for markets where the driving conditions are sometimes difficult and where room on-board is a highly appreciated quality. This is why these two aspects have guided the designers throughout the project, so that 301 becomes the benchmark in the segment for spaciousness and durability.

Strength and quality to deliver longevity

From the start of the project, when the specification for the car was being drawn up, Peugeot's engineers went out on long driving missions to build up mileage on the different sorts of roads that would be taken by the future 301 customers. Roads with poor surfaces, hot climates, cold climates, humid climates... all of the possible situations have been tested and sometimes even with a customer at the wheel. In total, many tens of thousands of kilometres have been run in several continents.

Using the knowledge acquired on the ground and Peugeot's recognised know-how as a motor manufacturer since 1889, the designers have been able to move in the right direction and make the most appropriate choices to create a car that is perfectly suited to these different conditions of use. This means solutions that influence the behaviour of the vehicle on the road, robustness, build quality and the equipment offered, so that the Peugeot 301 is characterised in the following ways:

- Running gear adapted for running on poorly surfaced roads, to ensure good comfort,
- A large number of screw fixings for increased robustness,
- Double seals for dust and humidity protection,
- Electronic air conditioning with a max AC function for hot countries,
- A heated lower windscreen for cold countries,
- Etc.

Robustness in design, looked for in the smallest details, is accompanied by a high quality of assembly. These are the same standards as for the Peugeot 508, renowned for its perceived quality, that have been applied for the production of 301 at the Vigo plant, in Spain. With the same aim, 4,000,000 kilometres of quality testing driving has been done to perfect the design of the car. The result is a level of durability that is proof against any test, even in the most rigorous conditions.

A benchmark for its great spaciousness

Room for life on board and boot volume constitute major expectations for the customers that 301 wants to win. This is because the car is often used as transport for the family with passengers in the rear seats. It is for this reason that Peugeot wanted to make assets of these points compared to the competition.

So the body designers have optimised the dimensions of the platform used for 301 to the fullest extent, obtaining a length of 4.44 m. The wheelbase is carried out to 2.65 m, the longest in the segment, allowing a huge passenger compartment to be created with class leading dimensions and a boot of generous size, offering a volume well above the competition:

- Width at front elbows: 1,409 mm,
- Width at rear elbows: 1,395 mm,
- Knee space*: 121 mm
- Boot volume: 640 litres (506 dm³VDA 210)

*: free space between the rear passenger's knee and the driver's seat in its nominal position; this can be as much as 260 mm with the driver's seat fully forward.

Without doubt, these characteristics will be attractive to a very large customer base, located mainly outside Western Europe.

A three-box saloon with an international calling

The Peugeot 301 will be put on sale from 1st November in Turkey, then in Central and Eastern Europe, Russia, Ukraine, Greece, the Maghreb, the Middle East, the Gulf States and African countries, certain Latin American markets and in China.

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Peugeot

Present in 160 countries, with 10,000 points of contact, everywhere Peugeot combines excellence and emotion. In 2011, Peugeot sold 2,114,000 vehicles worldwide, accelerated its internationalisation in the large growing markets and continued its move upmarket. The Marque reaffirms its environmental commitment by the implementation of e-HDi Diesel micro-hybridisation and the launch in 2012 of three full hybrid Diesel HYbrid4 models.

Peugeot is the only marque to offer a complete mobility package with private and commercial vehicles, scooters, bicycles, and a wide range of services, including the Mu mobility program.