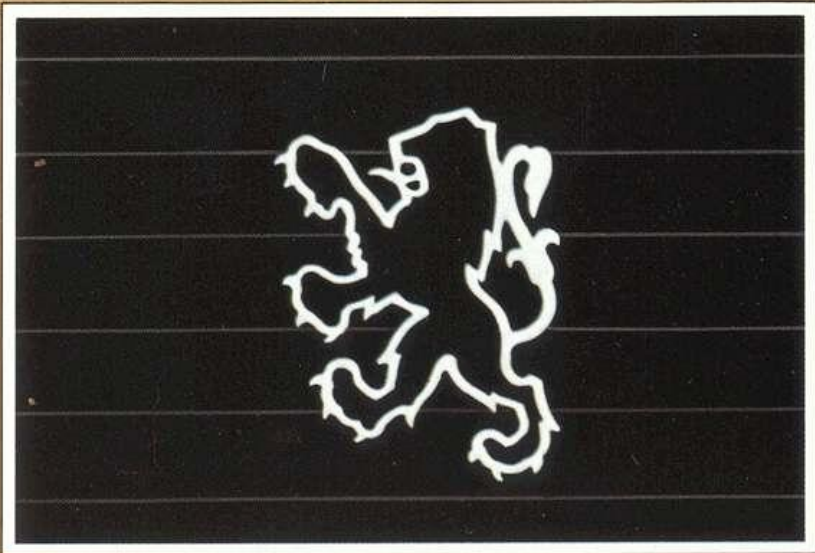


# PEUGEOT



# The Peugeot 504 SL sedan. Luxuries for the sake of comfort, not for the sake of appearance.

Every automaker has a list of priorities.

At Peugeot the passengers come first, the onlookers second. So in building the luxurious Peugeot 504 SL, comfort was our main concern.

Despite its compact exterior, the 504 SL provides much the same interior roominess as a full-size luxury car.

Our orthopedic seats gently cushion your back while they soften your ride. And since people

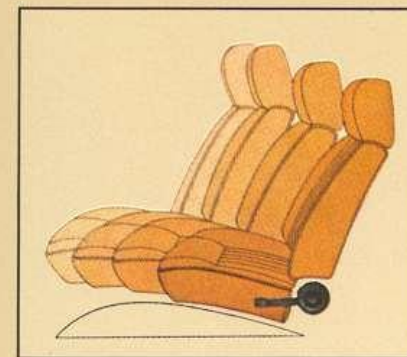
with long legs are usually tall from the waist up, the front seats move down as they slide back.

We build every 504 sedan with extra-long shock absorbers and four-wheel independent suspension to handle road variations. So

your vertebrae won't have to.

For effortless driving, our steering and four-wheel disc brakes are power-assisted. And for your more occasional comfort needs, we equip every 504 SL with power front windows, a sliding sunroof, and an electric rear window defogger.

At Peugeot, total luxury begins with total comfort.



#### DIMENSIONS AND SPECIFICATIONS

Wheelbase	108 inches
Overall Length	182.4 inches
Overall Width	66.7 inches
Overall Height	57 inches
Front Headroom	39.7 inches
Front Legroom	40.9 inches
Rear Legroom	34.8 inches
Engine Type	4 cylinder, gas
Displacement	120.3 cubic inches
Fuel Tank	18.5 gallons
Turning Circle	35.8 feet

See your dealer for EPA mileage estimates.

# The Peugeot 504 Diesel sedan. What it comes without is every bit as impressive as what it comes with.

The Peugeot 504 Diesel comes without spark plugs, points or condensers. Which means it never needs tune-ups.

So even with the recommended 3,000-mile oil and filter changes, you'll save on regular

maintenance costs.

And since the Diesel has no carburetors to adjust, and no distributor, coil or resistors, fewer things can go wrong.

The Peugeot Diesel sedan also comes without the high cost of

gasoline. Instead, it uses fuel that nationally averages 11¢ less per gallon than unleaded gas.\*

And because diesel combustion is more efficient, you get more miles per gallon† as well as more gallons per dollar.

But just because our Diesel sedan is long on economy, that doesn't mean it's short on luxury. It comes with much the same legroom and headroom as you'd find in a full-size luxury car. And all the other interior comforts of the 504 SL sedan.

Like our gas sedan, the 504 Diesel has the smooth ride of luxury cars weighing hundreds of pounds more. Because at Peugeot, we achieve our smooth ride with fully independent suspension instead of with extra weight.

In short, the Peugeot Diesel sedan is an economical car because it's a diesel—and a luxury car because it's a Peugeot.



#### DIMENSIONS AND SPECIFICATIONS

Wheelbase	108 inches
Overall Length	182.4 inches
Overall Width	66.7 inches
Overall Height	57 inches
Front Headroom	39.7 inches
Front Legroom	40.9 inches
Rear Legroom	34.8 inches
Engine Type	4 cylinder, diesel
Displacement	140.6 cubic inches
Fuel Tank	18.5 gallons
Turning Circle	35.8 feet
Mileage†	35 mpg highway 28 mpg city

\*Federal Energy Review, December, 1976.

†1977 Federal and California EPA estimates (Transmission M4). Actual mileage depends on where and how you drive, car maintenance, optional equipment, and other variables.

# The Peugeot 504 Diesel station wagon. The only car in America that combines the practicality of a diesel with the practicality of a wagon.

If you're looking for a tough, economical engine for carrying heavy loads, look to the diesel. It's the kind of engine that buses and trucks depend on. And they carry more passengers and cargo over more miles than you ever will.

The Peugeot Diesel engine is built for the long haul. Compared to an equivalent gasoline engine, some 100 pounds of extra strength are built in.

It's also an engine that's strong on economy. Because it never

needs tune-ups, and runs on fuel that nationally averages 11¢ less a gallon than unleaded gas.\* And since it delivers great mileage†, your savings are compounded every time you drive.

Like our gas wagon, the

Peugeot 504 Diesel wagon is built from the ground up for the strength and carrying capacity that a wagon needs to do a wagon's job.

There's 81.6 cubic feet of total cargo volume, with the rear seat folded down. And a heavy-duty rear axle with not just two, but four coil springs. So our diesel wagon can handle over half a ton—and still handle.

That's why, from practically any point of view, the Peugeot wagon and the 504 Diesel engine are practically the perfect combination.



#### DIMENSIONS AND SPECIFICATIONS

Wheelbase	114 inches
Overall Length	194.4 inches
Overall Width	66.7 inches
Overall Height	61 inches
Front Headroom	39.7 inches
Front Legroom	40.9 inches
Cargo Volume	81.6 cubic feet
Engine Type	4 cylinder, diesel
Displacement	140.6 cubic inches
Fuel Tank	15.8 gallons
Turning Circle	37.4 feet
Mileage†	35 mpg highway 28 mpg city

\*Federal Energy Review, September, 1976  
†1977 Federal and California EPA estimates (Transmission M4). Actual mileage depends on where and how you drive, car maintenance, optional equipment, and other variables.

# The Peugeot 504 station wagon. It's not just shaped like a wagon, it's built like one.

The real test of a wagon's versatility isn't just in its size and shape, but also in its handling ability.

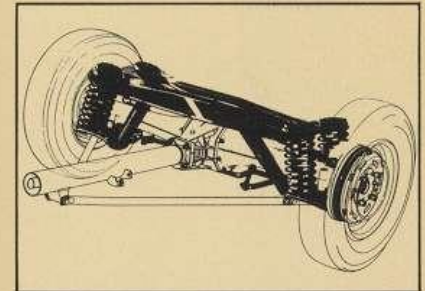
So while other station wagons are little more than squared-off

sedans, we built the Peugeot 504 wagon from the ground up to do a wagon's work without heavy handling.

We built the 504 wagon a full foot longer than our sedan. So

with the back seat folded down, there's a full 81 cubic feet of total cargo volume. And by raising the roofline in back, we made the rear opening big enough even for problem loads.

For proper weight distribution, we made the wheelbase six inches longer. Then, for extra strength, we added a heavy-duty solid rear axle, with not one but two coil springs over each wheel.



The payoff comes when there's a payload to carry. Because the Peugeot 504 wagon can handle 1290 pounds—that's over half a ton—without staggering under the load.

#### DIMENSIONS AND SPECIFICATIONS

Wheelbase	114 inches
Overall Length	194.4 inches
Overall Width	66.7 inches
Overall Height	61 inches
Front Headroom	39.7 inches
Front Legroom	40.9 inches
Cargo Volume	81.6 cubic feet
Engine Type	4 cylinder, gas
Displacement	120.3 cubic inches
Fuel Tank	15.8 gallons
Turning Circle	37.4 feet

See your dealer for EPA mileage estimates.

# The Peugeot 604.

## A car too new to be called a classic, and too distinguished not to become one.

Becoming a classic takes time. So even a car as distinguished as the new Peugeot 604 can't be called a classic right away.

But we're confident that it will be. For while its styling alone places the 604 in a class with the world's most prestigious motor cars, its engineering is even more impressive.

The Peugeot 604 interior is proportioned for the room one would require of a chauffeur-driven sedan. So in addition to ample room for the driver in front, there's more than ample space for adult passengers in back.

The orthopedically designed seats are available in either plush velour or handsome leather. And they're actually *tuned* to the 604's four-wheel independent suspension for extra cushioning.

With the long vertical travel afforded by Peugeot's patented shock absorbers, road vibrations are dampened long before they ever reach the passenger level.

Standard air conditioning and plush carpeting add to the pleas-

ure of riding in the Peugeot 604. And, of course, we include such luxury features as power-assisted steering, four-wheel power disc brakes, and power windows all around.

The 604's V-6 engine delivers excellent performance in both city and highway driving. And with a turning radius smaller than that of most domestic compacts, the 604 offers remarkable corner-

ing ability and parking ease.

Distinctive styling, luxurious comforts, and distinguished performance. All combined in the Peugeot 604, an automobile in a class with the classics.



**DIMENSIONS AND SPECIFICATIONS**

Wheelbase	110.2 inches
Overall Length	192 inches
Overall Width	69.7 inches
Overall Height	56.25 inches
Front Headroom	37.5 inches
Front Legroom	40.1 inches
Rear Legroom	36.5 inches
Engine Type	V-6, gas
Displacement	163.0 cubic inches
Fuel Tank	18.5 gallons
Turning Circle	37.8 feet

See your dealer for 1977 EPA mileage estimates.



# No one builds cars the way Peugeot builds cars.

Some people confuse a car's quality with its style, size, or price. But the only real measure of a car's quality is the way it's built.

At Peugeot, we make most major parts ourselves—many of costly forged steel for extra strength.

And the parts themselves are built for lasting quality—like our patented shock absorbers, designed for 60,000 miles of normal driving.

Since one out of every ten Peugeot factory employees is a quality control specialist, we're

able to check every critical part at least once. And most parts are signed or stamped by an inspector. Safety-related parts are inspected three times—visually, under ultra-violet light, and electronically.

Every engine is bench-tested for 12 minutes after it's built. And

every Peugeot 4-speed transmission is sound-tested in a special booth, by an inspector whose hearing is tested every day.

In fact, we devote the last 75 feet of every assembly line solely to tests, checks and inspections.

Then, unlike most automakers, we test-drive every single car we make—over a track that's a far cry from a spin around the block. We test the lights. We test the brakes. We even put every Peugeot through a rain tunnel to check for leaks.

Only after some 46,000 points are subject to rigid quality control does a Peugeot leave the factory. So while every automaker builds cars with quality in mind, Peugeot builds cars with quality in the car.

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Every welded seam is sanded smooth so you can't see it.



We make most of our own major parts, many of costly forged steel for extra strength.



We give every car a six stage protective finish.



Each car undergoes a rain tunnel test for leaks.



Pistons are weighed for near perfect balancing.