



## SR-25-VN

**#283**  
**Peugeot**  
**309 GTI**  
**(1987)**

**Norev**  
**473908**

**Period:** 1985-1993  
**Built:** 1,638,623

**Engine:** 1.9-litre 4-cyl.  
**Power:** 130 bhp  
**Top speed:** 206 km/h  
**Price:** fl. 37,340

**Predecessor:**  
Talbot Horizon  
**Successor:**  
Peugeot 306

**Date acquisition:**  
03/11/2018

Approx. first plate    Approx. last plate  
**NZ-32-JG**    **GZ-BS-71**  
First GTI  
**RL-74-RB**





**PEUGEOT**



As Peugeot was very much on a roll due to the astounding success of the 205 and Talbot sales were in a complete freefall in the mid-1980s, it made sense for the PSA Group to pull the plug on the Talbot brand and focus its efforts on Peugeot and Citroën. Hence, at the final moment, it was decided to launch the Talbot Horizon successor not as Talbot Arizona, as originally intended, but as a Peugeot model. The late change of mind also explains the odd “309” name; as 205 and 305 were already taken there was no number within the “05” generation available to slot in the new model, in between the smaller 205 and larger 305.

Although the 309 attained reasonable commercial success, it was much less of a smash hit than the 205 supermini and the highly popular mid-size vehicle, the 405 (successor to the 305). Perhaps styling was not as much as a 309 strong point than for its smaller and larger range mates. Although the large glass-dome “bubble back” rear window (Autocar, 18 December 1985) was very much an on-trend feature in the 1980s, the overall silhouette with the distinctive “tail” at the rear end was not as elegantly simple and well-proportioned as the 205 and 405.

Most would have long forgotten the Peugeot 309 if not for its legendary GTI sporting variant. Already when it was first launched, Autocar was ecstatic (10 June 1987), naming it “the perfect pick-me-up” and ascribing it “a wonderful blend of performance and handling matched to easy controls and a reasonably high level of convenience”. The 309 GTI essentially took the larger of the two engines that were available in the 205 GTI, namely the 1.9-liter version, and upped the power a bit to offset the higher weight. Exterior modifications were similarly conceived as the 205’s GTI: “Peugeot’s packaging is usually subtle and the Peugeot 309 is no exception”. Low-profile tyres, red wraparound striping in the bumpers, additional fog lights on the front, and a rear mounted spoiler differentiated the GTI from the regular 309. The 309 GTI’s most important contemporary rival was the VW Golf GTI. For a virtually identical price, Volkswagen would give you less power – 112bhp instead of 130bhp in the Pug – and an even more understated design. Yet, already back in the day it was apparent that the Golf GTI “must go down as one of the decade’s trendsetting cars”, whereas the 309 GTI – despite its great handling, refinement, and performance – was to stand in the shadow of its lighter and more agile smaller sibling, the 205 GTI.



The 309 was originally designed as a successor to the Talbot Horizon and was planned to be named the Talbot Arizona.



Main rival of the Peugeot 309 GTI is Volkswagen’s namesake: the Golf GTI. Both stand-out from the lesser models for their red striping around the bumpers.