



PEUGEOT
'take another look'

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Because of today's double crisis in energy and economics, the car is being put under the microscope. No longer can it be looked upon as a status symbol or a tribal totem to be possessed at any price. Now there's a whole new complexion on the 'car buying decision'. Popular myths and fantasies are exploding all round us and many long-time, big-name car makers are being hurt in the process. *But not Peugeot.*

Could it be that the Peugeot 504 has the specifications of the car you should buy? You be the judge.

It must be safe, both in terms of safety equipment and road handling. It must be saving on resources, both in materials used to build it, and petroleum products to run it. It must be quiet and easy to drive over all distances, on all road surfaces. It must cost less to insure, be easy to maintain, and hold its resale value better than most. It should give you a feeling of confidence and a sense of reward. When you pay the price for a Peugeot, Peugeot delivers.

Peugeot. Take another look.



peugeot504.info

A beautifully appointed, beautifully performed, classically designed European motor car.

One of the most comfortable, efficient cars made at any price: luxury that goes far beyond what you can see or feel.

Because of Peugeot's total approach to quality, 504 is perhaps one of the finest investments you can make in terms of motoring comfort, performance, safety and satisfaction.

The 504's body was styled by Italy's famous Pininfarina. Its simple, functional design has won world-wide acclaim.

Peugeot 504 toughness is a major selling point with Australian country buyers.

Headroom or legroom, Peugeot is designed to transport five adults in stretch-out luxury.

As the world's second oldest automobile manufacturer, Peugeot has contributed greatly to the success of the car as we know it today.



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There is no doubt that Peugeot will continue to improve. And when you realise that it is almost 90 years since Armand Peugeot built his first car you will begin to understand the excellence of the car that still bears his name.

Peugeot has produced the first automobiles in 1889 - the first mass-produced car in the world in 1900 - the first car to come away from the past in 1906 - the first mass-produced automobile with a steering wheel, the Peugeot Dragon (1895), the first ignition (1904), the first car (1911), the rumble-seat roadster (1924 - three years before Ford's Model T), the light diesel engine (1925), the first diesel-powered automobile (1928), and the first mass-produced independent front-wheel suspension (1931). In 1975, Peugeot made more cars than Saab, Volvo, Audi, and Mercedes-Benz in America. And in 1976, as a result of the merger with Citroën, Peugeot-Citroën made more cars than all but one of the world's car makers.

Every Peugeot is designed, engineered, and built to last. It has been born to last in the real world.

Every Peugeot is a Peugeot 504. It's an outstanding car. It's a Peugeot 504.

This is the finest engineering tradition to produce the finest Peugeot 504. Yours in the Peugeot 504.

Peugeot 1895.
vis-a-vis avec dais.

Peugeot 1895.
vis-a-vis avec dais.

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vis-a-vis avec dais.

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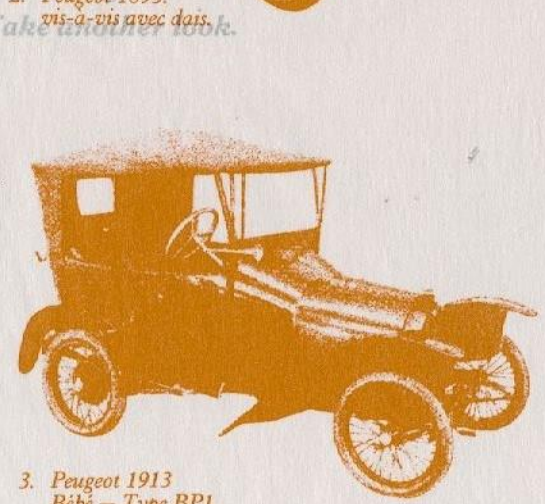
Peugeot 1895.
vis-a-vis avec dais.

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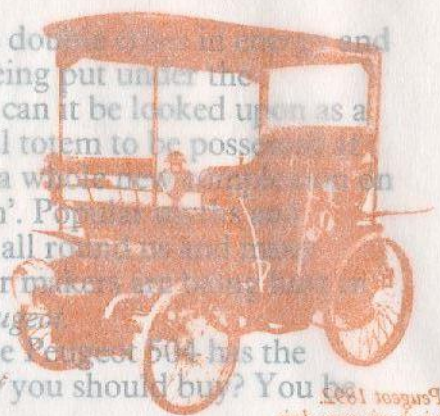
Peugeot 1895.
vis-a-vis avec dais.

Peugeot 1895.
vis-a-vis avec dais.



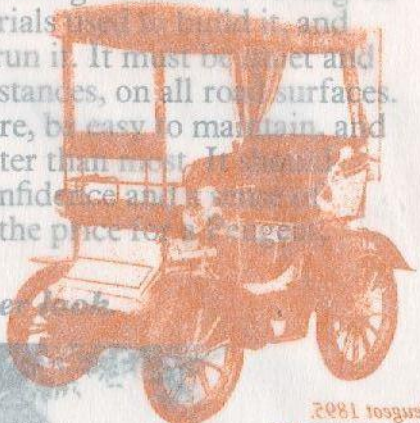
3. Peugeot 1913
Bébé - Type BP1.

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 vis-a-vis avec date.

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2. Peugeot 1897
 vis-a-vis avec date.

Take another look.



3. Peugeot 1913
 B&P - Type B.P.I.

There is no substitute for experience. And when you realise that it is almost 90 years since Armand Peugeot built his first car you will begin to understand the excellence of the car that still bears his name.

Peugeot started manufacturing automobiles in 1889 – before every other automaker in the world except Daimler-Benz. On the way from the past to the present, Peugeot has introduced automotive innovations like the station wagon (1895), battery ignition (1900), the compact car (1911), the rumble-seat roadster (1924 – three years before Ford's Model A), the light diesel engine (1923), the first diesel-powered automobile (1928), and the first mass-produced independent front-wheel suspension (1931). In 1975, Peugeot made more cars than Saab, Volvo, Audi, Daimler-Benz, or American Motors. And in 1976, as a result of the merger with Citroen, Peugeot-Citroen made more cars than all but six of the world's automakers.

Every Peugeot innovation in design, engineering, comfort, safety, economy . . . has been born of lessons learned in the real world.

Everything that makes today's Peugeot 504 outstanding is the product of experience.

This experience plus Peugeot's dedication to producing the finest passenger cars is yours in the Peugeot 504.

Take another look.

Peugeot Comfort The Inside Story

Travel any road in Peugeot 504 and you'll appreciate the outstanding quietness and comfort of the ride.

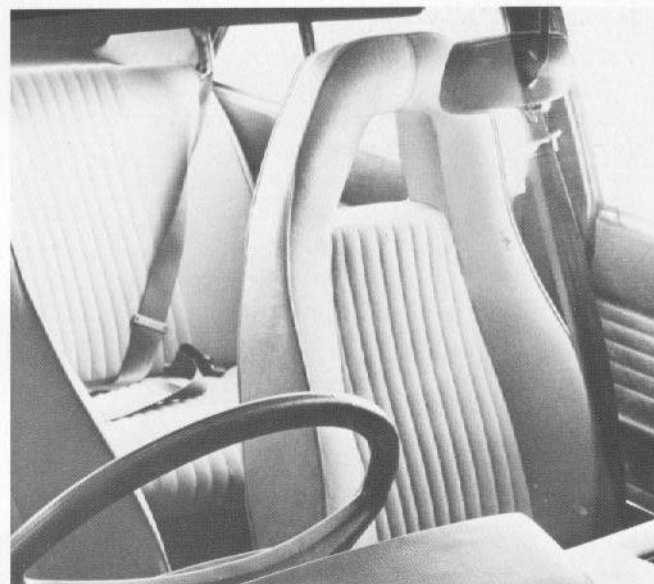
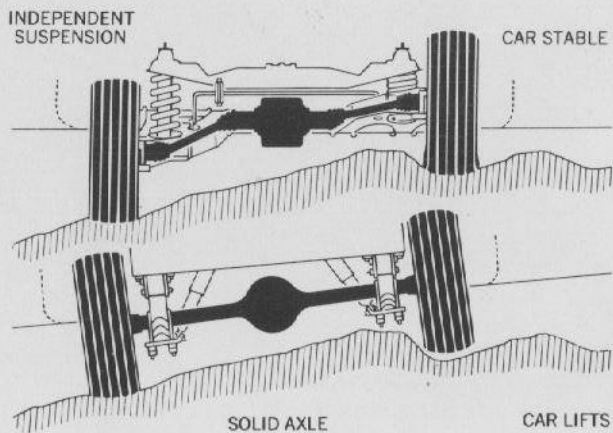
Splendidly upholstered, high back bucket seats in front hug and support the body gently, yet firmly, to eliminate travel fatigue. In the back, a wide, deep comfortable bench seat with a softly padded, pull-down, centre armrest completes the picture. And Peugeot 504 doesn't stint on legroom, headroom and shoulder room.

HEADROOM: Front/Back 95.6 cms/77.8 cms
LEGGROOM: Front Seat – forward/back 101.6 cms/116.8 cms
Rear Seat – front seat back/front seat forward 91.4 cms/99 cms
SHOULDER ROOM: Front/back 137cms
ROOM: /132 cms.

The only way to judge the extraordinary amount of usable cabin space in the 504 is to experience it for yourself.

Incredibly Smooth

An important part of Peugeot 504's comfort secret is its unique, four wheel independent suspension and specially designed shock absorbers that soak up the bumps on any surface even when the car is fully loaded. The car isn't diverted by bumps. And the little joggles found on cobbled roads don't penetrate either.



LEFT *Unique, four wheel independent suspension soaks up the bumps.*
TOP *Adjustable front seats with integrated head restraints.*
BOTTOM *Rear bench seat with pull-down armrest.*

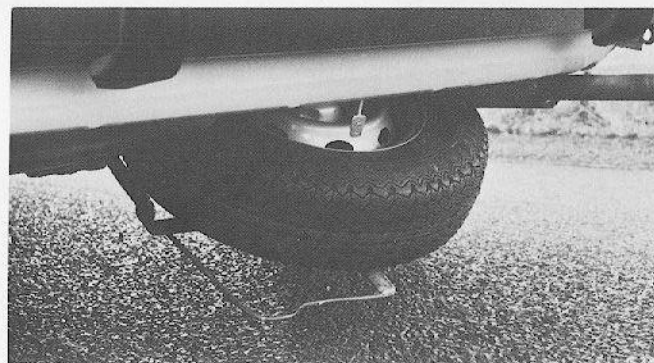
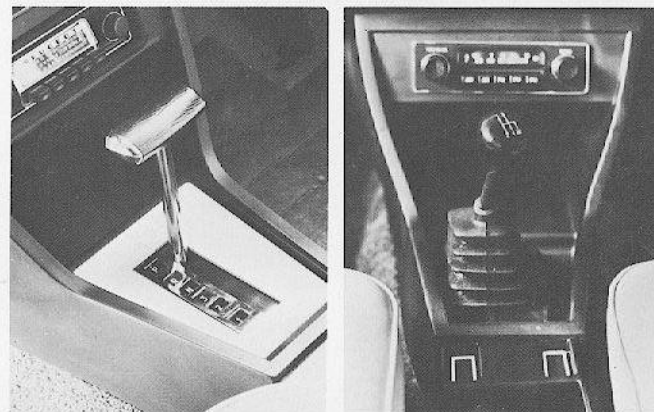
Exceptionally Quiet

To make sure Peugeot 504 runs quietly, its engine, transmission and rear axle are separated from the body by special rubber mountings to keep road noise where it belongs – outside the cabin. A generous application of sound insulation throughout the body further hushes down engine noise.

Satisfyingly Complete

Peugeot 504 makes certain that your comfort and enjoyment is complete with:

Push button radio with twin speakers, fully adjustable front seats, illuminated controls for heating and ventilation, deep pile carpeting throughout, cigarette lighter, pull-out ashtray, non-reflective wiper arms, heated rear window. A comprehensive instrument display in three round recessed dials – speedometer, trip meter, clock – petrol, temperature and charging indicators – brake pad wear and brake fluid level warning lights.



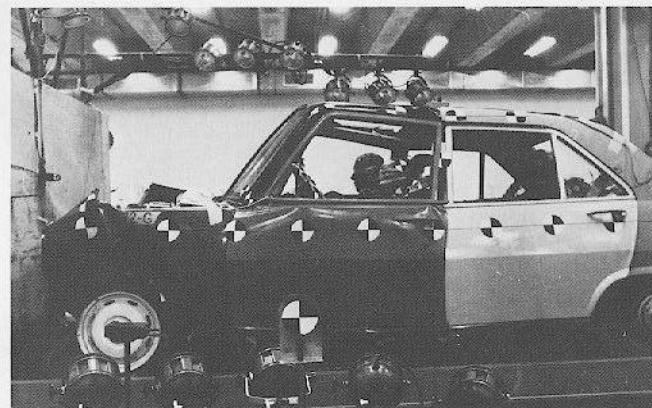
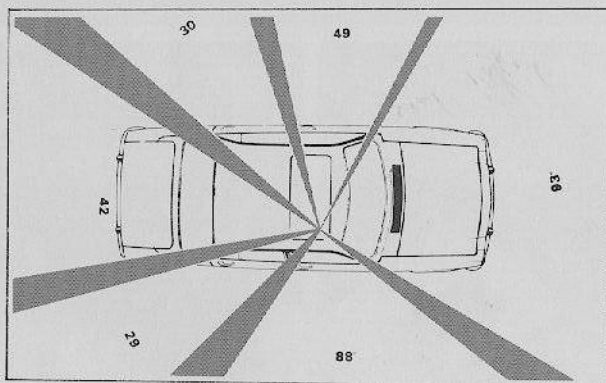
- TOP *Comprehensive instrument display.*
- CENTRE LEFT *T Bar Automatic gear change.*
- CENTRE RIGHT *Silent, 4 speed Manual gear change.*
- BOTTOM *Spare wheel cradle released via catch in boot.*

Peugeot safety through and through and all around you

Peugeot 504 has a strong unit body that is engineered to protect passengers in a crash. Both front and rear ends are designed to collapse gradually on impact, absorbing energy that would otherwise be transferred to the occupants of the car.

The passenger compartment, on the other hand, is designed to provide all round protection. Reinforced substructure and a network of side and cross members form a rigid cage to protect the occupants.

Because Peugeot provides extraordinary safety for driver and passengers you'll find that Peugeot enjoys a low category insurance rate.



- ABOVE 92% all round vision.
- TOP RIGHT Impact absorbing safety design.
- CENTRE RIGHT Dual circuit, power assisted disc brakes on all four wheels.
- BOTTOM RIGHT Centrally located handbrake and console.



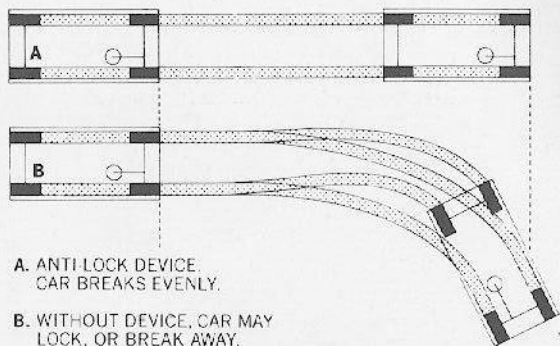
The Peugeot Estates Our 504 plus a whole lot more.

For a start the Estate series is a whole foot longer. With a 15cm (6") longer wheelbase. And instead of following the sedan roof, we've lifted the line to make loading easy. Reversing in to load is no risk either with an all-rubber back bumper and hefty rubber buffers to protect the tail-light assemblies.

Underneath, the changes are no less dramatic. Heavier 185 x 355 steel belted radials are fitted. While in place of the sedan's independent suspension, a heavy-duty solid rear axle. And in place of two coil springs, four coil springs. The result is an estate series built to hold up under loads that cause most other

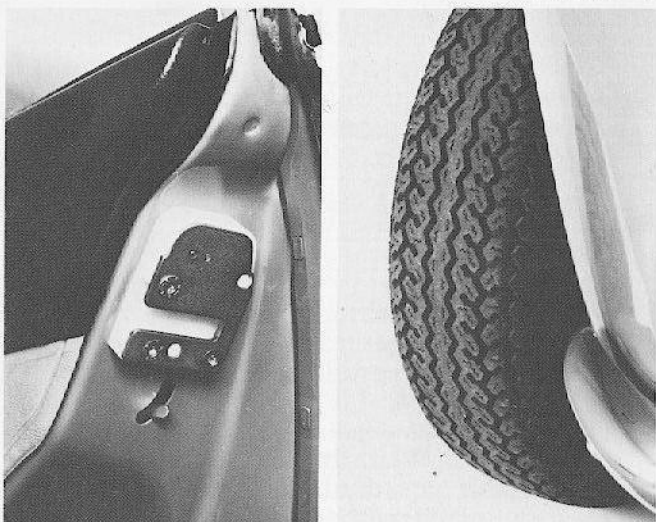
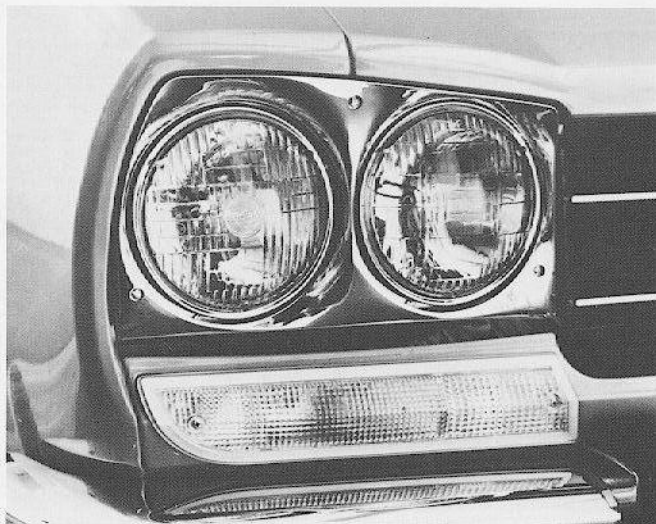
wagons to drag their tails. The result? — all the good manners and renowned roadability of the 504 sedan.

Inside are more Peugeot advantages. With the rear seat folded, carrying space totals a mammoth 1.80m³ (over 64 cu. ft.). In the Superluxe Estate there's seating for five adults in two rows and room for a mountain of luggage. From the rear, the one-piece door swings up easily on hydraulic struts, revealing a clear loading deck. The Superluxe Estate deck is of mahogany laminate equipped with rubber runners. While the seven-passenger Family Estate has a third 'forward-facing' row of seats, it still offers around 12 cu. ft. for luggage.



A. ANTI LOCK DEVICE.
CAR BREAKS EVENLY.

B. WITHOUT DEVICE, CAR MAY
LOCK, OR BREAK AWAY.



Additional Safety Features . . .

to take care of you and keep you out of trouble.

- Big power-assisted disc brakes on all four wheels with a total swept area of 2828 cm² (438.34 sq. ins.) – coupled with a brake load compensator ensuring straightline braking even on gravel or slippery bitumen.
- 92% all round vision – possibly the greatest of any car on the road.
- High performance steel belted radial tyres matched to the suspension for positive grip under all conditions and all loads.
- Extremely good headlights with a sharp cut-off on dip, and wonderful penetration on high beam, making high-speed night cruising a safe proposition.
- Cardan-jointed collapsible steering column, with dished steering wheel – padded centre and rim.
- Anti-glare padded upholstery on the dashboard.
- Padded door and armrests.
- Windscreen which pops out on impact.
- Safety burst-proof locks on all doors, with child-proof 'overlocks' on the rear doors. Doors reinforced with "side intrusion bars".
- High-back front seats with integrated head restraints.
- Dual locking mode inertia reel seat belts on the front seats with standard fittings on the back.
- Electrically heated rear window.

TOP LEFT *Brake load compensator ensures straightline braking.*

CENTRE LEFT *Extremely good headlights with wonderful penetration on high beam.*

BOTTOM LEFT *Child proof 'overlocks' on rear doors.*

BOTTOM RIGHT *High performance steel belted radials.*



Peugeot Performance

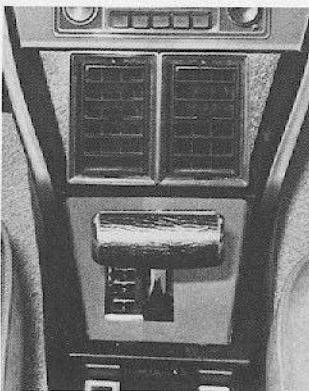
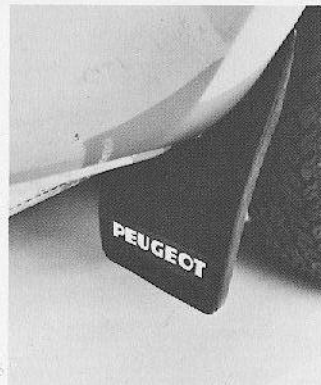
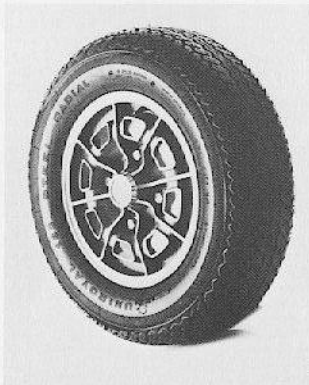
The 504 power plant is a front mounted, highly efficient in-line four cylinder engine of 1971 cc. The aluminium alloy cylinder head features offset hemispherical combustion chambers. The cast iron cylinder block is equipped with removable wet type liners. The entire engine is tilted at a 45° angle to the right. This allows for a low line in the bonnet for better visibility, facilitates accessibility to external engine components and lowers the centre of gravity. The result? — a better handling car.

In these times of increasing energy costs and decreasing reserves the 504 engine is a marvel. Compact it may be, but it's all heart and the more you ask of it the more it gives. Very satisfying. And because of its efficient design, the 504 engine makes the most of every drop of petrol. Very economical.

In the 1977 Total Economy Run conducted over 1837 kilometres of city, suburban, highway and unmade roads, Ken Tubman and Jack Murray recorded an amazing 30.67 MPG.

Exceptional Handling

Peugeot 504 has exceptional handling characteristics. It comes equipped with rack-and-pinion steering, the most direct type of steering gear available — the kind used on the world's most sophisticated racing cars. Take the 504 around a curve and it hugs the road almost like a sports car.



Peugeot 504 Special

A special luxury package designed to add those little extra touches of driving comfort and travelling enjoyment.

Cloth seats, impeccably tailored in a soft yet long wearing corded fabric. Cool in summer, warm in winter. Laminated windscreen, tinted at the top. Plus tinted side window glass for glare-free comfort. AM/FM stereo radio with a precision cassette tape player and twin speakers mounted in the front side walls. Full-length protective rubbing strips with rubber inserts to guard the paint finish against minor scrapes and knocks. Available with 4-speed manual gear box or automatic transmission by way of a Borg Warner 35 three speed gearbox for extremely flexible and smooth performance. Metallic paint.

Factory approved air conditioning, specifically tailored to fit the 504, is an optional extra.

Peugeot Branded Accessories

Air-conditioning.

Cast wheels.

Mud-flaps.

Floor mats.

Cloth seat covers.

Tinted glass and laminated windscreen.

Resale

Because demand is always strong for the comparatively few good used units coming on to the market, depreciation is lower than average. So, you can expect to get a better change-over deal on a Peugeot than on almost any other car you can buy. And isn't this the real cost of owning a car? For example: a glance at the classified used car columns will clearly show what we mean. Check the model, year, and asked for price and you'll find that Peugeot does indeed hold its value better than most on the market.

Service

Peugeot is distributed by Renault (Australia) Pty. Limited, so there is a nationwide network of dealers, each equipped and staffed by factory-trained mechanics to handle all the servicing needs of the 504.

INSIDE BACK COVER:

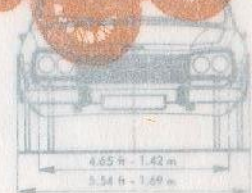
This kind of action plays a part in our excellence. The world is our proving ground. The searing heat and dust of Morocco . . . the monsoon drenched black soil of East Africa . . . the treacherous ice and snow of Scandinavia . . . the heartbreaking terrain of Argentina . . . the awesome outback of Australia have all been conquered by Peugeot. Our beauty is more than skin deep. We compete. We learn. Success breeds success.



4 Peugeot 1974 Cabriolet 3CV avec capote



2 Peugeot 1975 Type 301C



6 Peugeot 1978-1980 Break 305 - Type 173

Spec

Maximum

TRANSMISSION

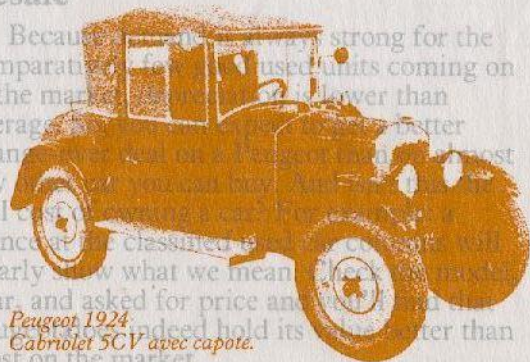
Km/h per 100

Transmission

4.65 m - 1.42 m

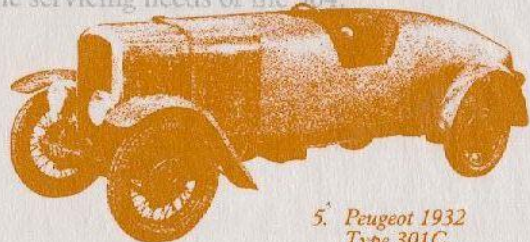
Resale

Because of its strong performance in the comparative resale market, used units coming on to the market are in demand. In fact, they sell for an average of 10% more than new units. This is a matter of fact, not of fancy. You can see it in the resale figures of any of the cars you see here. They are the real test of a car's value. They are the only glance you need to see what we mean. You will clearly see how what we mean. You will see it year after year, and asked for price and value. Peugeot's cars indeed hold their value better than most on the market.

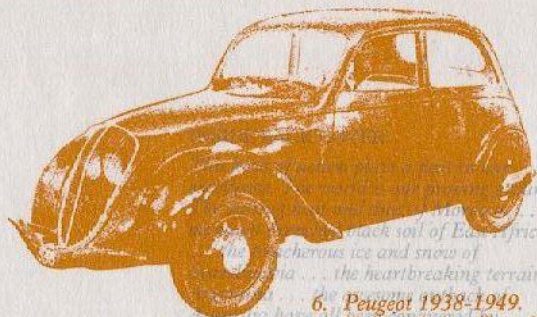


Service

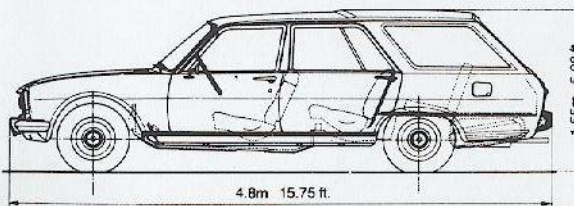
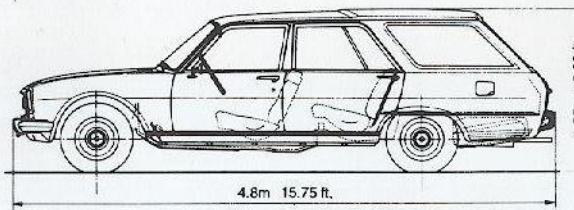
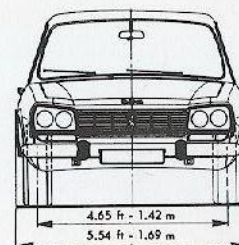
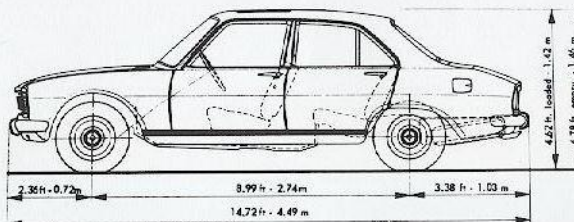
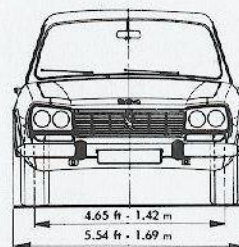
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5. Peugeot 1932 Type 301C.



6. Peugeot 1938-1949 Berline 202 - Type N2 - Toit ouvrant.

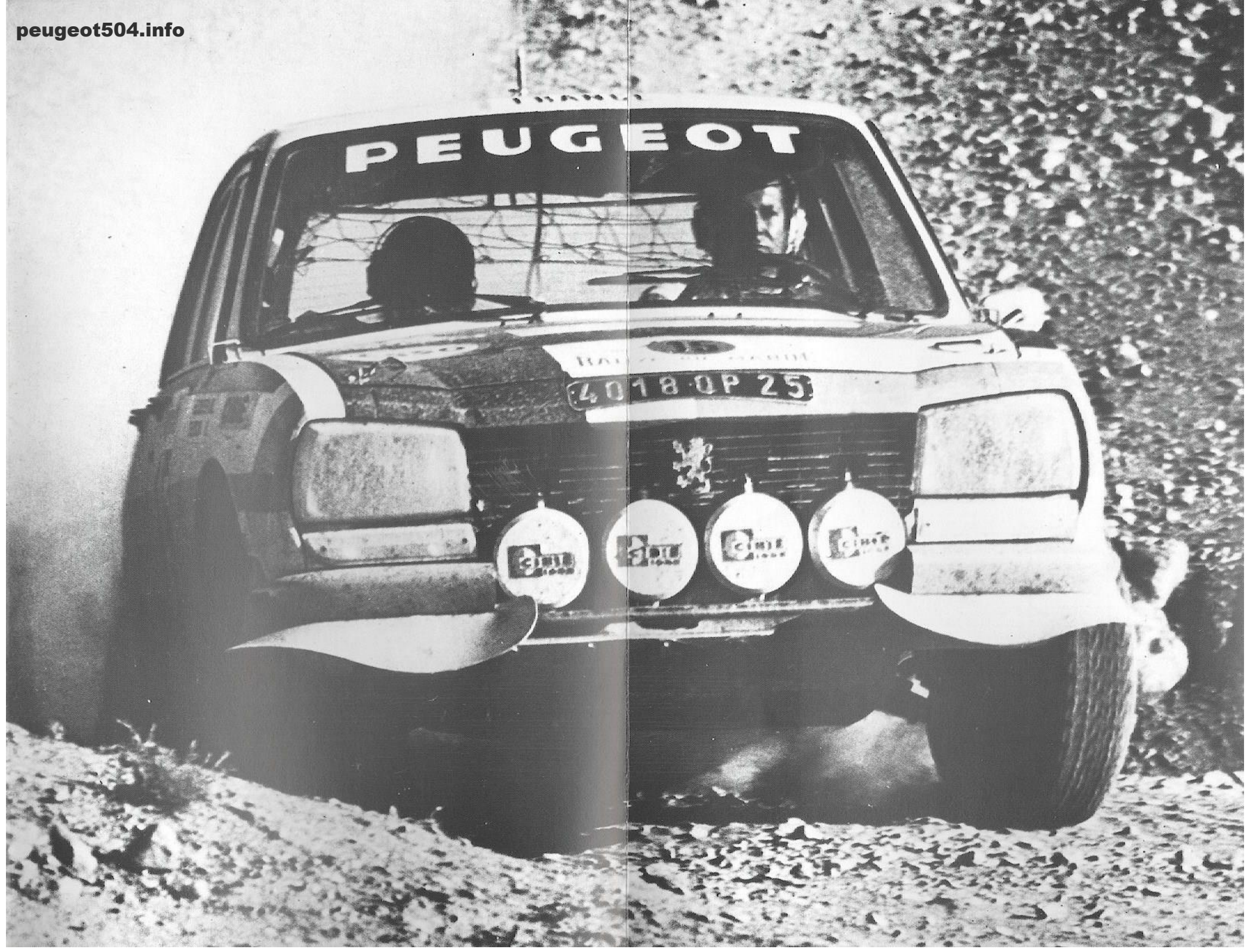


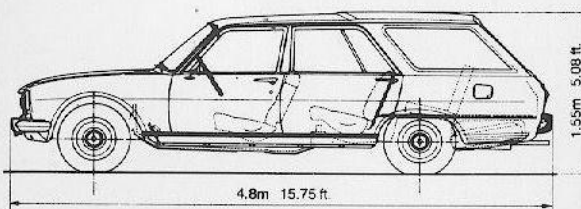
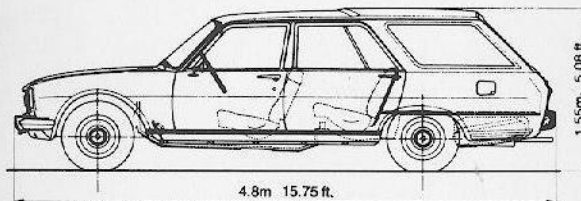
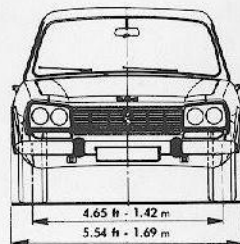
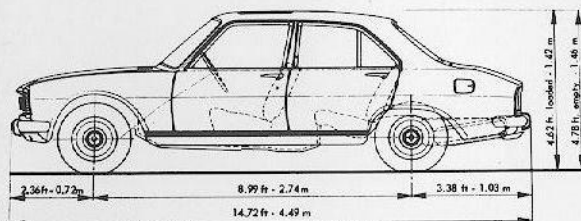
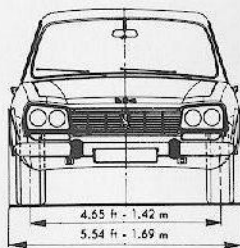
504 Specifications

ENGINE Type	
Capacity	1
Bore & Stroke	88 mm
Compression Ratio	
Maximum Power (a) bhp DIN	89.23 (
DIN kW	66.25 (
TRANSMISSION Gearbox	3-speed Bc tube conne fi
Km/h per 1000 rpm in top gear	
Suspension front	
Suspension rear	tra
Steering	
Wheels	
Tyres	1
BRAKES	
Pad w	
Front	Solid discs
Rear	Solid discs
Fuel Capacity	5
Engine Oil Capacity	
Transmission Capacity Gearbox	6.
Differential	1
Coolant Capacity	7
Electrical Equipment	
Length	4.4
Width	1.6
Wheelbase	2.7
Kerb Weight	
Luggage	0.55 m
Towing Capacity	
- without trailer brakes	
- with trailer brakes	

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504 Specifications

Automatique Sedan

GL Sedan

Superluxe Estate

Family Estate

ENGINE Type	4 Cylinder alloy crossflow-head with hemispherical combustion chambers, wet sleeves, 5 bearing crankshaft inclined 45°. electro thermo magnetic fan			
Capacity	1971 cm ³	1971 cm ³	1971 cm ³	1971 cm ³
Bore & Stroke	88 mm x 81 mm	88 mm x 81 mm	88 mm x 81 mm	88 mm x 81 mm
Compression Ratio	8.1:1	8.1:1	8.1:1	8.1:1
Maximum Power (a) bhp DIN	89.23 @ 5250 r.p.m.	89.23 @ 5250 r.p.m.	89.23 @ 5250 r.p.m.	89.23 @ 5250 r.p.m.
DIN kW	66.25 @ 5250 r.p.m.	66.25 @ 5250 r.p.m.	66.25 @ 5250 r.p.m.	66.25 @ 5250 r.p.m.
TRANSMISSION Gearbox	3-speed Borg Warner torque tube connection and hypoid final drive	4-speed synchromesh gearbox, torque tube connection and hypoid final drive	4-speed synchromesh gearbox, torque tube connection and hypoid final drive	4-speed synchromesh gearbox, torque tube connection and hypoid final drive
Km/h per 1000 rpm in top gear	29.75	29.75	28.00	28.00
Suspension front	Independent with 2-coil springs, telescopic shock absorbers, anti-roll bar			
Suspension rear	Independent with 2-coil springs trailing A-frames telescopic shock absorbers and anti-roll bar		4-coil springs, stabilising bar, live rear axle, anti-roll bar, telescopic shock absorbers	
Steering	Rack and pinion, two section safety steering column, anti-theft lock, 4.5 turns lock to lock			
Wheels	5J14	5J14	5J14	5J14
Tyres	175 x 355	175 x 355	185 x 355	185 x 355
BRAKES	Split-circuit, power assisted with variable pressure distribution through load sensitive limiting device. Pad wear warning system on front brakes. Brake fluid loss warning system. Hand brake operates on rear wheels.			
Front	Solid discs 273 mm diameter	Solid discs 273 mm diameter	Solid discs 273 mm diameter	Solid discs 273 mm diameter
Rear	Solid discs 273 mm diameter	Solid discs 273 mm diameter	Drum 280 mm diameter	Drum 280 mm diameter
Fuel Capacity	56 litres	56 litres	60 litres	60 litres
Engine Oil Capacity	4 litres	4 litres	4 litres	4 litres
Transmission Capacity Gearbox	6.24 litres	1.15 litres	1.15 litres	1.15 litres
Differential	1.20 litres	1.20 litres	1.60 litres	1.60 litres
Coolant Capacity	7.8 litres	7.8 litres	7.8 litres	7.8 litres
Electrical Equipment	12 volt. Alternator 40 amps. Battery 46 amp/hr			
Length	4.49 metres	4.49 metres	4.80 metres	4.80 metres
Width	1.69 metres	1.69 metres	1.69 metres	1.69 metres
Wheelbase	2.74 metres	2.74 metres	2.90 metres	2.90 metres
Kerb Weight	1230 kg	1230 kg	1275 kg	1330 kg
Luggage	0.55 m ³ (19.40 cu ft)	0.55 m ³ (19.40 cu ft)	1.10 m ³ (39.2 cu ft) back seat up 1.80 m ³ (64.3 cu ft) back seat folded down	0.33 m ³ (11.65 cu ft) back seat up 0.65 m ³ (22.95 cu ft) back seat folded down
Towing Capacity				
— without trailer brakes	615 kg	615 kg	665 kg	665 kg
— with trailer brakes	1300 kg	1300 kg	1500 kg	1500 kg

(a) The output given in DIN/hp or kW is effectively available at the clutch for driving the vehicle. Any other power consumption has already been deducted.

Please Note:

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