

The Peugeot Diesel



The luxury of the Peugeot Diesel begins with the economy of its engine.

Economy is a luxury no luxury car should be without. And the Peugeot Diesel gives you economy no conventional luxury car can equal. Its fuel is cheaper; its engine is more efficient; and it costs less to maintain.

Since diesel fuel nationally averages about 10¢ less per gallon than unleaded gas,* you can save every time you fill up.

And you'll fill up less often. Because diesels use a leaner fuel mixture and burn it more efficiently. (At idle, for example, they consume about 75 per cent less fuel than comparable gasoline engines.)

Diesel engines also work without spark plugs, points, or condensers. Which means they never need tune-ups. So even with regular oil and filter changes, you'll still save on scheduled maintenance.

The 87-year-old engine of the future.

The first diesel engine was built by Dr. Rudolf Diesel in 1892. So it's ironic that today some automakers are acclaiming the diesel as the engine of the future.

But it makes a lot of sense. Because in the 85 years since the diesel's invention, no other engine has been able to equal it for toughness and economy. That's why diesels are the engines found in trucks and buses that carry freight and passengers over long distances day after day after day.

The same kind of toughness goes into every Peugeot Diesel engine. There are more structural ribs in the crank-

case than in a comparable gas engine. The forged steel crankshaft, pistons, and connecting rods are heavier. The bearing surfaces are larger. In all, some 100 pounds of extra strength are built into it.

For economy, few engines can even approach the diesel. According to 1977 EPA estimates, the Peugeot Diesel with four-speed transmission averages 35 mpg on the highway and 28 mpg in city driving.†

And since it gets such great mileage on fuel that's generally much cheaper than gasoline, the Peugeot Diesel may well be the most economical luxury car in the world.

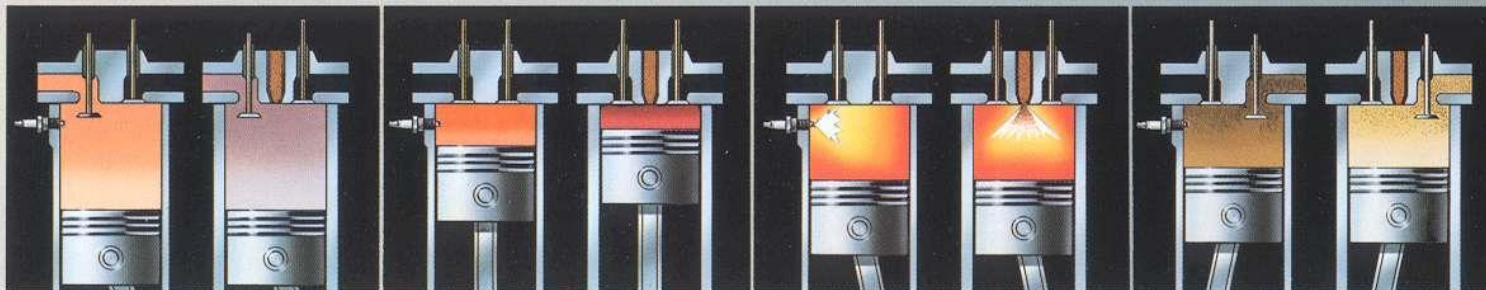
For as long as light diesel engines have been made, Peugeot has been making them.

While other automakers have diesels on the drawing boards, Peugeot has them in the showrooms.

In fact, Peugeot developed the world's first light diesel engine in 1922. Six years later, we built the world's first production diesel. And since then, we've built over a million light diesel engines.

We think our history is impressive. But we think you'll be more impressed with the products of our experience: The Peugeot Diesel engine. And the car that it comes in.

*Federal Energy Review, December, 1976. Local prices may vary.
†1977 Federal and California EPA estimates: (Transmission M4) 35 mpg highway, 28 mpg city; (Transmission A3) 31 mpg highway, 25 mpg city. Actual mileage depends on where and how you drive, car maintenance, optional equipment and other variables.



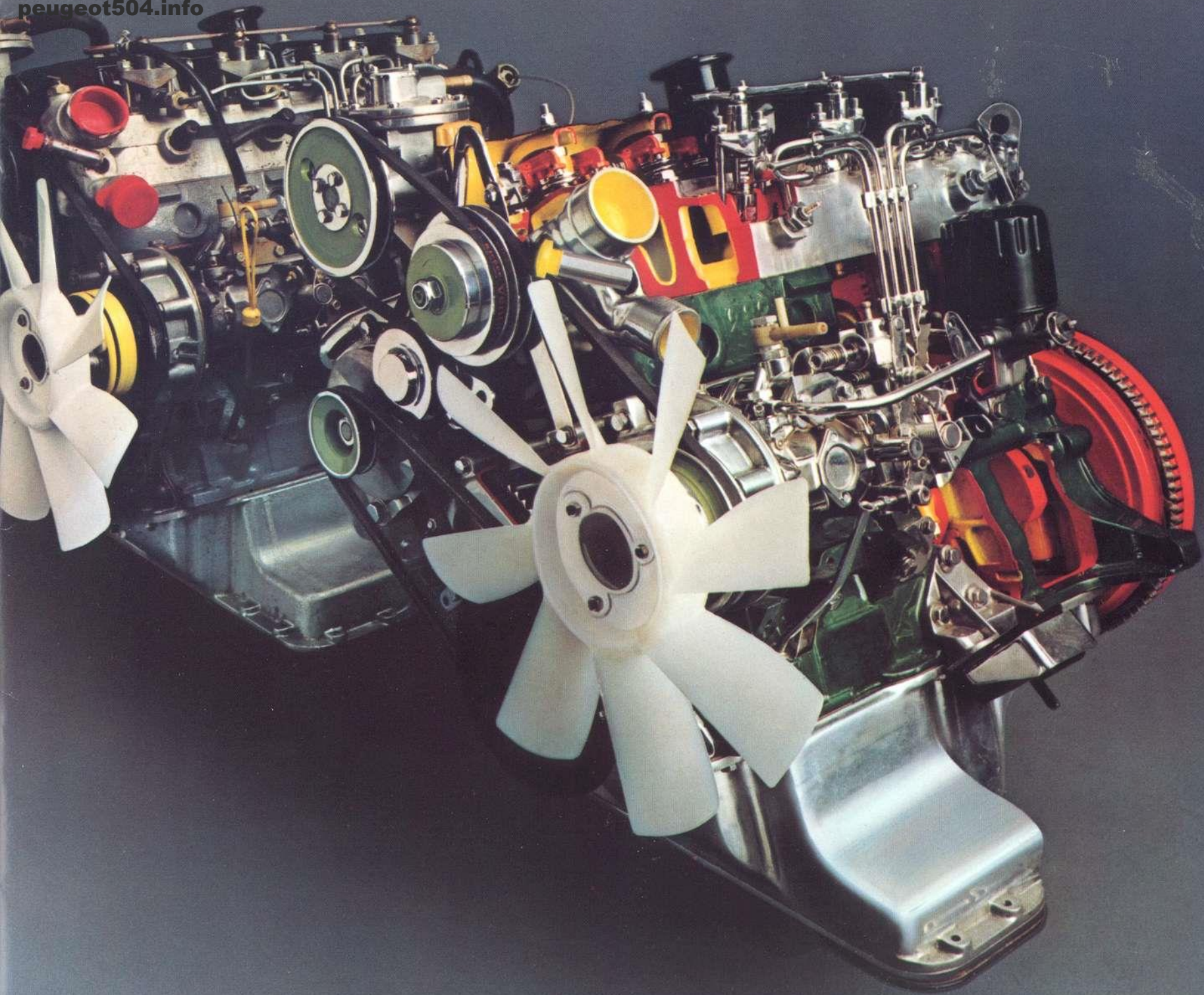
While the gasoline engine (left) takes in a fuel/air mixture, the diesel (right) takes in only air.

The diesel compresses its air almost three times as much as the gasoline engine compresses its fuel/air mixture.

Instead of being exploded by a spark, the diesel's fuel is added in just the right amount for driving needs and ignited by the heat of the air's compression.

Because diesel fuel is burned more completely, there's cleaner exhaust and better fuel mileage.

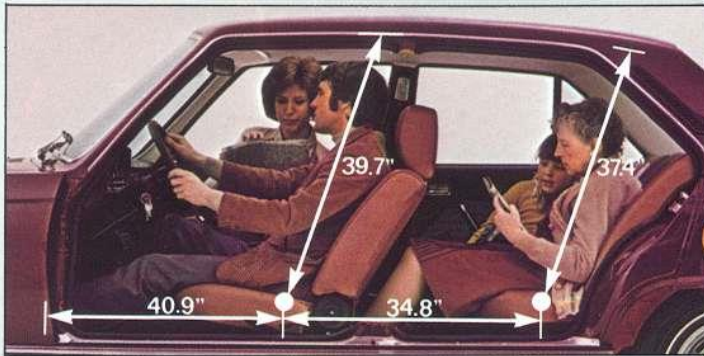




The design of the Peugeot body is based on the design of the human one.

To us at Peugeot, designing a car from the outside in is doing the job inside out.

So before we let Pininfarina design the outside of the Peugeot Diesel, our engineers designed the inside.



To help humans get in gracefully, each door swings open a full 70 degrees.

And for human comfort, the Peugeot Diesel provides much the same headroom and legroom that you'll find in full-size luxury sedans—despite its compact exterior.

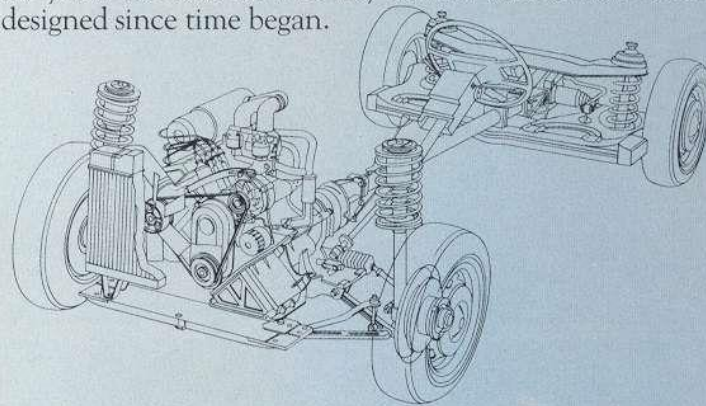
Peugeot seats are orthopedically contoured to cradle the human form. And since there are as many postures as people, our front bucket seats are fully reclining.

We also *tune* each seat to our four-wheel independent suspension system. And we enclose the drive shaft in a steel torque tube to handle vibrations, so human ears won't hear them and human bodies won't feel them.

For human arms, our 1977 Diesels are equipped with power assisted rack and pinion steering. So you can turn the wheels easily at parking speeds, without losing road feel when you're on the highway.

For human eyes, a combination of wide windows and narrow roof pillars produces a total of 331 degrees of visibility. We even tinted the glass all around to reduce glare from the sun.

That's the way we've been designing Peugeot bodies for years. Because it's the way human bodies have been designed since time began.

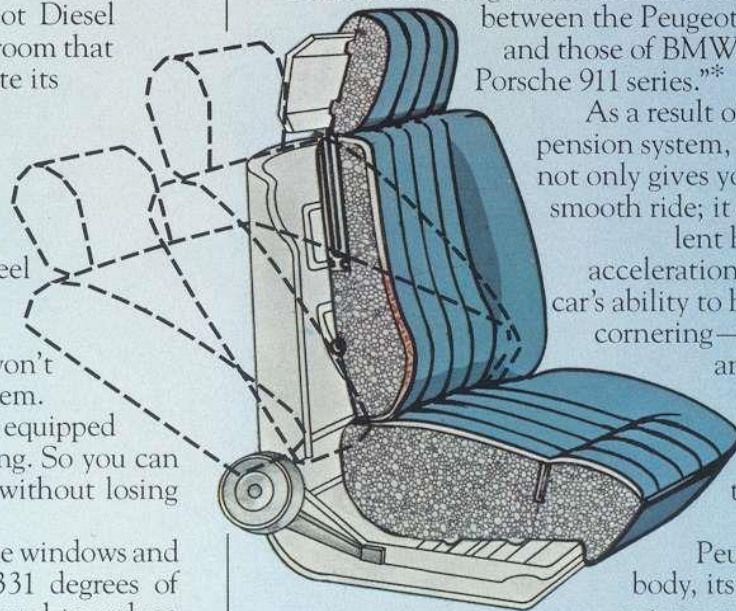


Sports-car handling with a luxury-car ride.

According to the editors of *Road Test Magazine*, "There are striking similarities in technical specifications between the Peugeot chassis/suspension and those of BMW, Mercedes and the Porsche 911 series."*

As a result of this excellent suspension system, the Peugeot Diesel not only gives you an uncommonly smooth ride; it also delivers excellent handling. In lateral acceleration—the measure of a car's ability to hold the road while cornering—Peugeot runs neck and neck with sporty cars like the Alfa Romeo sedan, the BMW 3.0Si, and the Corvette.†

So while a Peugeot comforts your body, its safe, sure handling puts your mind at ease.



**Road Test Magazine*, August, 1975 †*Road Test Magazine*, January, 1977



Peugeot Diesel cars are every bit as tough as Peugeot Diesel engines.



There's no point in putting an engine that can take it into a car that can't. So at Peugeot, we give every car we make the strength it needs for the long haul.

We start by making durable parts.

Virtually all the critical parts in our transmission and suspension are made of forged or cast steel for extra strength. And our patented shock absorbers are designed for 60,000 miles of normal driving.

What's more, every critical part of every Peugeot Diesel is checked at least once.

And most parts are signed or stamped by an inspector, *before* they become part of the car.

We build our cars as well as we build our parts.

The Peugeot Diesel's strength isn't only in its parts. It's also in the careful way we put those parts together.

We bench test every engine. We sound test every four-speed transmission in a special booth, with an inspector whose hearing is tested every day. And we devote the last 75 feet of every assembly line solely to tests, checks, and inspections.

Then, unlike any domestic carmaker, we thoroughly test drive every single car we make.

Over bumps and ribs, around tight corners, and through a rain tunnel to check for leaks.

In all, some 46,000 points on every single Peugeot are subject to rigid quality control—a task which occupies a full ten per cent of our factory workforce.

So while every automaker builds cars with quality in mind, Peugeot builds cars with quality in the car.

After 50,000 miles of wear, nothing was worn out.

Recently, the editors of *Road Test Magazine* put a Peugeot Diesel through a 50,000-mile road test, then pulled it completely apart.

The brake linings, they found, were hardly worn at all. The shock absorbers were in perfect working order, as were all the transmission and engine parts.

In fact, aside from two wiper blades and a headlamp that were damaged in a sandstorm, and a window that came off its track, the Diesel's parts showed few, if any, visible signs of damage or wear.

Wrote the editors of *Road Test*: "Judging from what we have observed during this test and teardown, owners of the Peugeot 504 Diesel that service them by the book can have full expectation of watching their odometers turn 100,000 miles without having to do anything major to the car except replacing the clutch."*

Naturally, this is the opinion of just one group of automotive experts, and not a guarantee. But it is, nevertheless, an expert opinion.

*Road Test Magazine, August, 1975





Photo courtesy of Road Test Magazine.

Only one car in America combines the practicality of the diesel with the practicality of a wagon.

If a wagon suits your needs, chances are an economical wagon suits them even better. The Peugeot Diesel Station Wagon is the only wagon in America that offers the operating economy of the diesel engine.

But just because our wagon is long on economy doesn't mean it's short on strength. Because, unlike most other station wagons, ours is a lot more than just a squared-off sedan.

Designed as a wagon from the ground up.

Few people realize that most other wagons sit on the same chassis as their sister sedans. Which means there's no extra wheelbase to carry the wagon's extra weight.



A loaded argument for the Peugeot wagon. Each car contains 16 bags of cement.

So when we built the Peugeot wagon, we added a full six inches to the wheelbase for better balance and better weight distribution.

Then, for the extra cargo room a wagon needs to do a wagon's job, we added an extra foot to the overall length of the car.

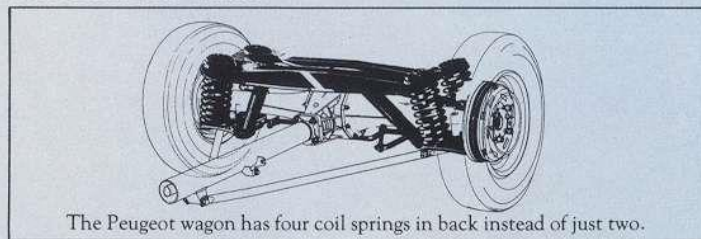
We also tucked the spare tire under the wagon, where it can't take up precious space. So with the back seat folded down, there's a full 81 cubic feet of carrying capacity. And by raising the roofline in back, we made the rear door opening big enough even for problem loads.

Carries more than half a ton without staggering under the load.

The real test of a wagon's versatility isn't just in its

size, but also in its strength.

So we built the Peugeot Diesel Wagon with a heavy-duty rear axle. And not one but two coil springs over each rear wheel.



The Peugeot wagon has four coil springs in back instead of just two.

We also equipped it with shock absorbers that have long vertical travel. So even when it's filled to the top, our wagon won't bottom out.

Better handling and fuel economy than you'll find in most sedans.

The Peugeot Diesel Wagon's longer wheelbase gives it better balance. And that means better handling, even when you're handling heavy loads.

Its rack and pinion steering is the same kind you'll find on the world's most sophisticated sports cars.

And even with its longer wheelbase, our wagon still has a turning radius smaller than that of most domestic compacts.

But the most impressive feature of the Diesel Wagon is its fuel economy. Because with our four-speed transmission it delivers an estimated 34 mpg on the highway and 28 mpg in the city.* And it burns fuel that nationally averages about 10¢ less per gallon than unleaded gas.†

So the Peugeot Diesel Wagon doesn't just cost less to run than most wagons. It costs less to run than most subcompact sedans.

*1977 Federal and California EPA estimates. Actual mileage depends on where and how you drive, optional equipment, car maintenance and other variables.

†Federal Energy Review, December, 1976. Local prices may vary.



What the Peugeot Diesel comes with is as impressive as what it comes without.

Most carmakers would rather not tell you what their cars come without. But at Peugeot we think you'll be impressed with both sides of our Diesel story.

The Peugeot Diesel comes without spark plugs, points or condensers. And there's no carburetor to adjust.

So you'll never need a tune-up. Just change the oil and filter every 3,000 miles.

Our Diesel also comes without a distributor, coil, or resistors. And it meets current emission control standards without needing extra gadgets like a catalytic converter. So fewer things can go wrong than with a gas engine.

On the other hand, the Peugeot Diesel comes with more standard luxury features than most cars offer as options.

For precise handling, our 1977 Diesels come with power-assisted rack and pinion steering—the most direct steering system in the world. And their power disc brakes add safety under any driving conditions.

For convenience, our Diesel sedan comes with electric front windows. And a sliding sunroof that lets you let the sun shine in.

To help you see where you're going, even in bright sunlight, every Peugeot Diesel has tinted glass all around. And to help you see where you've been, even in a snowstorm, our rear window defroster is standard.

If you have children, you'll appreciate our childproof rear door locks.

And if you've ever needed bright lights in a hurry, you'll be glad to know that on a Peugeot the switch is right at your fingertips. Instead of on the floor.

In fact, our entire dashboard is designed for convenience and simplicity. So you don't have to reach to turn on the windshield wipers or strain to read the clock. (Incidentally, at Peugeot we don't think you should pay extra for amenities like a center console or an electric clock. So you don't.)

With standard luxury features designed to satisfy your every need, we need offer only a few options to satisfy your every desire.

We know that many people enjoy the economy of our four-speed manual transmission. But some prefer the convenience of an automatic. So we leave the choice to you.

We also offer a variety of radio options, including AM/FM, AM/FM stereo, and AM/FM stereo with an 8-track tape player.

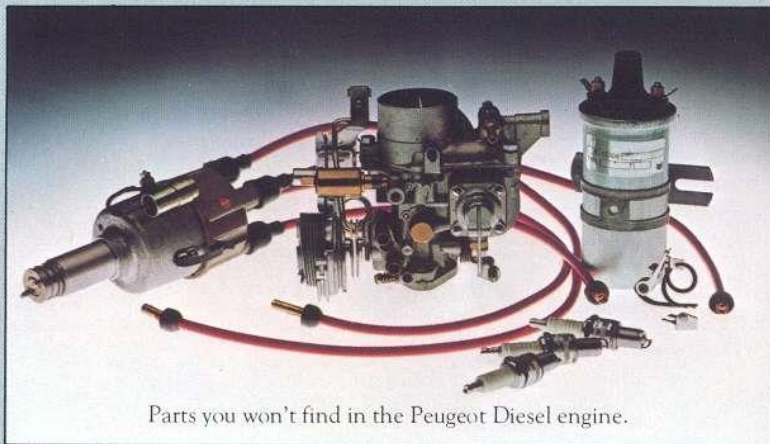
Our optional air conditioning can keep you cool even in the hottest

weather. And an optional luggage rack on the Diesel Wagon can come in handy on long trips or for occasional oversized loads.

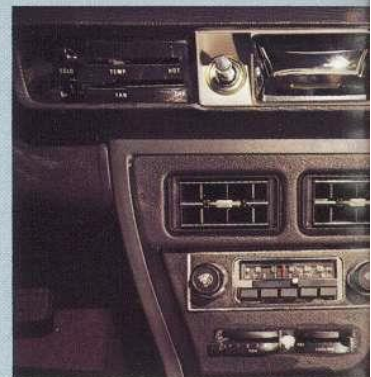
With or without these options, and whether you choose a sedan or wagon, the Peugeot Diesel is engineered for the kind of comforts you expect from a luxury car—and the kind of economy you don't.

Finally, every Peugeot Diesel comes with one thing that no other carmaker can provide: Peugeot quality. In addition to subjecting every Peugeot to rigorous tests and inspections in the factory, we test drive every single car we make. Because a car that comes with that kind of quality is more likely to come without mistakes.

No one builds cars the way Peugeot builds cars.



Parts you won't find in the Peugeot Diesel engine.



Radios: A choice of AM-FM, AM-FM stereo with 8



You never have to unload to get
It's mounted underneath



Padded steering wheel connects you to the front wheels in the most direct way: via rack and pinion steering.



FM stereo, or cassette track player.



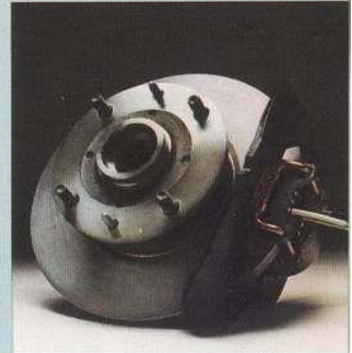
The roof of our sedan lets the sun shine in.



Childproof rear door locks.



3-Speed Automatic Transmission



Power disc brakes.



Access to the spare tire in the car.



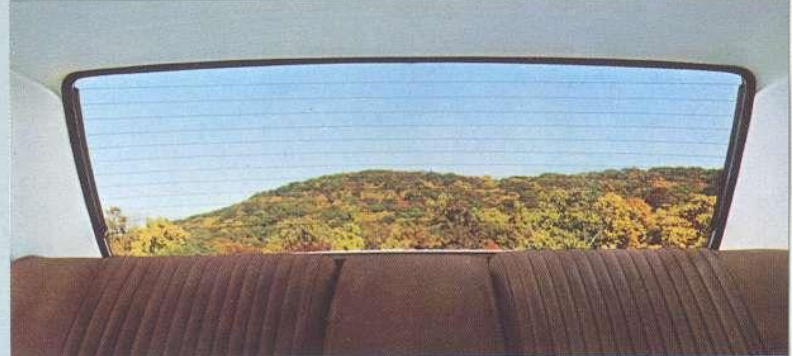
Electric front windows (sedan only).



Center console and hand brake.



4-speed synchromesh transmission.



Electric rear window defroster.

