



PEUGEOT

THROUGH THE YEARS, INNOVATION HAS BEEN AN OBSESSION WITH PEUGEOT.

In the automotive world, the test of an idea's greatness is not who did it first, but rather how long it lasts.

Because an idea that withstands the test of time is more than just an innovation. It's a substantial contribution to the automotive art.

At Peugeot, we're pleased to have made a number of such contributions.

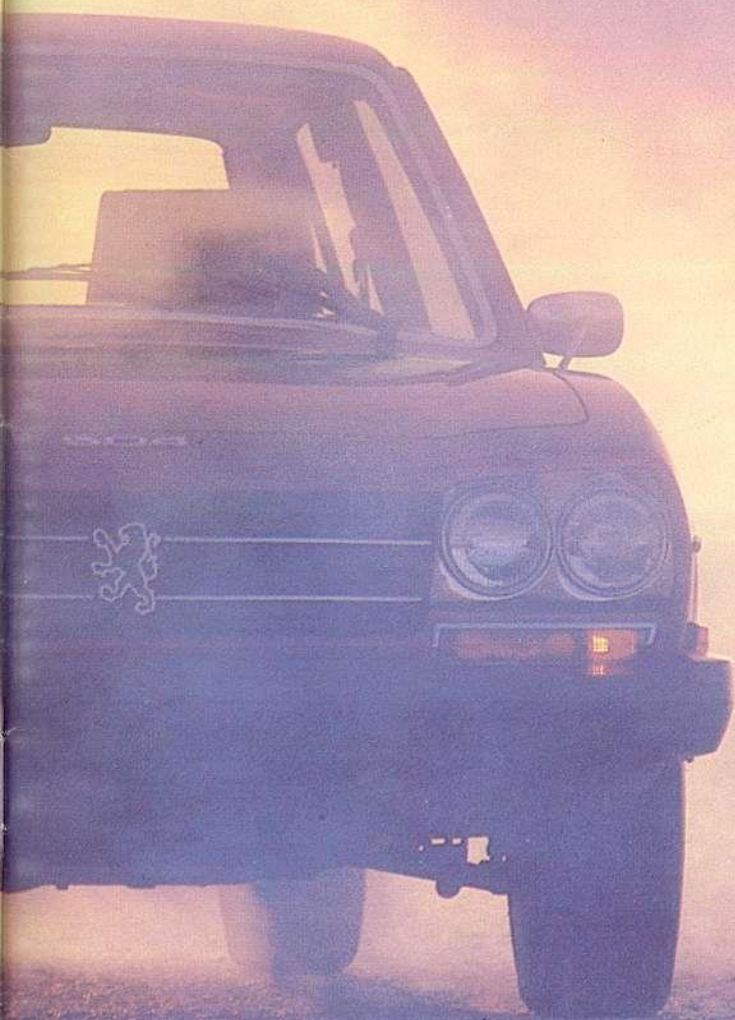
In fact, seventy years before automobiles were invented, we invented the technology that made them possible.



The oldest running car in America. An 1891 Peugeot.

The year was 1810. The discovery was the process for coldrolling sheet steel. And its significance can be measured by the fact that virtually every car body made today makes use of this technological advance.





Peugeot entered the automotive arena in 1889, making it the second oldest automaker in the world.

And by the turn of the century, we had already invented the world's first station wagon, and experimented with placing the engine both front and rear.

In the year 1900, we introduced battery ignition. Something of a novelty in its day, it later became a standard throughout the world.

Peugeot produced the world's first compact car in 1911. The first light automotive diesel engine in 1922. And in 1931, Peugeot produced cars with independent front suspension.



The world's first station wagon, 1894.

Lasting achievements like these didn't come from resting on our laurels. They came from improving on our cars. And from the constant search for better methods of production.

The ultimate expression of this quest for better quality is found in today's Peugeot 504.

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**AT PEUGEOT,
WE MEASURE THE
LUXURY OF A CAR BY
THE PRECISION
OF ITS ENGINEERING.**

Some automakers measure luxury in terms of gadgetry, or by how closely a car's interior resembles a living room.

Still others feel that the longer a car is, the more luxury it has.

But at Peugeot, we know better.

We know, that as a car gets longer it tends to become less maneuverable, and harder to park. What's more, it becomes harder for the driver to see past the hood to what he's supposed to see on the road.

So before we engineered the Peugeot 504, we took a long and careful look at what drivers really need.

Naturally, comfort was a primary concern. So we gave the 504 the kind of head room and leg room you'd expect of a full-size car.

But despite this spacious interior, we managed to make the exterior compact.

We designed the hood so it gently slopes forward, allowing you to see the road as close as 15 feet in front of the car.

For better maneuverability, we gave the Peugeot 504 a small turning radius. We gave it power-assisted rack and pinion steering that lets you turn easily at parking speeds, without losing road feel on the highway.





For better handling, we've engineered all our sedans with four-wheel independent suspension. And developed our own patented shock absorbers designed to last for tens of thousands of miles of normal driving.

For extra comfort, we actually tune our orthopedically designed seats to the suspension. And the result, while admittedly not designed to look like a living room, has nevertheless been engineered to feel like one. Because at Peugeot, luxury isn't added on. It's engineered in. So you'll find luxury in every detail of the 504. From the design of its grille to the size of its trunk.

The front bucket seats automatically adjust for your height as you move them back and forth. And they're fully reclining to give you the widest possible range of comfort settings.

There are power windows and four-wheel power disc brakes. Along with a powerful list of standard features that many cars don't even offer as options.

Features like Michelin steel belted radial tires that hug the road, rain or shine. And rear door locks that prevent your children from opening them from the inside. There's even a sliding sunroof that opens up to a whole new kind of driving enjoyment.

Combine all that with ninety years of engineering expertise, and you've got one of the most precisely engineered cars in history.

And one of the most luxurious cars in the world.

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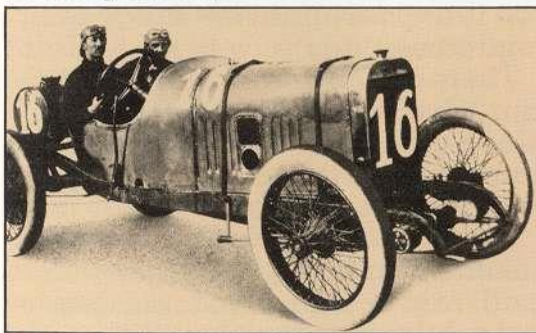
SINCE AUTO RACING FIRST BEGAN, PEUGEOT HAS BEEN MAKING RACING HISTORY.

When you test drive a Peugeot 504, we want you to really put it to the test.

We know it can handle whatever you dish out. Because we've been testing Peugeots at the factory and on the track since even before auto racing began.

And when it did begin, we were there.

It was the Paris-Rouen trials of 1894. The course was just over 78 miles—meager by today's standards but long enough in its day to eliminate all but 21 of the 102 preliminary entries.

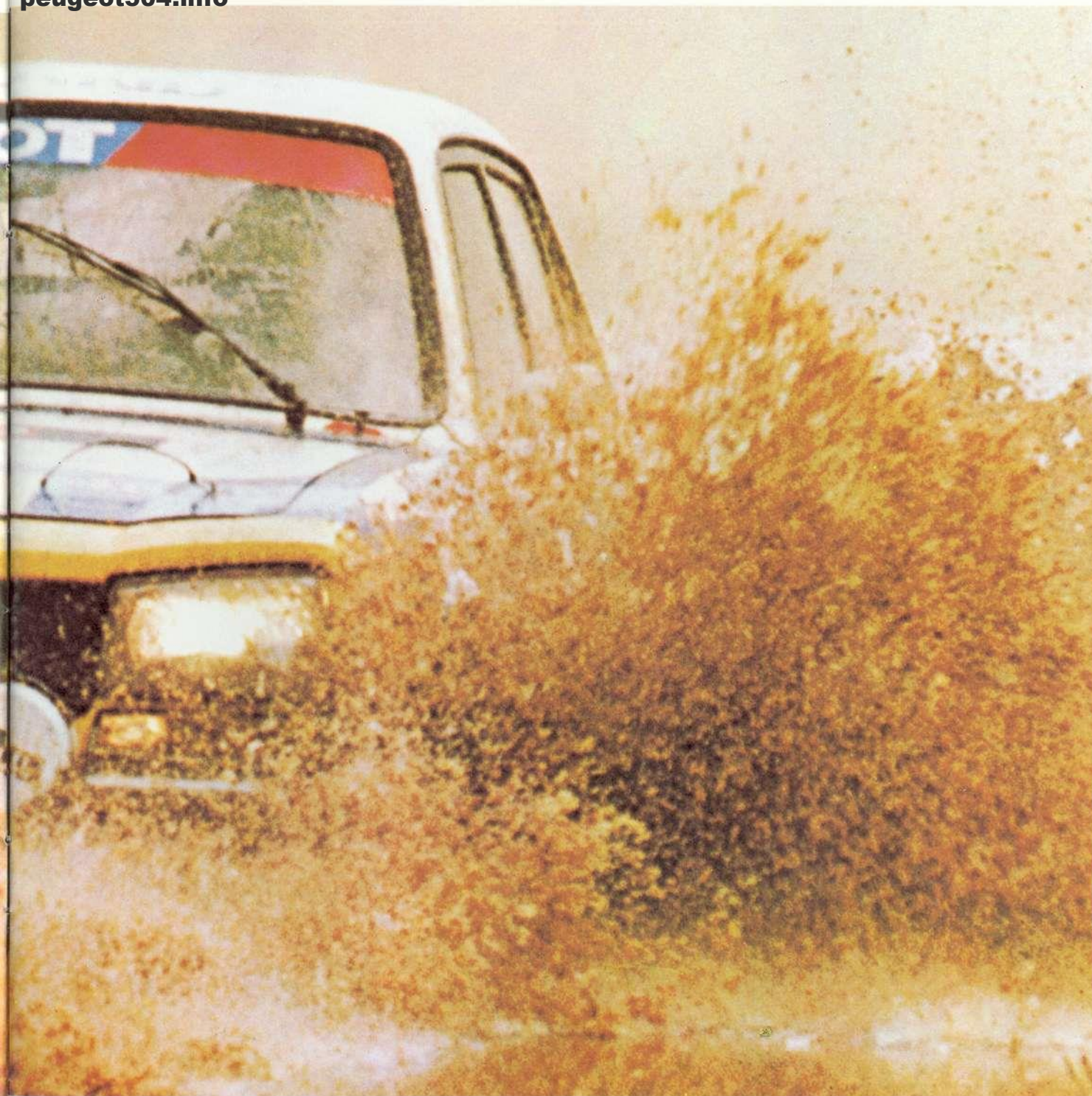


The winner of the 1913 Indianapolis 500.

When the dust had settled, Peugeot emerged victorious. But speed, ironically, had little to do with it. Because the winner was selected on the basis of safety, handling, and economy.

A year later, Peugeot was the first qualifying car to cross the





finish line in the 732-mile Paris-Bordeaux-Paris race. And in the ensuing years, Peugeot went on to win increasingly grueling tests of speed and endurance.

We tasted triumph in the French Grand Prix in 1912. And again in 1913. And by 1919, we had become the only European automaker ever to win the Indianapolis 500 three times.

Today, Peugeot no longer races for flat-out speed. Because today, it's more important for a car to be able to perform well over thousands of miles of bad roads. So we've been showing our prowess in some of the most tortuous rallies in the world.

Like the African rallies, where in 1975 Peugeot became the first automaker to sweep all three major events.

We won the Bandama Rally again in 1977. And of the nine cars that finished, seven were Peugeots.

And in 1978, Peugeot became the first car in history to win the Safari Rally for a record sixth time.

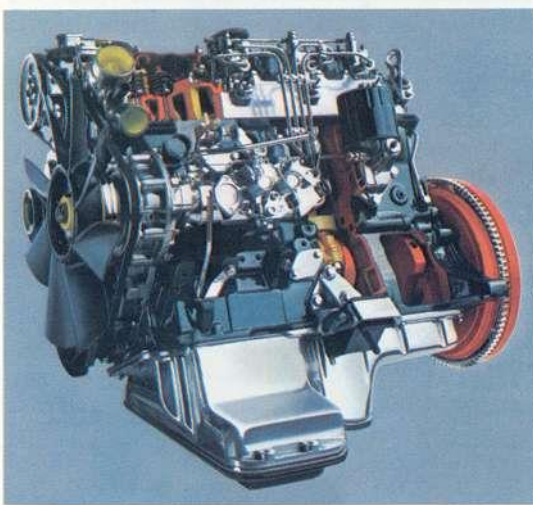
Chances are, you won't be driving over mountain passes and through jungle trails. But it's reassuring to know that you own the kind of car that can.

What's more, in addition to engineering our cars for durability, we actually test drive every car we make. Not just around the block, but over bumps and ribs. Around hairpin turns. And even through a rain tunnel to check for leaks.

NO ONE BUILDS DIESELS LIKE WE BUILD DIESELS.

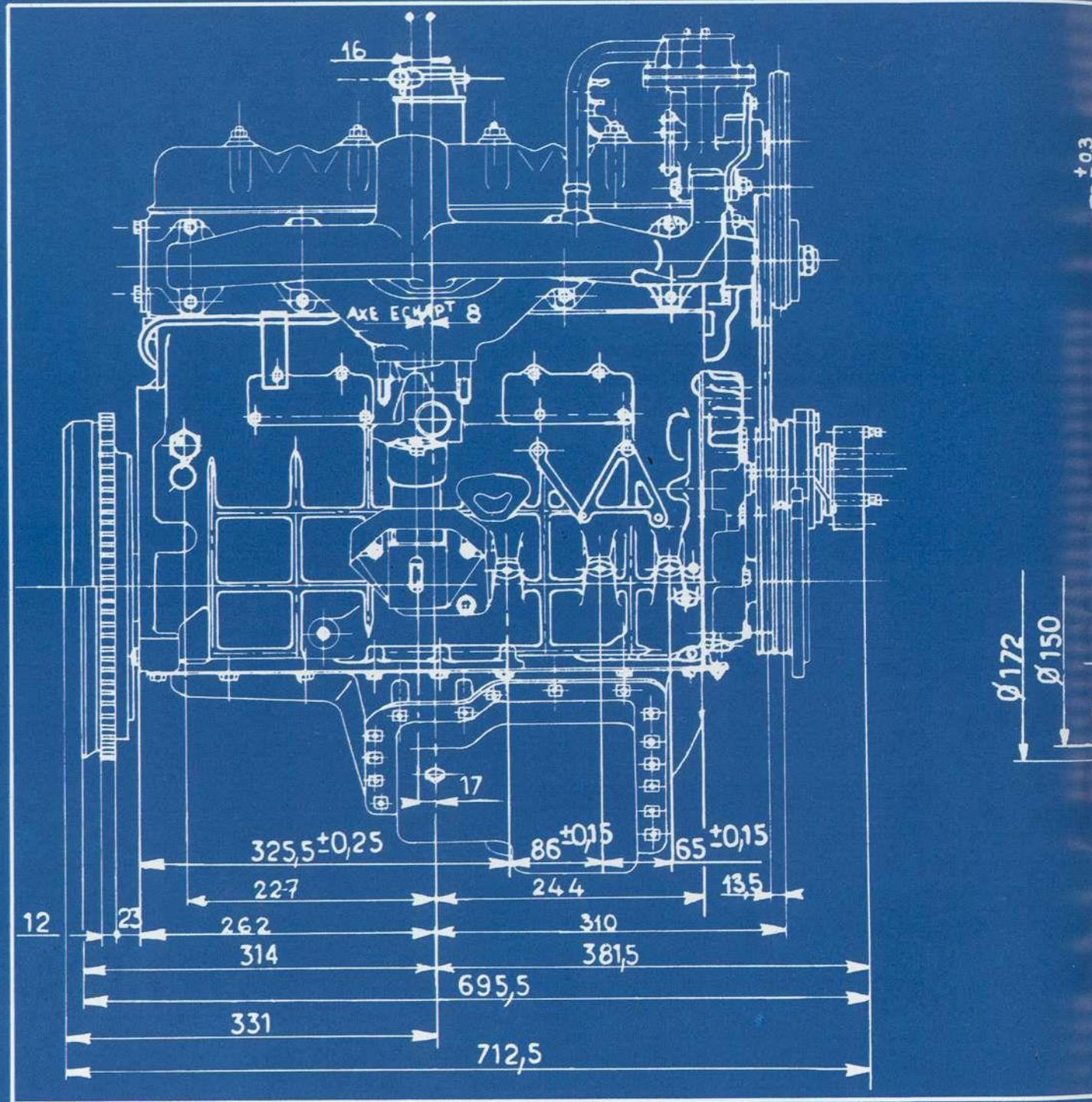
Most drivers who enjoy luxury also appreciate economy. Which is why so many luxury car owners are beginning to appreciate the advantages of owning a Peugeot Diesel.

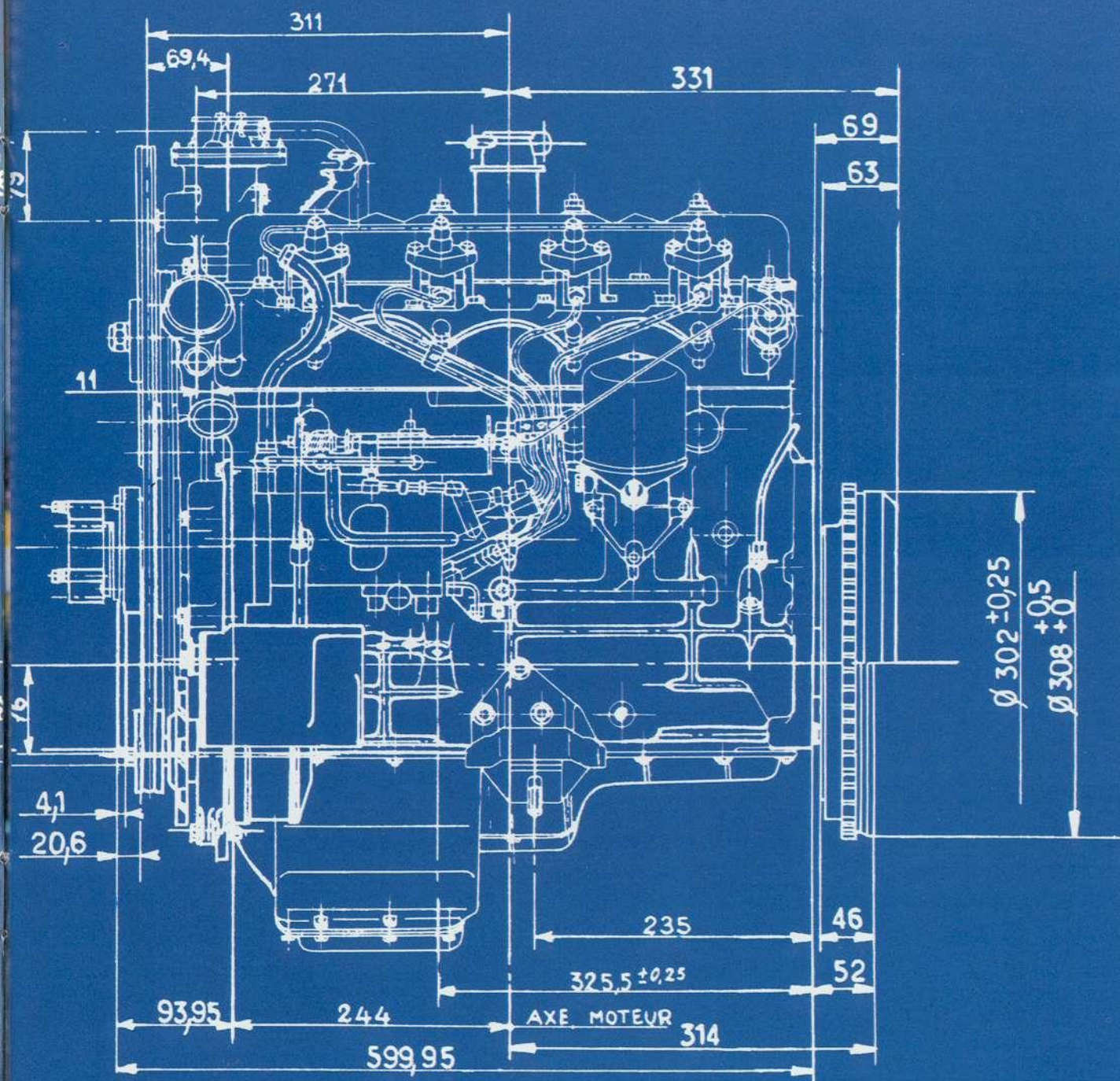
In recent EPA tests,* the Peugeot Diesel achieved an estimated mpg of 28 miles per gallon. Most other luxury cars didn't even come close.



And the reason is simple. Compared to most other luxury cars, the Peugeot Diesel uses a leaner fuel mixture, and burns it more efficiently than a gasoline engine. As much as 75% more efficiently when the car is at idle.

*Manual 4-speed transmission. Remember: Compare this estimate to the 'estimated mpg' of other cars. You may get different mileage depending on how fast you drive, weather conditions, trip length and the condition of your car.





The Peugeot Diesel engine also runs on fuel that nationally averages several cents per gallon less than unleaded gasoline. (Local prices may vary.)

So in addition to giving you more miles per gallon, the Peugeot Diesel gives you more gallons per dollar.

And with our diesel engine, you never have to worry about conventional tune-ups. Because there are no spark plugs, no distributor and no points. Not even a carburetor to adjust.

But fewer parts and lower fuel costs aren't our engine's only strengths. There's also strength itself.

There are more structural ribs in the cylinder block 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.

And while some manufacturers are reworking gasoline engines to do a diesel's work, at Peugeot, we built our diesels to be diesels from the start. But then, Peugeot has been making light automotive diesel engines longer than any other manufacturer.

Of course, there's no point in putting an engine that can take it into a car that can't. So we build our diesel cars with the same care and precision we put into our diesel engines.

All of which makes the Peugeot Diesel a car you'll appreciate for many years to come. Because it's worth holding on to a car that holds up.

THE LAST WORD IN STATION WAGONS FROM THE PEOPLE WHO INVENTED THE FIRST.

The trouble with most wagons is that you can't fill them up with cargo without bogging them down in the handling department.

Fortunately, the Peugeot Wagon is different. It's designed from the ground up to handle over half a ton of passengers and cargo, and still handle like a car.

Unlike many other wagons, the Peugeot Wagon doesn't sit on the same chassis as its sister sedan. In fact, it has a six inch longer wheel-base for better balance and better weight distribution.

It also features rack and pinion steering, a very direct and responsive steering system, and a turning radius that's shorter than that of most domestic compacts.



For extra cargo space, we made our wagon a full foot longer than our sedan, and raised the roofline





in back to give you a larger rear door opening.

We even tucked the spare tire under the car where it can't take up space. So with the rear seat folded down, the Peugeot Wagon offers a maximum of 81.6 cubic feet of total volume.

Of course, when you fill that space up, you don't want the car to bottom out. And it won't. Because the Peugeot Wagon has shock absorbers with extra-long vertical wheel travel. And not one, but two coil springs over each rear wheel.

A heavy-duty solid rear axle adds to the strength of the car. And your choice of a four-speed standard transmission or a three-speed automatic adds to the pleasure of driving it.

The Peugeot Wagon is also available with your choice of either a gas or diesel engine. Which makes us one of only a few automakers in the world to let you combine the practicality of a wagon with the economy of a diesel.

Yet for all its practicality, luxury has not been overlooked. Like our 504 Sedan, a Peugeot Station Wagon comes equipped with power front disc brakes, reclining bucket seats, tinted glass, a roof rack and much more.

But the greatest luxury of the Peugeot Wagon is the confidence you feel when you drive it.

It's the kind of confidence that comes from knowing the wagon wasn't just engineered for the cargo behind the seats. But also for the driver behind the wheel.

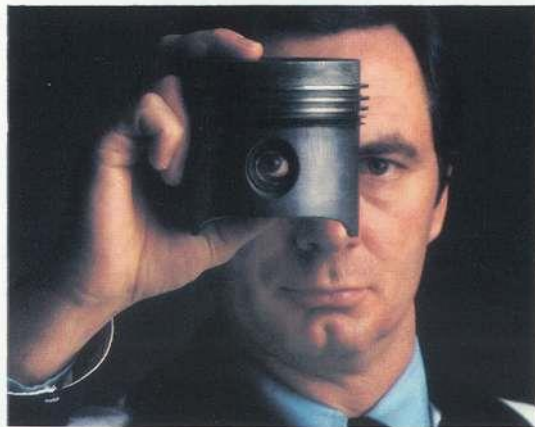
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**YOU DON'T BECOME
THE WORLD'S SECOND
OLDEST CARMAKER
BY MAKING
SECOND-RATE CARS.**

We don't just make cars with quality in mind. We make cars with quality in the car.

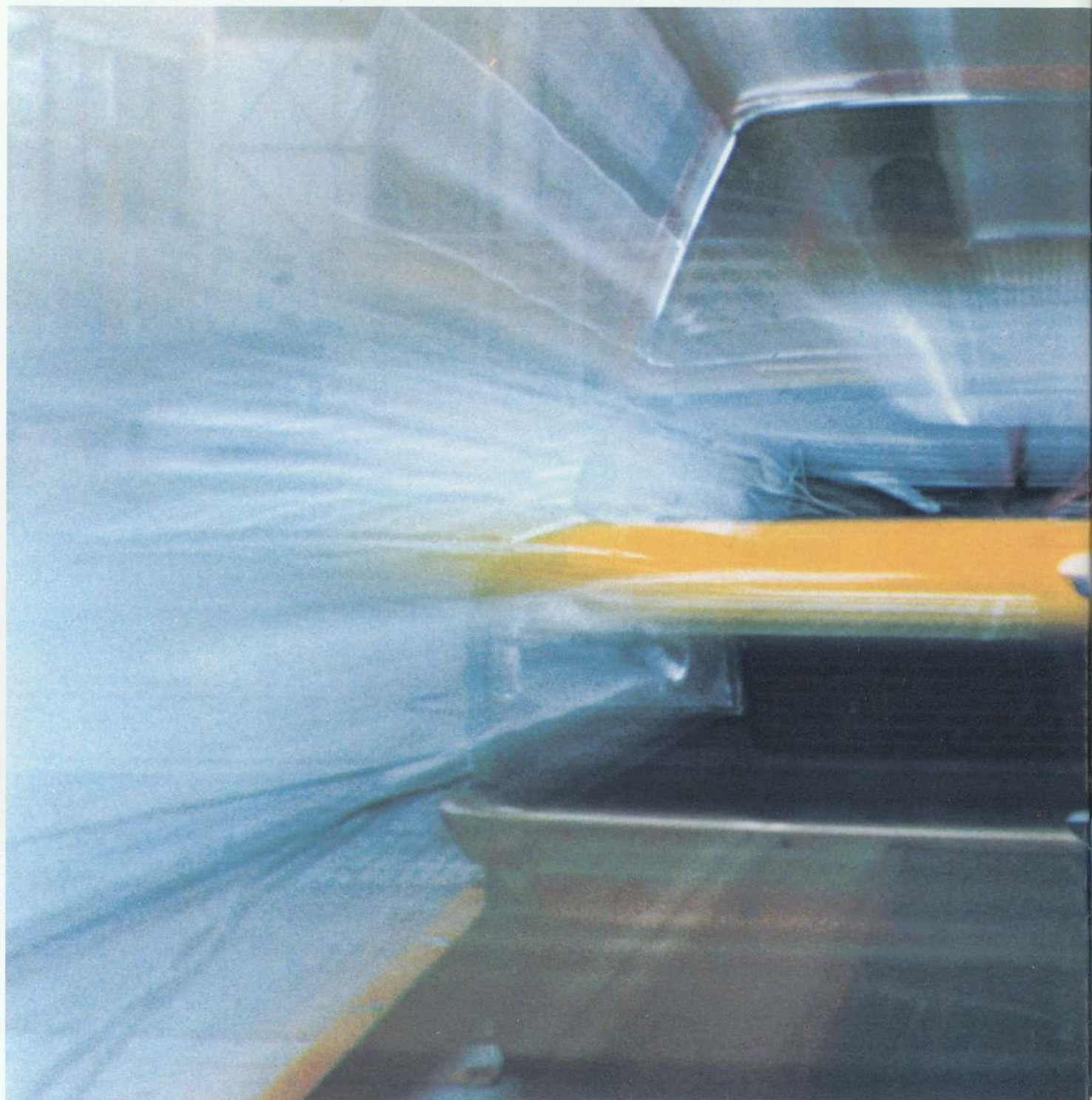
In fact, a full 10 percent of our work force is made up of quality control professionals. And they don't just inspect our parts. They actually sign or stamp them after they are checked for an extra measure of protection.

Many critical parts are inspected three times. Visually, under ultra-violet light, and electronically...to expose any flaw that can't be seen with the naked eye.



We check everything from the electrical system to the thickness of the paint.

Every finished engine is bench tested for 12 minutes. And every four-speed transmission is sound-tested in a special booth by an inspector whose hearing is tested every day.

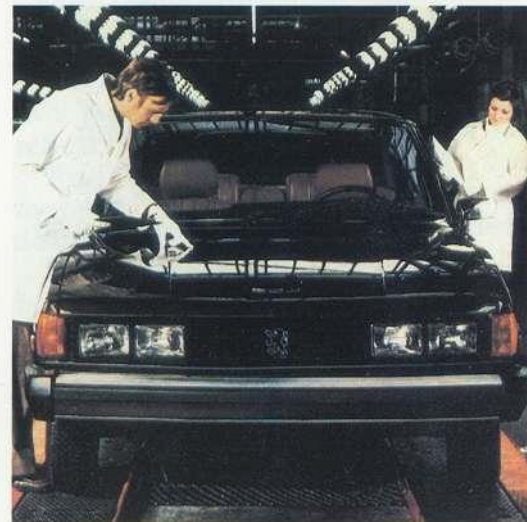




But at Peugeot we don't stop there. Because each car is subject to a final test-track inspection. Over bumps and ribs. Through high speed turns and rain. We step on the gas. Slam on the brakes.

Only after being subjected to some 46,000 rigid quality controls is a Peugeot ready to leave the factory.

And many that are ready never leave. Instead, they're routed to our safety testing facilities, where an average of three cars a week are crashed under carefully controlled conditions.



The sole purpose of this testing is to improve our cars' safety. And at Peugeot we're doing just that with features like a unit body designed to collapse gradually on impact. A rigid passenger compartment designed to protect passengers. And safety standards like impact absorbing bumpers, a collapsible steering column, and seat belts—front and rear.

We go to extra trouble at the factory to save you from having trouble on the road.

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THE REMARKABLE PEUGEOT 504. DESIGNED FROM THE INSIDE OUT.

Most of the time you spend with your car is time you spend inside it.

So before we asked Pininfarina to design an exterior that would please the eye, we asked our engineers to design an interior that would please the body. And a moment or two in the Peugeot 504 should convince you just how well they did their job.

For comfortable entrances, each of the doors swings open a full 70 degrees. And once inside the car, you'll relax in orthopedically designed seats that soothe your back as they soften your ride.

Since passengers come in all different sizes, the front seats automatically adjust for height as you move them forward and back.

And because different people have different postures, the front buckets are also fully reclining. Which means you can adjust them from flat-out to bolt upright—and just about anywhere in between.





Power-assisted rack and pinion steering and four-wheel power disc brakes make driving easier. Power front windows and a sliding sunroof help keep the passengers comfortable.

But the reasons for the Peugeot 504's comfort aren't all inside the car. Many of them are underneath it.

Four-wheel independent suspension and extra-long shock absorbers help keep road shocks from ever reaching the passenger level, while large coil springs work to further reduce vibrations.

Finally, we go one step further by actually *tuning* our seats to the suspension.

It's this total approach to comfort that helps the ride stay smooth when the roads get rough.

And the rougher they get, the more you'll appreciate the engineering of the 504.

Of course, you'll also appreciate our engineering for reasons other than comfort. Because the Peugeot 504 is an ideal combination of economy, durability, maneuverability and safety.

In short, it's a car that's engineered for excellence throughout.

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IT COMES WITH A STANDARD OF LUXURY NO LUXURY CAR SHOULD BE WITHOUT.

With some luxury cars, the only option you have is whether or not to buy the car.

At Peugeot we think you deserve a little more say in the matter. But the choices we give you aren't simply gimmicks and gadgets. Rather, they're fundamental choices that will affect the kind of enjoyment you get from your Peugeot.

We give you a choice of body styles—sedan or wagon. And a choice of engines—gas or diesel.

You can choose the economy of our four-speed manual transmission, or the convenience of our three-speed automatic.

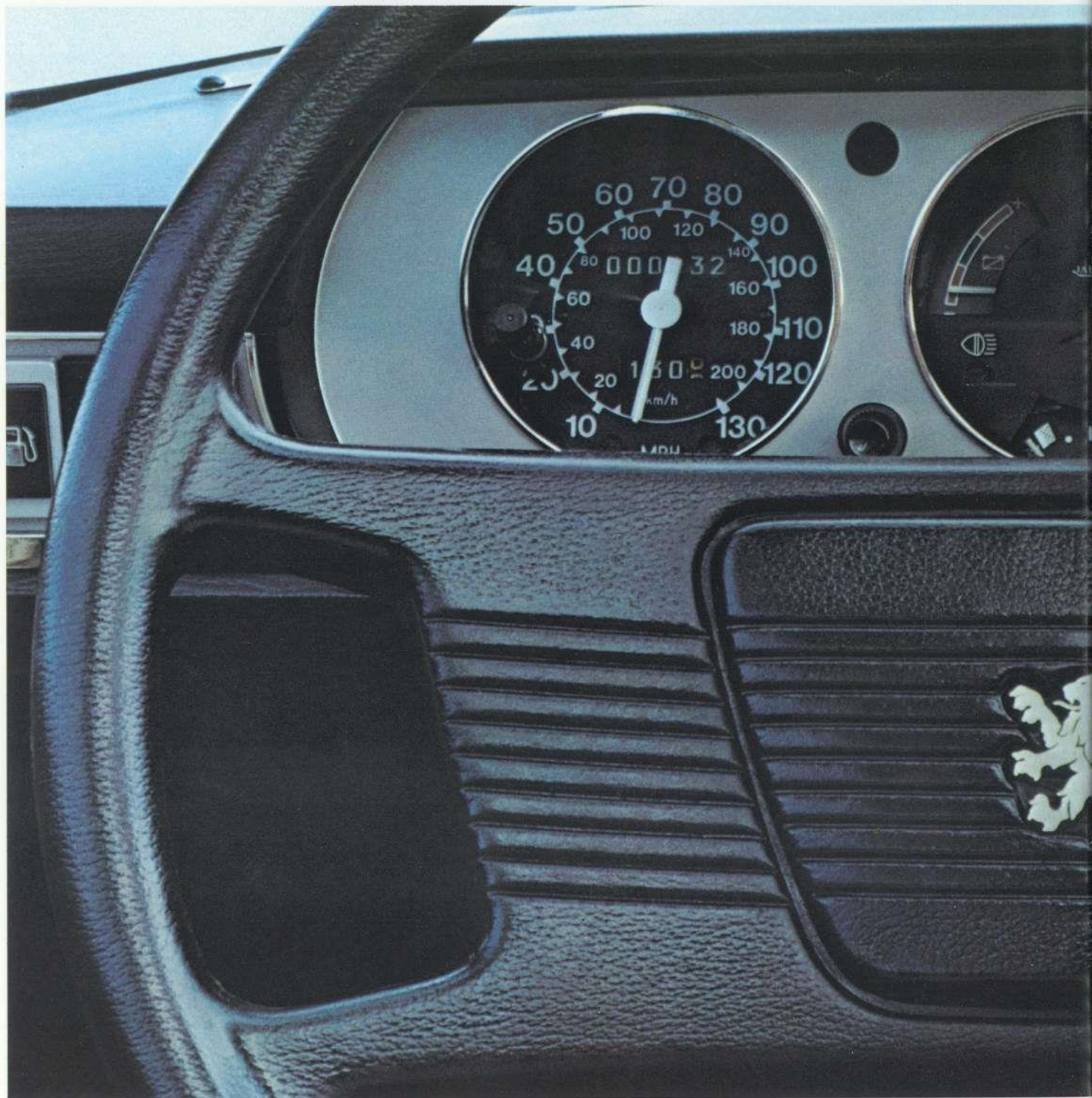
And you can select from a variety of radio options and choose

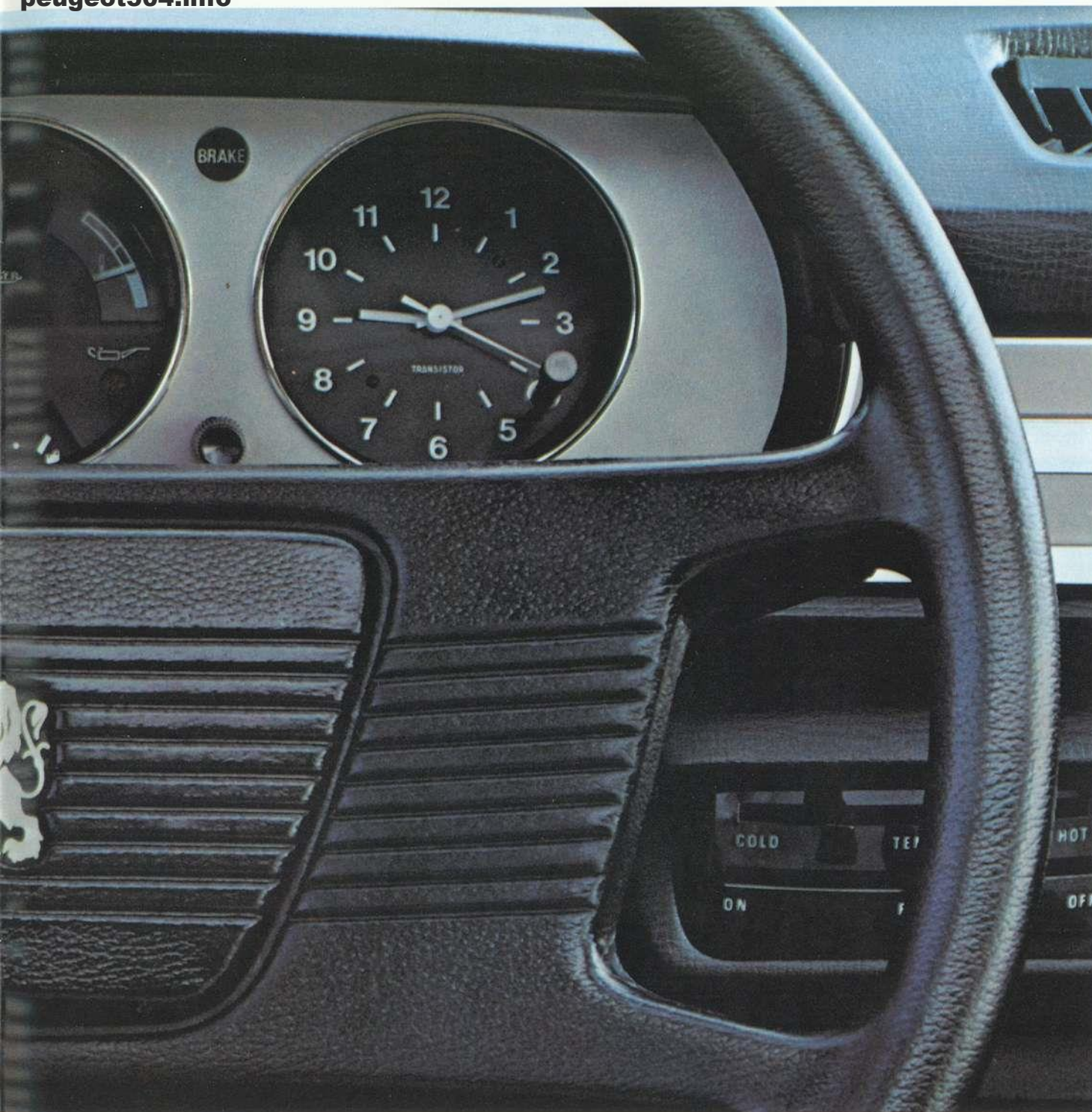


optional air conditioning for your new Peugeot.

Beyond that, however, each of our luxury features is standard equipment. And the list is so impressive it includes a number of items many cars don't even offer as options.

For comfort, we offer reclining front bucket seats, power-assisted steering and power disc brakes.





For safety, we give you Michelin steel belted radial tires, and an automatic rear window defroster.

And for convenience our sedans feature power front windows. Plus a spare tire that's mounted under the car, so you never have to unload the trunk to get to it.

(Incidentally, at Peugeot we don't think you should pay extra for amenities like a center console or a clock that works. So they're standard too.)

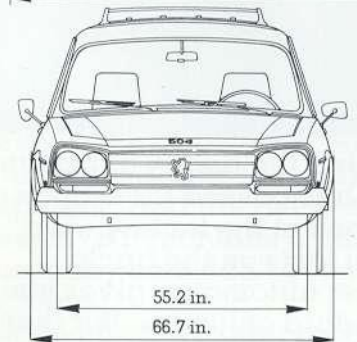
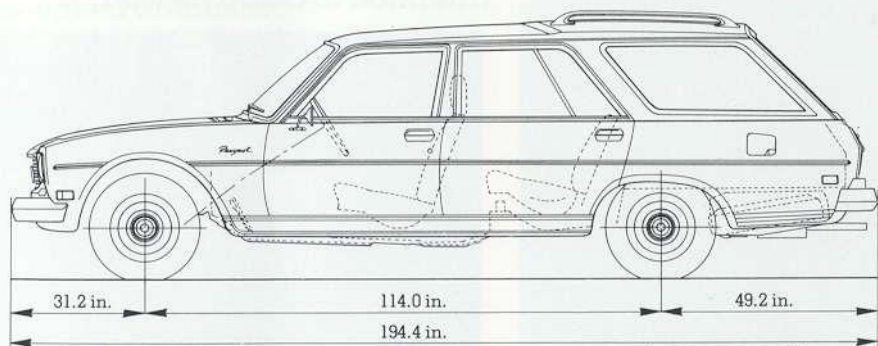
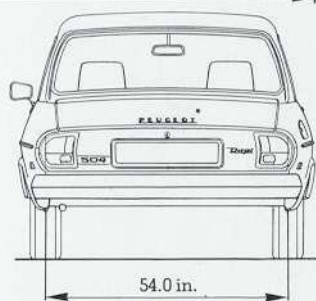
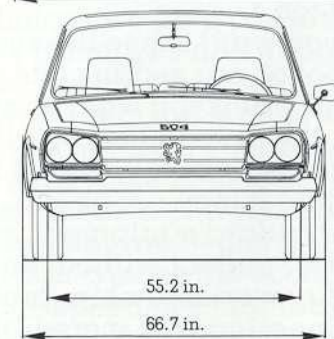
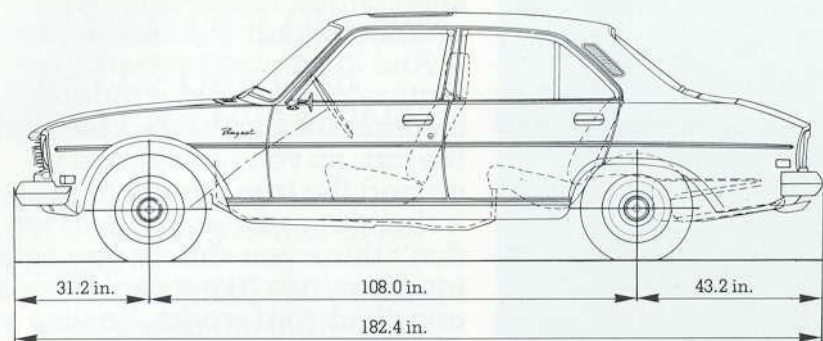
When you want to see the sun, the sunroof on our sedans lets you see it. And when you want to avoid its glare, the tinted glass on all our models helps protect you from it.

And while it may not be considered standard equipment, you can't buy a Peugeot without getting quality workmanship, precision engineering, and incredible attention to detail as well.



Including the luxury of knowing your car has passed thousands of inspections at the factory. And dozens of tests on the track.

No other automaker gives you this standard of luxury. But then, no one else builds cars the way we build a Peugeot.



1979 PEUGEOT SPECIFICATIONS

MODEL	BODY STYLE	DIMENSIONS		CAPACITIES	
504 Gas Sedan	4-door Sedan with Sliding Sunroof	Wheelbase	108.0 in.	Fuel Tank	18.50 gals.
		Overall Length	182.4 in.	Engine Crankcase	4.25 qts.
		Overall Width	66.7 in.	Cooling System, including Heater	8.50 qts.
		Overall Height	57.0 in.		
504 Diesel Sedan	4-door Sedan with Sliding Sunroof	Wheelbase	108.0 in.	Fuel Tank	18.50 gals.
		Overall Length	182.4 in.	Engine Crankcase	5.25 qts.
		Overall Width	66.7 in.	Cooling System, including Heater	10.50 qts.
		Overall Height	57.0 in.		
504 Gas Wagon	5-door Station Wagon	Wheelbase	114.0 in.	Fuel Tank	15.80 gals.
		Overall Length	194.4 in.	Engine Crankcase	4.25 qts.
		Overall Width	66.7 in.	Cooling System, including Heater	8.50 qts.
		Overall Height	61.0 in.		
		Cargo (Total volume with rear seat folded down)	81.6 cu. ft.		
504 Diesel Wagon	5-door Station Wagon	Wheelbase	114.0 in.	Fuel Tank	15.80 gals.
		Overall Length	194.4 in.	Engine Crankcase	5.25 qts.
		Overall Width	66.7 in.	Cooling System, including Heater	10.50 qts.
		Overall Height	61.0 in.		
		Cargo (Total volume with rear seat folded down)	81.6 cu. ft.		

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STEERING	TIRES	BRAKES	ENGINE	TRANSMISSION	SUSPENSION
Power-Assisted Rack & Pinion Ratio 17 to 1 Overall Turning Circle 35 ft. 10 in.	Michelin Steel Belted Radial Size 175HRx14	Power-Assisted with Load Compensator Front Disc Rear Disc	4 Cylinder Overhead Valves Piston Displacement cc/ci 1971/120.3 Compression Ratio 8 to 1 Max. HP @ RPM (SAE net) 88 @ 5000 Max. Torque @ RPM (SAE net) 109 ft. lb. @ 3000 Main Bearings 5 Carburetion Twin Carburetors Fuel Requirements Regular Unleaded Gasoline	Manual 4-Speed Synchromesh (Standard) Automatic 3-Speed with Torque Convertor (Optional) Final Drive Ratio 3.89 to 1	Front Independent Rear Independent Anti-Sway Bars Front & Rear
Power-Assisted Rack & Pinion Ratio 17 to 1 Overall Turning Circle 35 ft. 10 in.	Michelin Steel Belted Radial Size 175HRx14	Power-Assisted with Load Compensator Front Disc Rear Disc	4 Cylinder Overhead Valves Piston Displacement cc/ci 2304/140.6 Compression Ratio 22.5 to 1 Max. HP @ RPM (SAE net) 71 @ 4500 Max. Torque @ RPM (SAE net) 99 ft. lb. @ 2500 Main Bearings 5 Fuel Injection Roto Diesel/Mechanical Fuel Requirements Diesel Fuel, Type 1 or 2	Manual 4-Speed Synchromesh (Standard) Final Drive Ratio 3.70 to 1 Automatic 3-Speed with Torque Convertor (Optional) Final Drive Ratio 3.78 to 1	Front Independent Rear Independent Anti-Sway Bars Front & Rear
Power-Assisted Rack & Pinion Ratio 17 to 1 Overall Turning Circle 37 ft. 5 in.	Michelin Steel Belted Radial Size 185SRx14 Reinforced	Power-Assisted with Load Compensator Front Disc Rear Drum	4 Cylinder Overhead Valves Piston Displacement cc/ci 1971/120.3 Compression Ratio 8 to 1 Max. HP @ RPM (SAE net) 88 @ 5000 Max. Torque @ RPM (SAE net) 109 ft. lb. @ 3000 Main Bearings 5 Carburetion Twin Carburetors Fuel Requirements Regular Unleaded Gasoline	Manual 4-Speed Synchromesh (Standard) Automatic 3-Speed with Torque Convertor (Optional) Final Drive Ratio 4.11 to 1	Front Independent Rear Rigid Axle with 4-Coil Springs & Telescopic Shocks Anti-Sway Bars Front & Rear
Power-Assisted Rack & Pinion Ratio 17 to 1 Overall Turning Circle 37 ft. 5 in.	Michelin Steel Belted Radial Size 185SRx14 Reinforced	Power-Assisted with Load Compensator Front Disc Rear Drum	4 Cylinder Overhead Valves Piston Displacement cc/ci 2304/140.6 Compression Ratio 22.5 to 1 Max. HP @ RPM (SAE net) 71 @ 4500 Max. Torque @ RPM (SAE net) 99 ft. lb. @ 2500 Main Bearings 5 Fuel Injection Roto Diesel/Mechanical Fuel Requirements Diesel Fuel, Type 1 or 2	Manual 4-Speed Synchromesh (Standard) Automatic 3-Speed with Torque Convertor (Optional) Final Drive Ratio 4.11 to 1	Front Independent Rear Rigid Axle with 4-Coil Springs & Telescopic Shocks Anti-Sway Bars Front & Rear

Peugeot reserves the right to change any specifications set forth herein without prior notice but will request dealers to notify purchasers of new Peugeot automobiles of such a change.

