

peugeot504.info



**PEUGEOT**

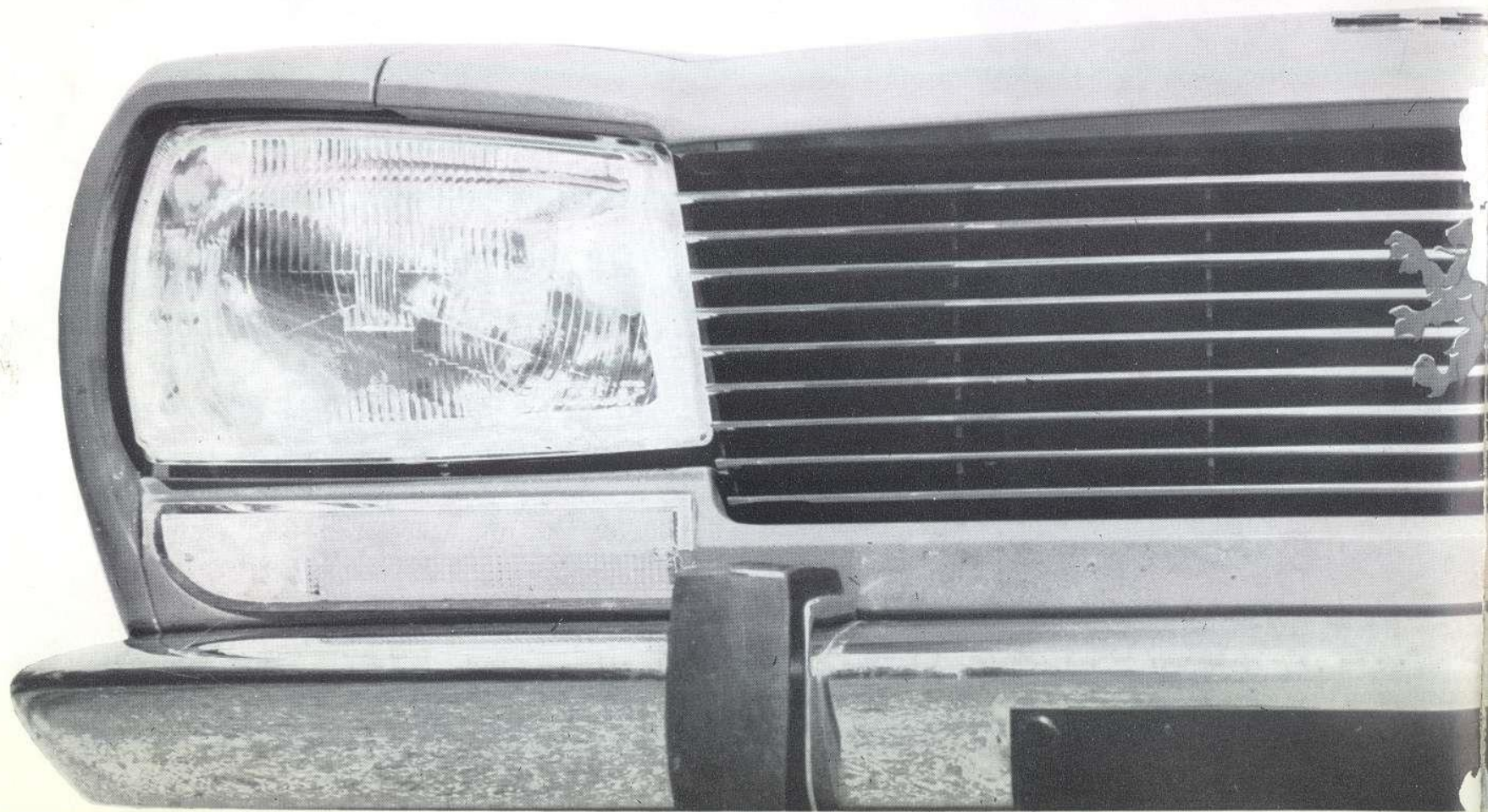
**504**

DEMONSTRATION AND TESTING

504

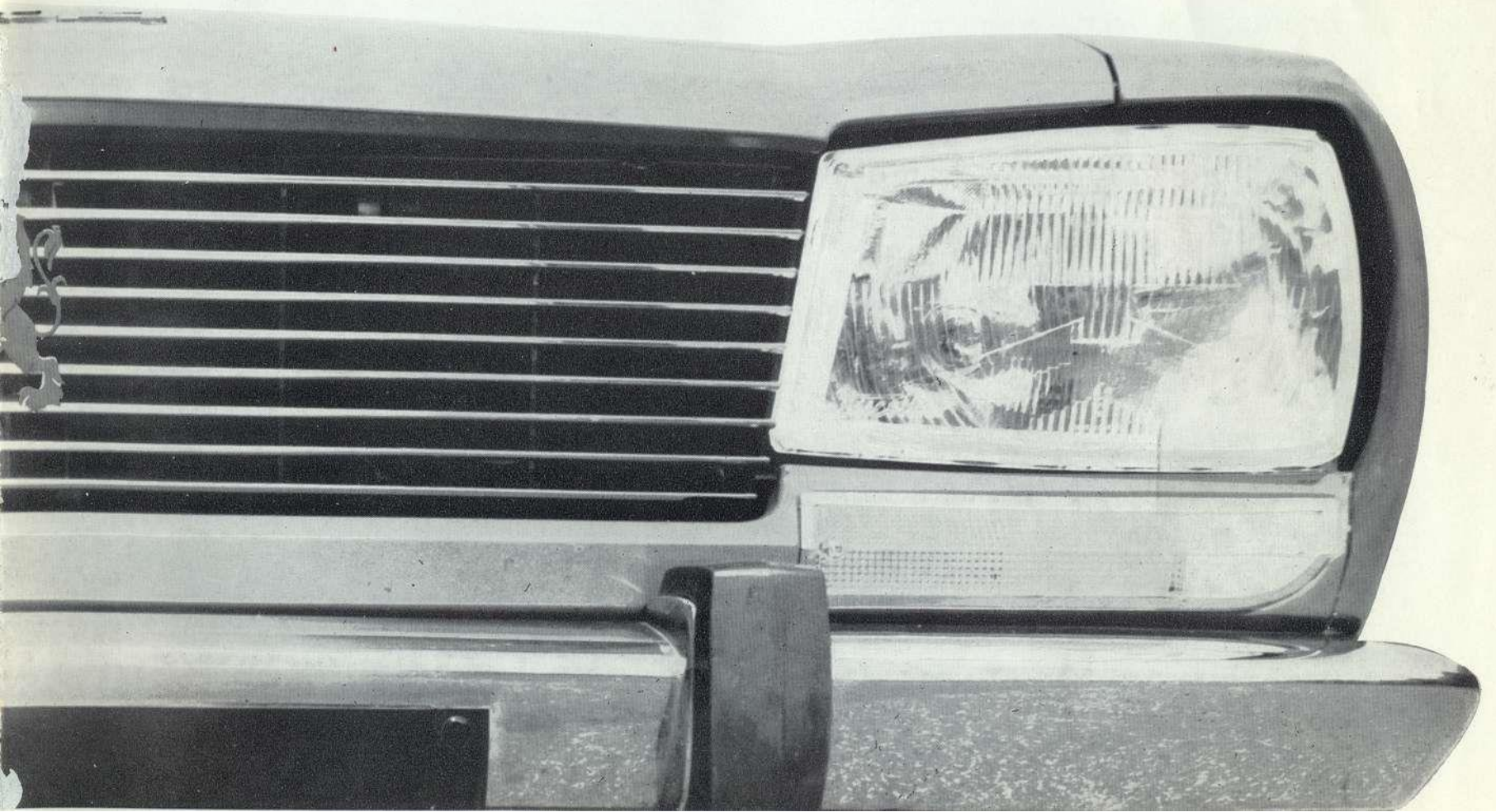
*Man's success depends on trade and communication.*

*the next in Germany. Peugeot has meet this*



*Today Edinburgh, tomorrow Cardiff. One week in Italy,  
need by designing a long-distance touring car :*

*The Peugeot* **504**



The 504 has been designed for modern man. It is a grand touring car which meets the needs of an increasingly high proportion of our customers and many other motorists who hope to find a model suited to their requirements among our range ■ Progressively, as the frontiers of today's economics-dominated world are pushed back, trade expands, travel becomes more important, cars play an increased part in modern life and demand for them increases. The market tends to grow upwards ■ Pressure from foreign competitors increases as a natural and intentional consequence of the lowering of customs barriers. When faced with such a wide and abundant choice, the public's ideas change - judgment becomes keener and more demanding in all fields. Since technical features on the whole prove satisfactory, comfort plays an increasing part in the public's desires ■ Styling and elegance play an essential part. People today are spending more and more of their time in cars, which take on an increasingly important role in their lives. The motor car becomes the essential living

*Peugeot has designed the 504 to meet the needs of an*

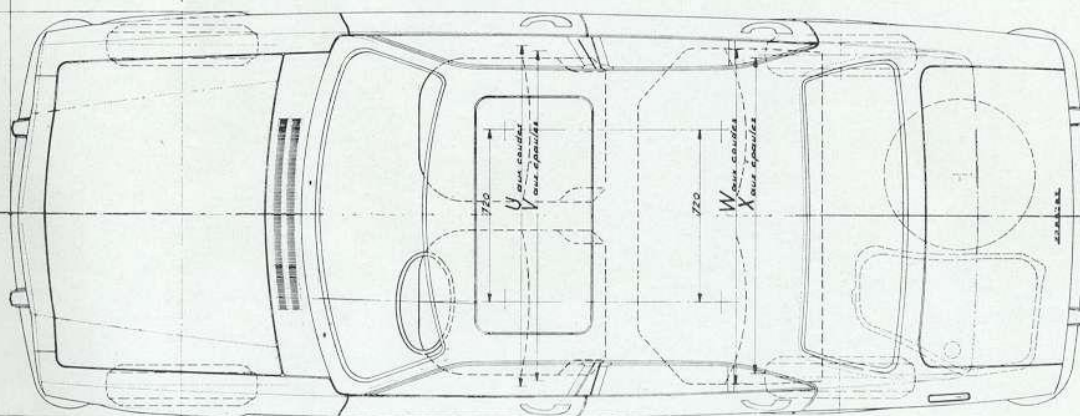
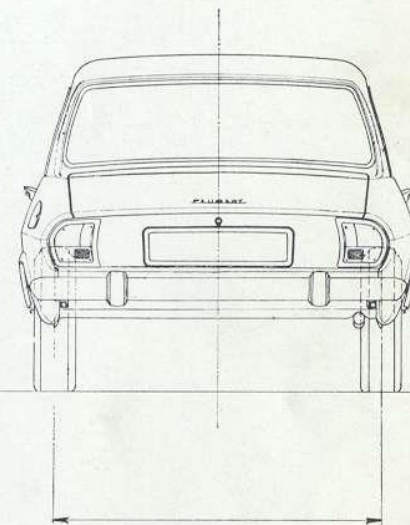
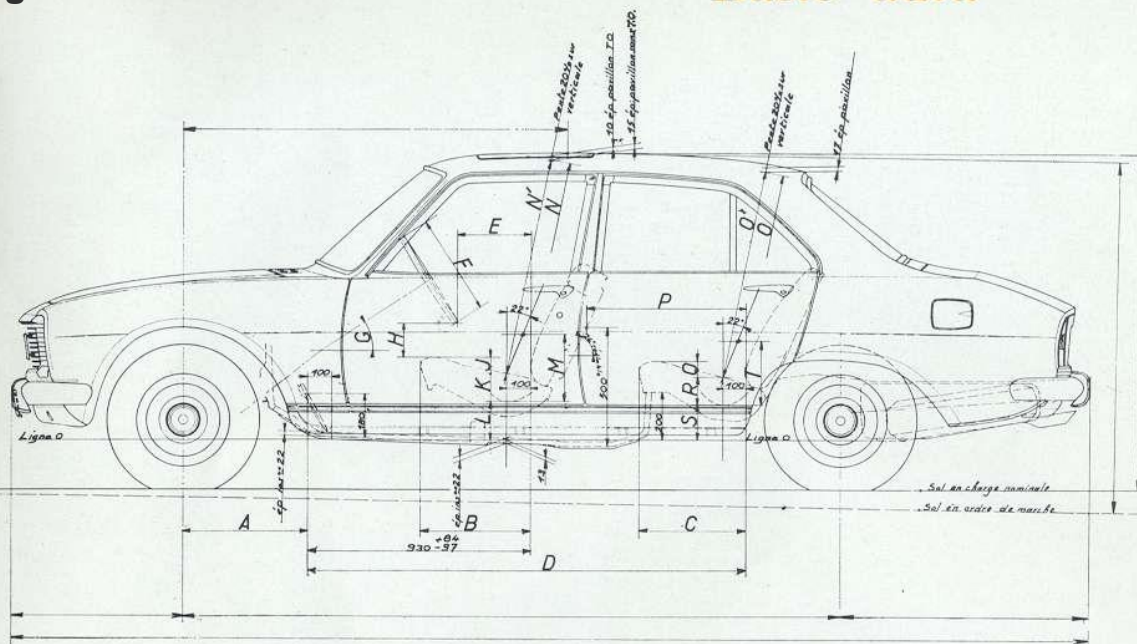
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object, almost an appendage of the person which he cannot do without; this can go as far as the unconscious identification of man with machine: it actually becomes part of man's personality, or at least a reflection of it. This is particularly important since emotional and often subtle motivations are progressively being super-imposed on the rational motivations which for a long time were the dominant feature of our market, and are still of considerable importance. Nowadays, the part played by emotional motivation in the decision to buy a car is increasing. The desire to exist, to live one's life and to determine one's future — these are the sort of motivations which belong to modern man and with which we must reckon in our sales policy ■ The unusual features of the 504 will enable it to make its mark in this category of motor car in the same way that our other models have done in their respective markets ■ It is up to us to touch off the sensitive chord which harmonizes with the 504 in each and every customer.

The Commercial Management

*era where accuracy and efficiency are the key to success.*





This model also had to be offered with the following options :

- fuel-injection engine,
- optional automatic transmission.

These considerations led us to choose a conventional layout.

In addition :

- Rack-and-pinion type steering had to be used with a safety universal coupling,
- The 4-speed, all-synchromesh gearbox, with a " European " gate pattern,
- The hypoid-type rear axle,
- Independent rear suspension,
- Servo-assisted disc brakes on all four wheels.

These data were the basis of the 504 design.

The main aims to be met were the following :

- maximum available passenger space while not exceeding an overall length of 4.50 meters (14 ft. 9 ins.).
- high performance,
- exceptional comfort,
- maximum safety,
- tasteful modern styling,
- large trunk space.



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*Peugeot 504 provides an effective  
answer to the demands  
of scientific and  
technological life  
- the life of  
20th century man*



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*Get away from  
it all with the 504.*

*The 504 is one of the best ways  
of leaving it all behind  
you and relaxing -  
so essential to modern man*

The 504 is a reflection of our time. The perfectly balanced styling of its elegant line. In to-day's fast moving world where the motor car plays an increasingly important part, the 504 offers exceptional comfort as a result of its overall mechanical design, the choice of accessories and the special care which has been taken in designing the interior.

The 504 has all it takes to be a grand touring car : high performance, impeccable road-holding. Its small turning circle, light steering, flexibility and the power of its engine allied with its small dimensions also make it an ideal town car.

SAFETY design has played a big part as a result of the problems raised by the increasing number of cars on the roads to-day.

Preventive safety stemming from excellent road-holding and extremely progressive and powerful braking.

Passive safety : inside the car, each item has been painstakingly designed to give passengers every protection. The 504 has all that it takes to meet the most demanding requirements. Pleasing to the eye, it is pleasant to drive. Economy allied with strength - it is the thriftiest quality car.



*The 504's high performance brings places of leisure and relaxation nearer*

While still remaining within the reasonable 1800 c.c. class of production cars, the 504 enters the realm of 100 m.p.h. potential cars normally restricted to models of 2 litres and over, or to sporty cars with such initials as "T.S.", "T.I." or "S."



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	Maximum speed	1000 from standing start (secs)	400 m from standing start (secs)	0 to 100 kph (secs) (62,5 mph)	Compression ratio	Specific power (bhp/1)	Maximum torque (SAE)	Maximum power (SAE)	Corresponding rpm	SAE Power/weight (kerb weight)
Carburettor	156 kph 97 mph	36.4	19.3	14.8	8.35	48.4	15 mkg at 3000 rpm	87 bhp	5,500	13.80 kg/bhp
Fuel injection	168 kph 105 mph	34.2	18.1	12.2	8.35	57.3	15.7 mkg at 3000 rpm	103 bhp	5,600	11.65 kg/bhp

Hello Phil,  
 Our man in Edinburgh arrives London -  
 Heathrow at 1pm. Borrow my 504 - it's in the  
 garage. Please meet him at airport. Drive  
 straight to meet me in Cardiff. Imperative  
 you be there by 5pm. Put your foot down! Don't  
 worry about the 504 - it thrives on that sort of treatment!  
 Am depending on you.

Whin  
 2



*All along the journey, the 504 aroused admiration; passers-by wanted to know more about it. What are its specifications ?*

The 504, with its independent all-round suspension, wheels shod with extra-wide tyres (175 x 355), forward-mounted engine and rear-wheel drive through a suspended hypoid type rear axle, falls well into the tradition of grand touring cars. The experts agree that while front wheel drive may be suited to small-capacity cars, it is less suitable for models around or above 1800 cc., which have substantially higher power and torque characteristics.



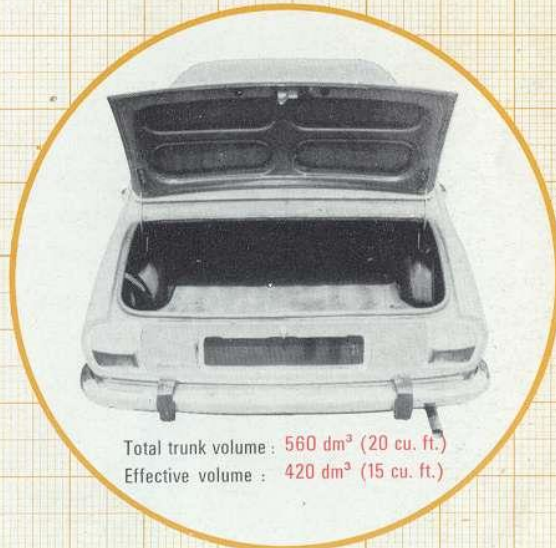
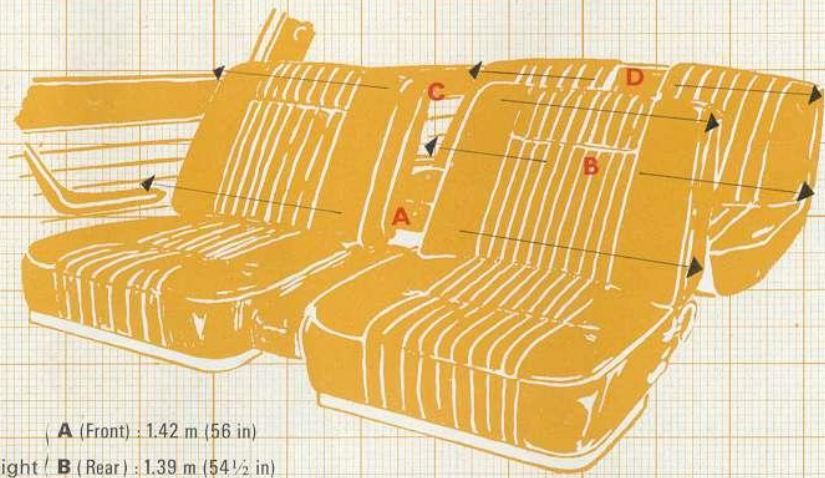
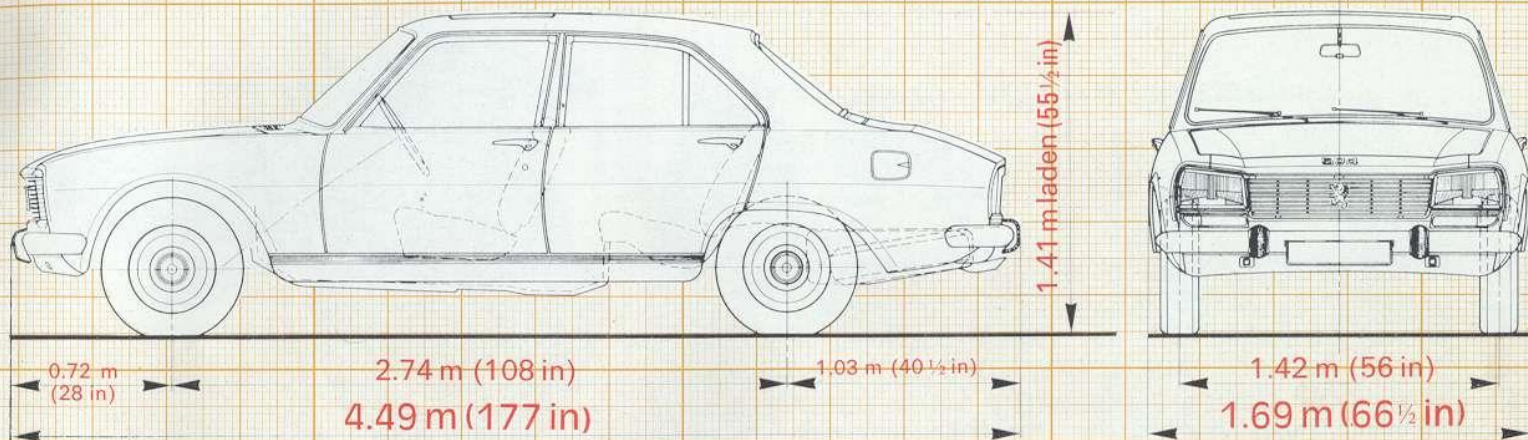
Its over-square engine (84 mm x 81 mm = 3.3 x 3.2 in) starts easily, thanks to :

- a 12 V battery recharged by an alternator
- a disconnectable fan
- carburettor heating

9/10-gauge sheet is used in the manufacture of body components.

Proven components, such as :

- 5-bearing crankshaft
  - hydraulically actuated diaphragm clutch
  - ball-bearing thrust for clutch
- make the 504 a sturdy car.



The four double-acting hydraulic telescopic shock absorbers, which form an integral part of the suspension system, are produced 100 per cent by PEUGEOT.

The sensitive, low-geared, rack-and-pinion steering remains the best system of all (ratio 1 : 22.2).

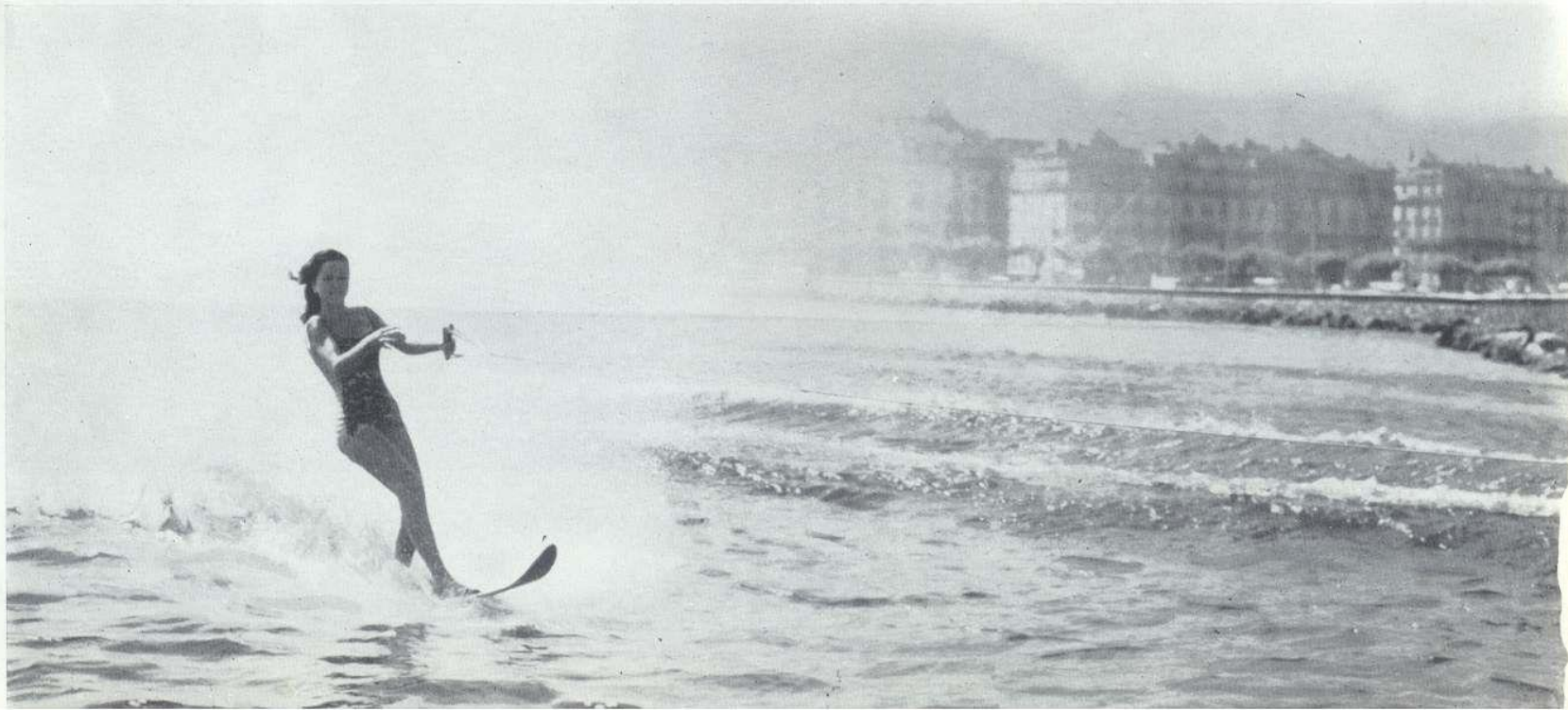
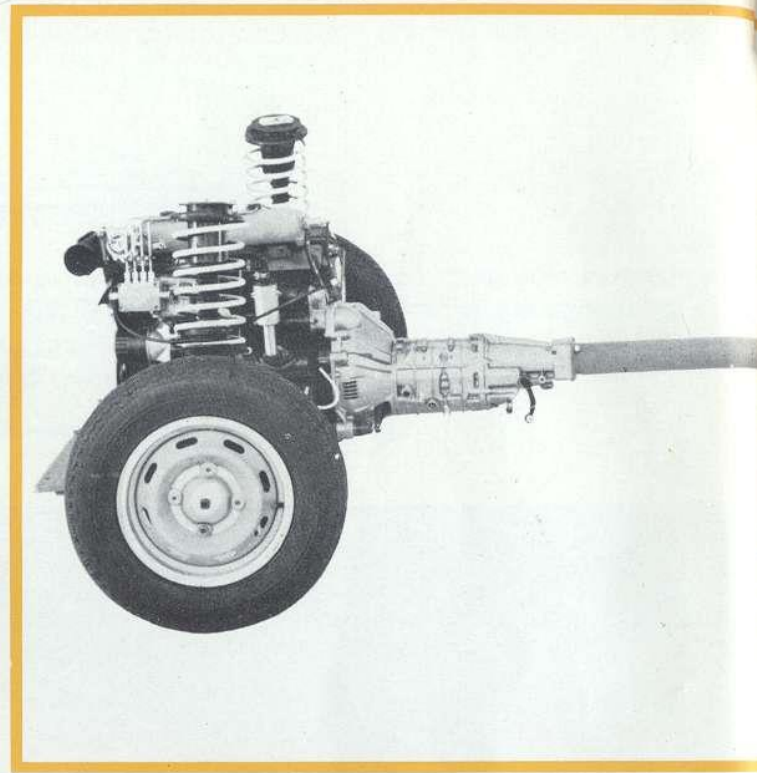
Kerb weight of the 504 :

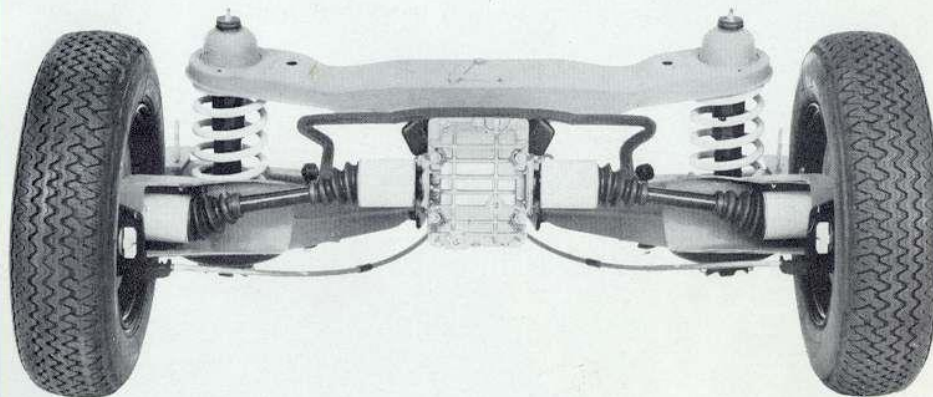
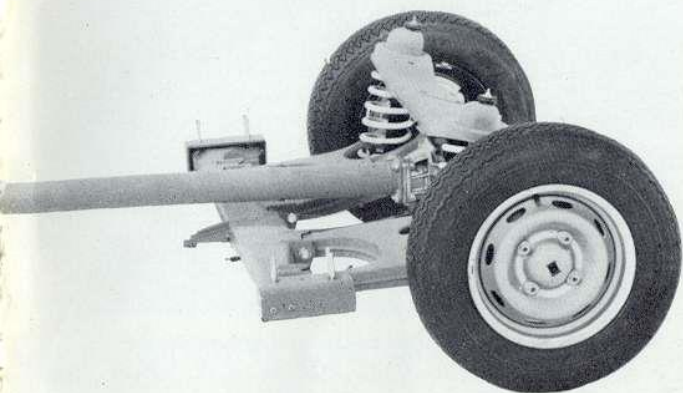
carburettor	} 1,200 Kg (2,650 lb)	Front : 620 Kg (1365 lb)
fuel injection		Rear : 580 Kg (1285 lb)

Towing capacity : 1,100 Kg (2,420 lb)

*Relaxation can begin before you reach your vacation spot! Physical and mental rest begin the moment the driver and passengers step into the 504. With their minds at rest and no worries about the journey, they start relaxing straight away, riding along in complete safety.*

Extensive development work went into the 504's suspension and transmission. The front suspension is of the MacPherson strut type, which has many proven qualities: two large coil springs allowing long suspension movements, two hydraulic double-acting telescopic shock absorbers and anti-roll bar.





## *rear suspension*

- independent suspension, wheels linked to a suspended, hypoid-type rear axle by two jointed drive shafts (internal sliding type constant-velocity joints).
- two coil springs, two double-acting telescopic shock absorbers, one antiroll bar.

*This layout gives :*

- independent all-round suspension
- suspended hypoid rear axle
- 3 point location of the mechanical assembly

2 Front  
1 Rear

*exceptional  
road-holding*

... in all weathers,

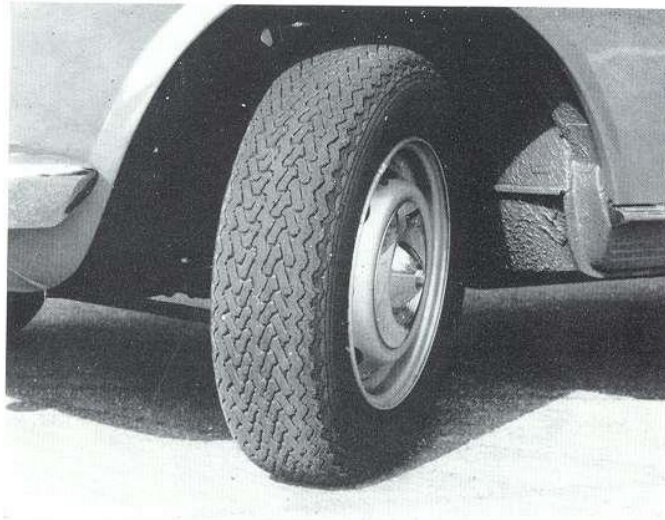
on all roads, and particularly on windy roads.

Because they are mounted on jointed drive shafts, the rear wheels can adopt the ideal angle and maintain contact with the road, even in bends taken at very high speeds.



The excellent weight distribution is vitally important to the road holding.

	Front	Rear
Kerb weight : 1200 kg. (1) (2650 lb.)	620 kg (1365 lb.)	580 kg (1285 lb.)
Total maximum permissible laden weight : 1680 kg. (2) (3700 lb.)	755 kg (1670 lb)	925 kg (2030 lb)



- (1) Weight of empty car + tool kit, oil and full petrol tank.
- (2) 6 persons each weighing 70 kg. (155 lbs. or 11 stone) + 60 kg (130 lbs.) of luggage.

The fitting of carefully chosen tyres is yet another factor which contributes to road-holding at its best.

The wide track (front track : 1.42 m. - 56 in., rear track : 1.36 m. - 53½ in.) and the long wheelbase (2.74 m. - 108 in.) also contribute to the 504's exceptional ROAD-HOLDING.

## *braking*

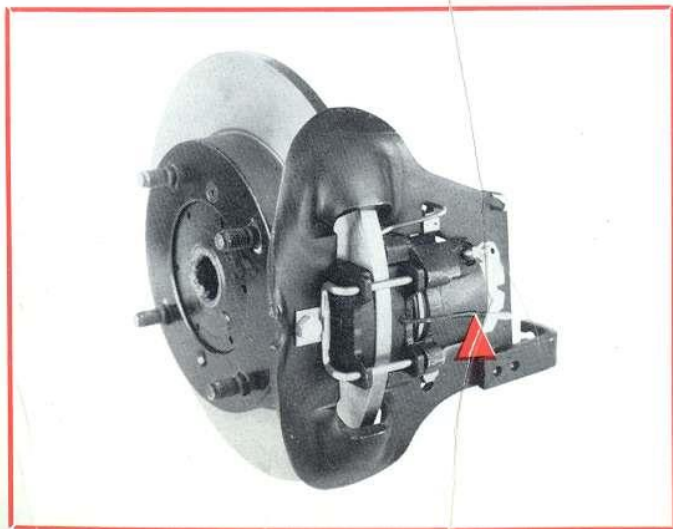
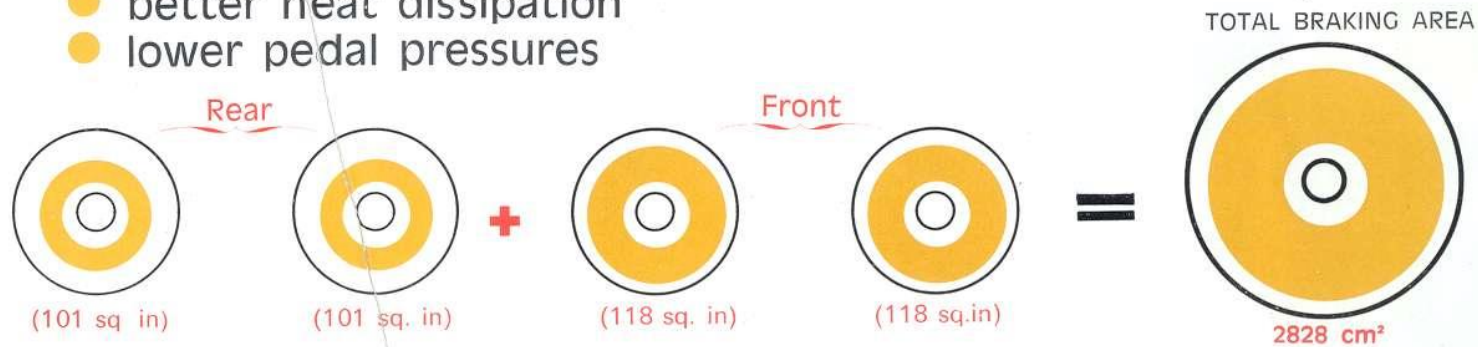
In view of the speeds reached by the carburettor version (156 kph = 97 mph) and by the fuel-injection version (168 kph = 105 mph), and the weight of the vehicle (maximum laden weight 1,680 kg. = 3,700 lb), disc brakes were fitted to all four wheels to obtain impeccable comfort and braking efficiency.





Matched to the car's specifications, the swing-caliper disc braking system has the following advantages :

- maximum disc braking area
- better heat dissipation
- lower pedal pressures



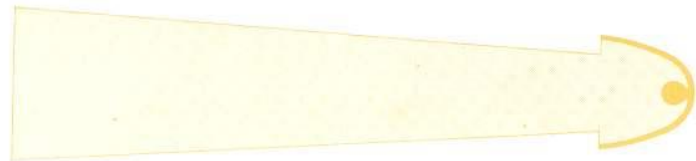
**Added together, the 4 discs give the 504 the largest braking area of ALL models in its category.**

A worn brake-lining warning system is built in. It consists of a conducting wire built into the brake pad which makes contact with the disc after a predetermined amount of wear has taken place, thereby illuminating a warning light on the dashboard.

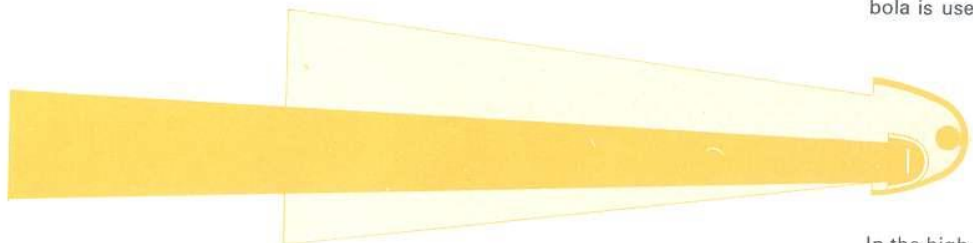
The MASTERVAC power system makes braking even more progressive and powerful.

The distribution of front and rear braking forces is regulated by a brake compensator governed by load and deceleration.

Handbrake : cable operated on rear wheels — self-adjusting.



In the high-beam position, a simple parabola is used.



In the high-beam position, a double parabola with quartz iodine bulb is used.

**Basic advantages**

- Full, medium-distance spread of light
- Efficient, long-distance lighting.

**TOTAL SAFETY**

(1) The term "quartz-iodine bulb" is frequently used in ordinary speech. In fact, it is a halogen bulb which in general uses substances other than iodine.

Night turns to days-thanks to the 504's marvellous lighting system. Those precious weekend hours can be extended to the limit.

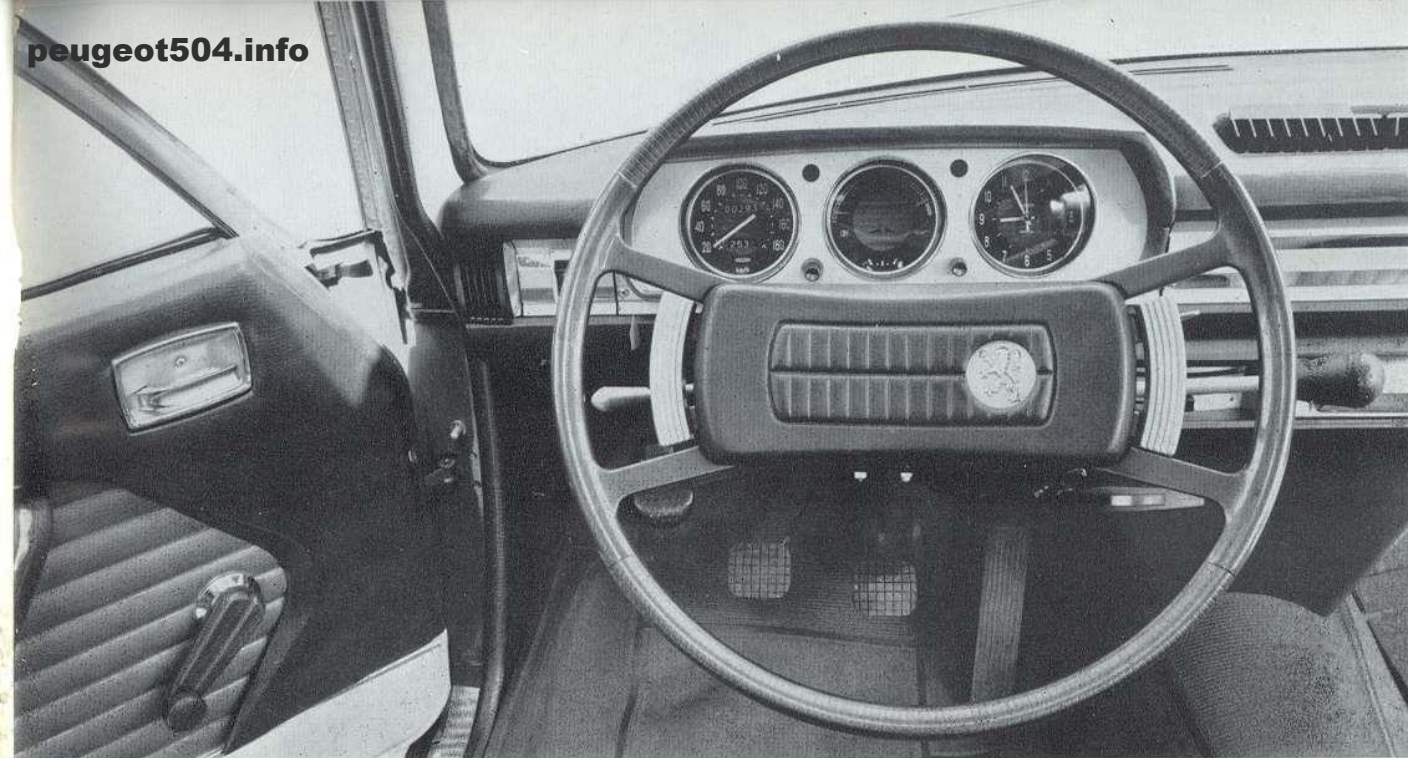
● On the carburettor version 504, the use of a wedge-shaped, large-area reflector provides optimum visibility.

● In view of the higher performance of the fuel-injection model, it is fitted with special equipment for night driving. Twin-reflector headlamps have been chosen for this version. A second parabola is built into the lower part of the main reflector. In the high-beam position, the main reflector bulb throws a normal beam of light. The quartz iodine bulb in the secondary parabola (1) throws a second beam having its axis parallel to that of the first, thereby improving overall efficiency and giving a deeper field of vision.

Both models are fitted with a reversing light (back-up light) incorporated in the rear lamps.

*No efforts have been spared in meeting the safety standards of the most exacting countries. Every feature has been assessed in the quest for perfect harmony and balance.*





## *Everything has been designed for maximum passenger safety*

Extra-strong passenger compartment

The uprights are covered with flexible, impact-absorbing material :

- Windshield uprights
- Door uprights
- Rear quarter-light
- Sunshine roof frame

The dashboard cowling is padded

Recessed instruments

Special attention was paid to the doors :

- Padded door surrounds
- Recessed door handles
- Flexible rubber window winders
- Fully-padded armrests

The steering wheel is fitted with a central safety boss

Soft trim on gear-lever handle

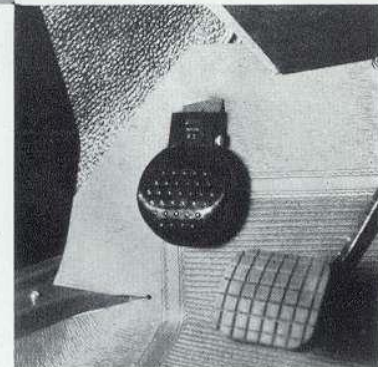
Crushable sun visors

THOSE SMALL DETAILS THAT ARE SO IMPORTANT :

- Ejectable windshield
- 3-point locking of hood (bonnet)
- built-in adjustable head-rest
- non-reflecting windshield wipers and dashboard

*and that's not all :*

- 3 anchorage points per safety belt
- child-proof locks on rear doors
- zero-torque locks (the greater the pressure exerted on an incorrectly closed door from the inside, the greater the resistance to its opening)
- head-rest : protects against whip-lash injuries
- foot-controlled combined windscreen washer-and-wiper (pressure on the foot control gives one high-speed wiper sweep and squirts washer fluid onto the windscreen).





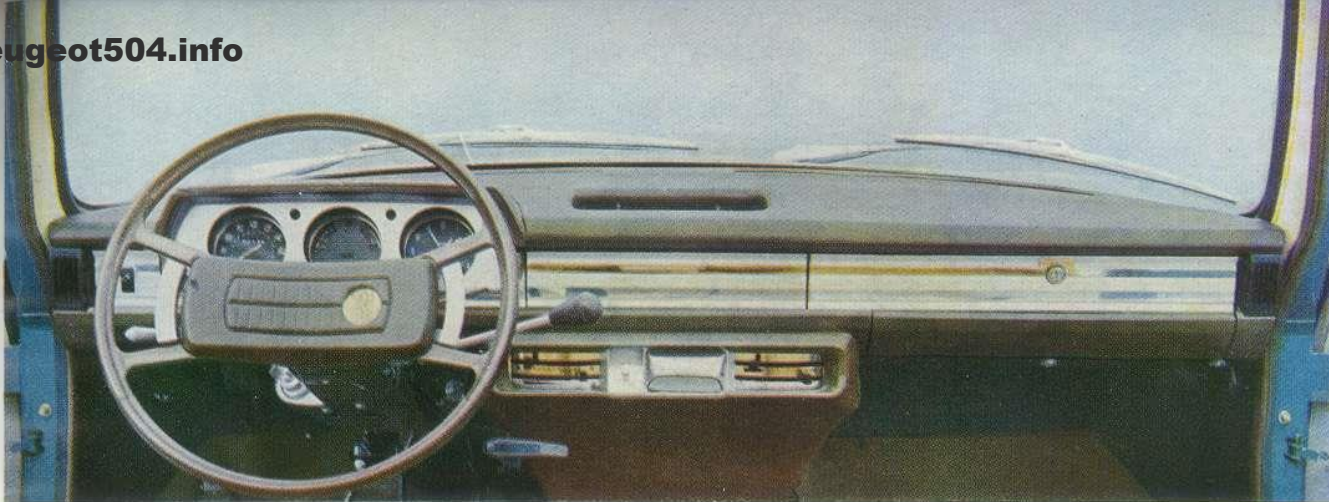
*Peugeot has succeeded in making this grand touring car meet the standards of those for whom elegance takes first priority.*

The 504 was designed in collaboration with the master body designer Pinin Farina. It's at home in sophisticated circles where elegance is "de rigueur". Harmony of shapes, balanced volumes, skilled distribution of masses. You can recognize the master touch. The restrained, functional, classic lines help to give the 504 that GT touch which is fundamental to its personality.



*The airy atmosphere  
of the traditional  
aristocratic home  
pervades the graceful,  
comfortable 504.*





The 504 is undeniably a great touring car. Designed not only for fast main road driving but also to master a variety of twisting hilly stretches. That is why special attention has been given to providing the utmost passenger comfort.





## *Passenger comfort*

The front seats are of the separate bucket type with fully-reclining back rests, adjustable in two-degree steps and with a built-in head rest. The head rest, mounted on a toothed rod, may be lowered to form part of the back rest, or may be adjusted to the desired height.

A new luxury feature - the metal frame of the bucket seats-is upholstered with polyether plastic.

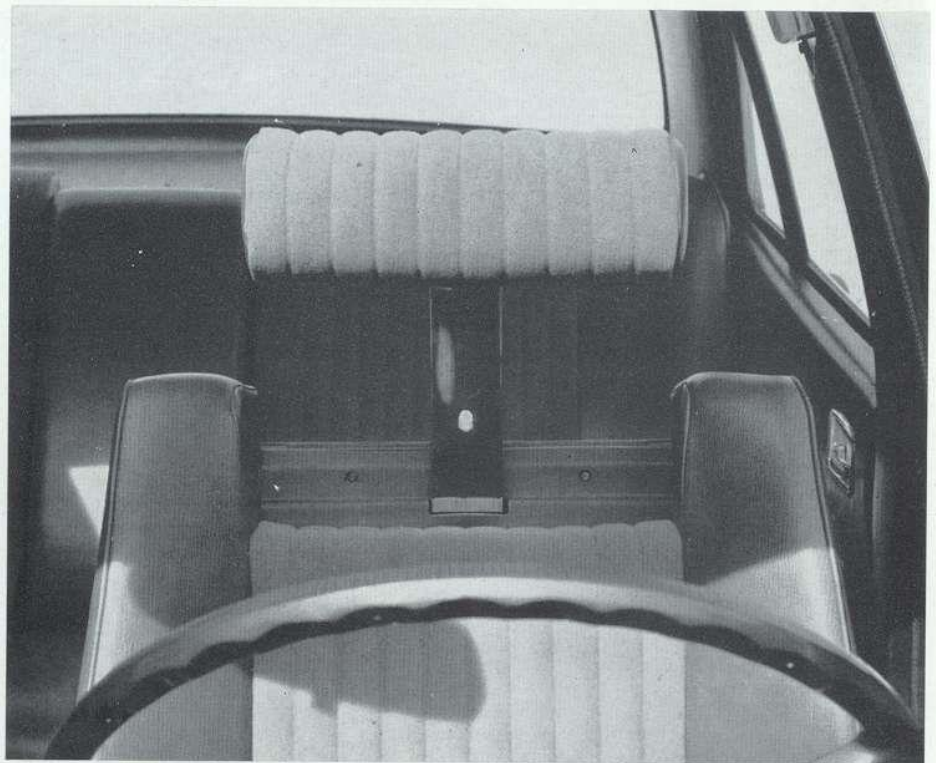
The seat fittings are independent and may be removed. The passenger and the driver's seats may be interchanged. By lowering the large rear central arm rest, the bench seat for three may be converted into two comfortable " armchairs ". The arm rest is wide enough to be used by both rear passengers at once.

The suspension system plays an important part in providing passenger comfort.

It is usually said that the front seats are always the best, but with the 504, this is no longer true, since the rear seats are particularly sumptuously designed. The suspended rear axle, along with two independently sprung wheels, makes for lavish comfort in the rear.

In addition, the long suspension travel allowed by the springs, allied with the double acting hydraulic shock absorbers gives ample flexible movement.

Anti-roll bars keep the car flat on the road. The 504 is a highly successful marriage of COMFORT and ROAD-HOLDING.



### Accessibility

Doors open more than 85°

Door-stays hold the door in the open position

### Passenger room : 5|6 seater

Width	Front	Rear
Shoulder height	137 cm (54 in.)	132 cm (52 in.)
Elbow height	142 cm (56 in.)	139 cm (54 ½ in.)

### Trunk space

Ease of loading

Balanced trunk lid

Generous dimensions

Spare wheel under trunk floor

Total volume	560 dm <sup>3</sup> (20 cu. ft.)
Effective volume	420 dm <sup>3</sup> (15 cu. ft.)

### Visibility

Wrap-round large-size panoramic windshield

Curved door windows (also increases available passenger space and improves appearance since outside reflections blend in with the body line)

Total effective area of glass 2.25 m<sup>2</sup> (24 sq. ft.)

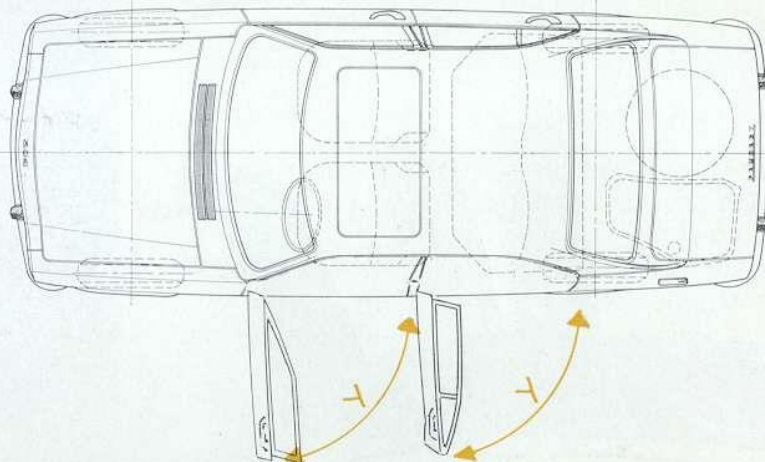
Angle of visibility : 331°, i.e. 92 % of a full circle

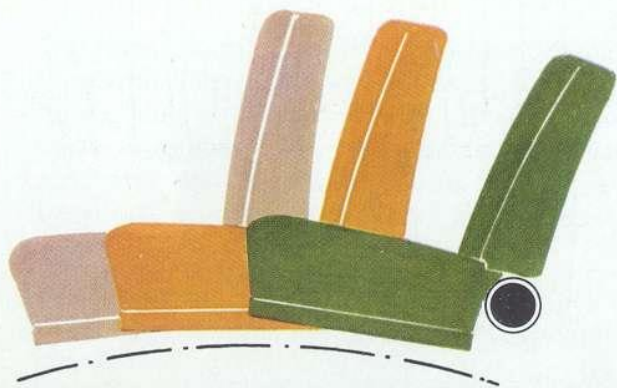
### Pleasant to drive

Light, low-g geared, rack and pinion steering — ratio 1 : 22.2

Unbeatable synchromesh on all gears

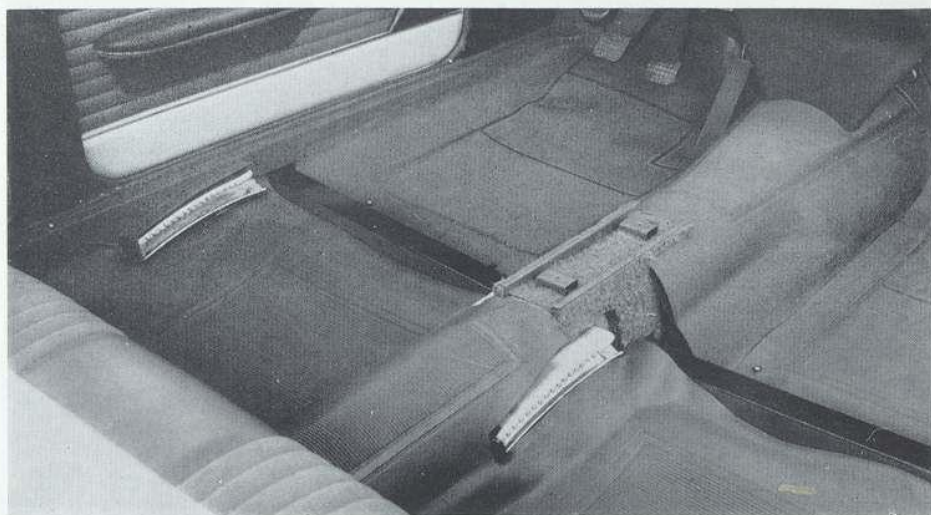
Flexible engine makes a pleasure of town driving





*Yet another...*

*...Peugeot patent*



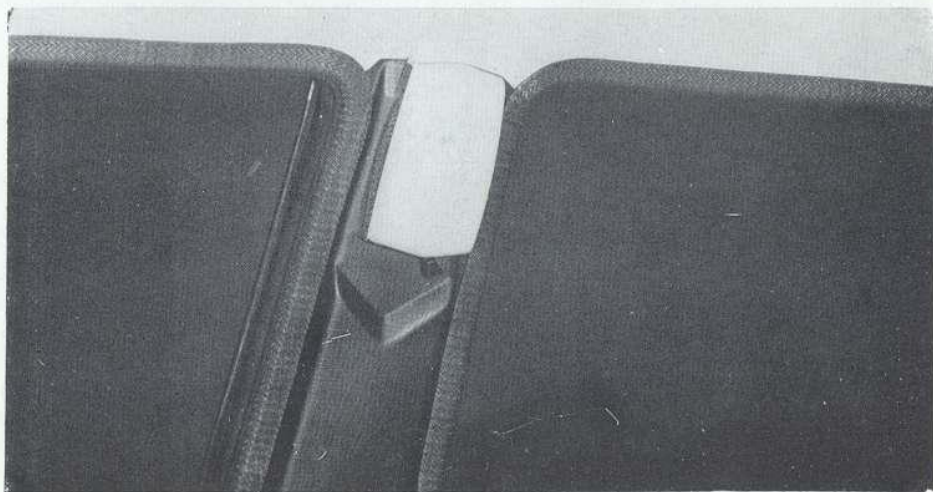
The front seats move on curved rails located in a vertical plane (PEUGEOT PATENT), and not on straight slide rails fixed directly to the floor. A return spring makes these seats easy to move.

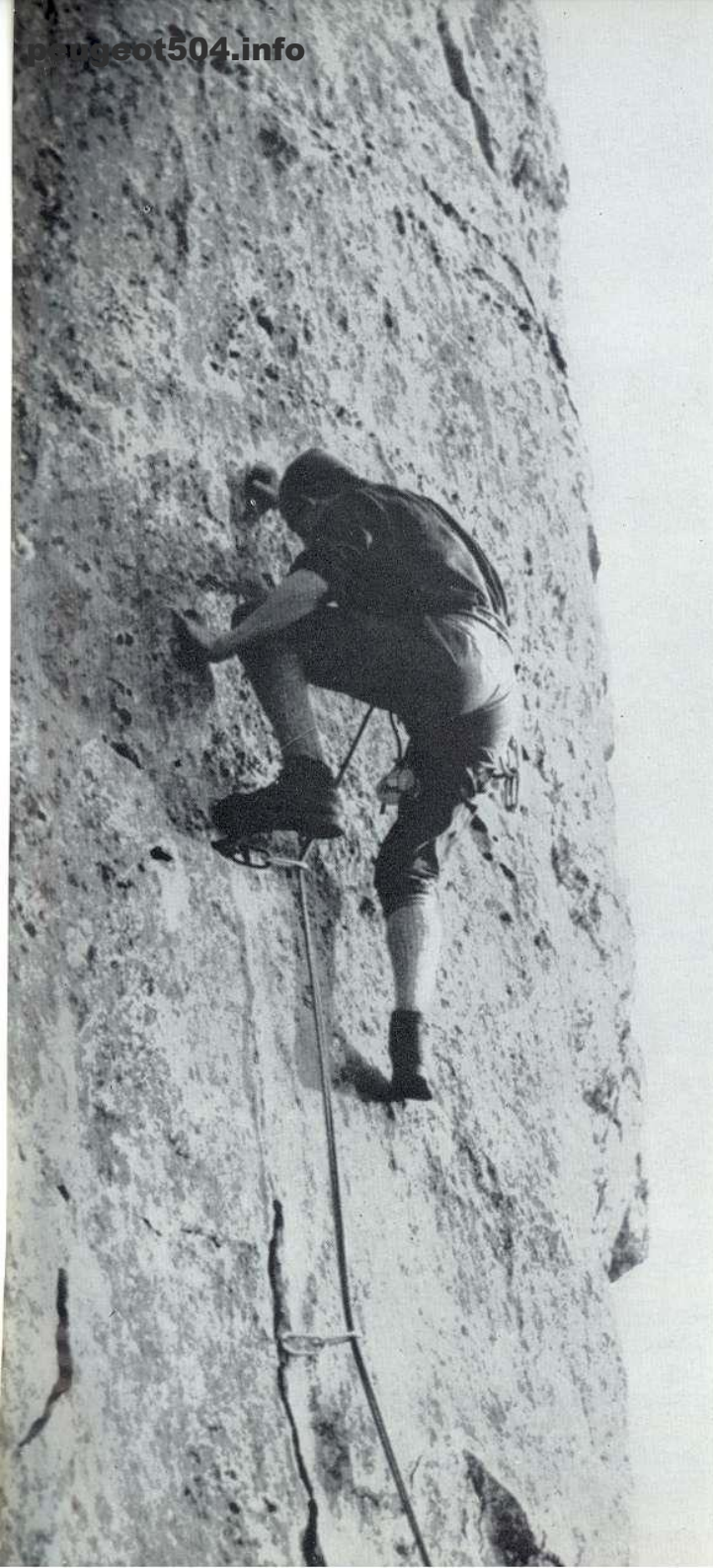
This means that the height and inclination of the whole seat are adjusted to the ideal position for passengers in each adjustment position.



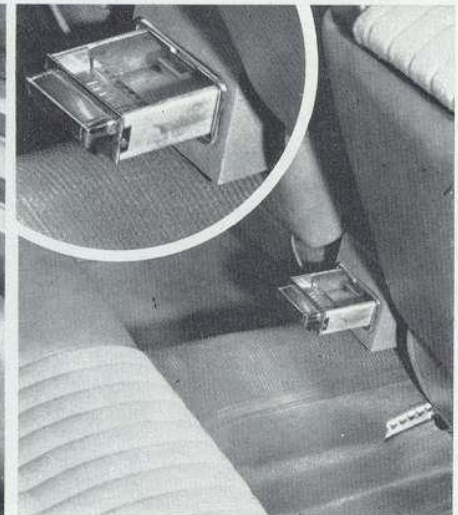
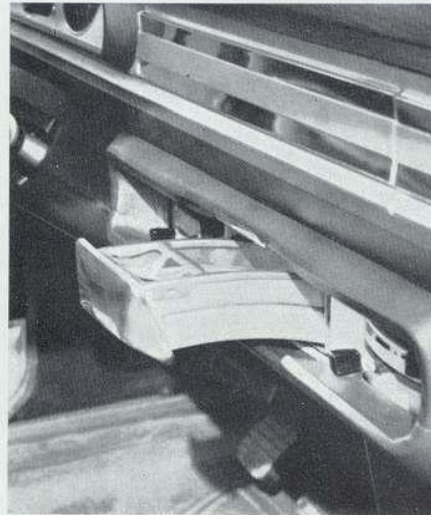
Two roof lights are located on the central pillars and are fitted with a 3-position switch

- automatic operation by opening the front or rear doors
- manual light switch when the doors are closed
- lights turned off when the doors are open





*The minutest details have been taken into account. The 504 fully meets the needs of the exacting owner who is demanding with himself and with all that belongs to him. Here, in the good detail finish, he will find the tradition of skilled craftsmanship.*



- Dashboard clock
- Two fold-away high quality sun visors, courtesy mirror for the passenger and a map-holder for the driver.
- Two large, well designed ashtrays.
- Lockable glove box
- Cigar lighter
- Air pressure reduced inside car by extractor vents.
- Refined sound dampening of the floor by 4 layers of insulating material.
  - 1 bituminous layer on floor
  - 1 under-felt
  - 1 sound insulating layer
  - 1 carpet.
- The doors are rendered water-proof and dust-proof by non-adhesive double rubber joints, held in place by plastic clips.

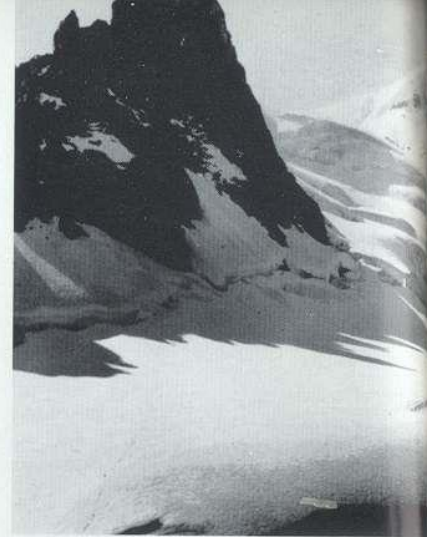
*The 504's sensitive, well-controlled ventilation system will keep you in comfort whether you are spending a week-end in the snow or in the desert.*

All combinations are possible with the ventilation system - it can meet the exact needs of the driver and passengers.

It provides :

- A large quantity of cool or hot air
- Effective heating
- Fast defrosting of the windshield
- Balanced temperature distribution inside the vehicle

The sunshine roof provides yet another variation on this comprehensive ventilation system.



A - Demister outlets

B - Side air nozzles

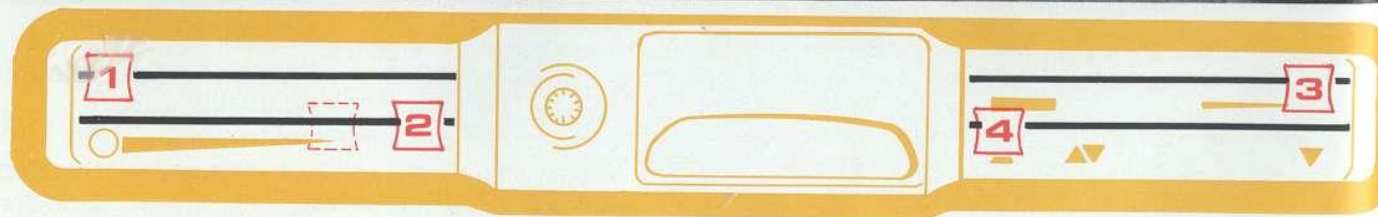
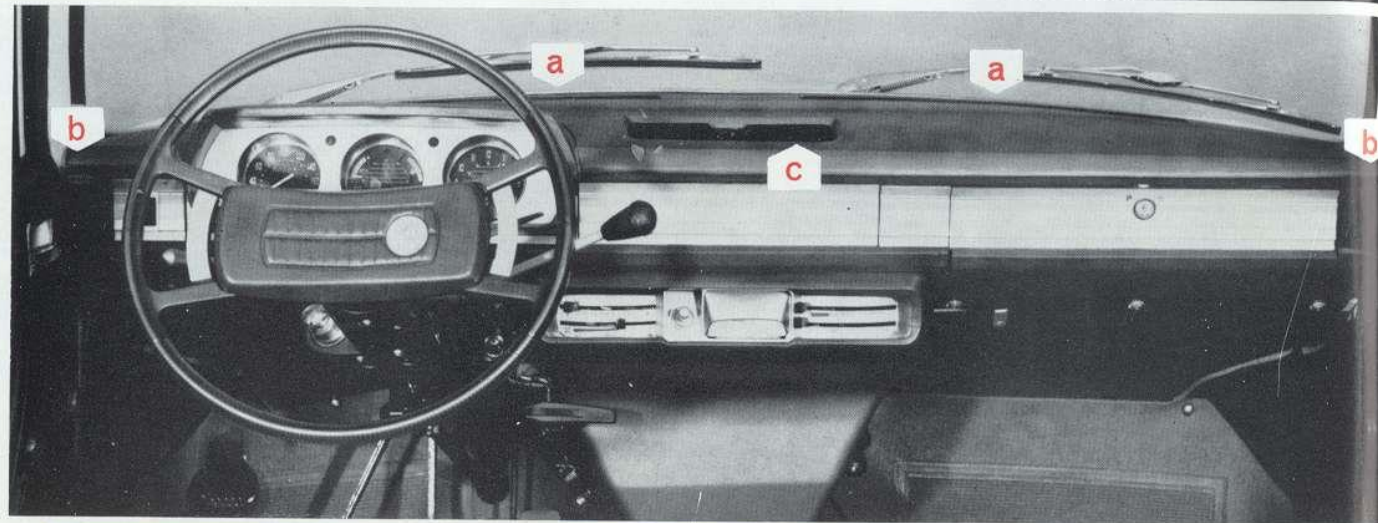
C - Central fresh air inlet on top of dashboard.

Lower fresh air vents are located under both ends of the dashboard. Thermostatic water cock control (1)

Coupled control for the main air inlet and the fan rheostat (2)

Air inlet selection control (3)

Air distribution control (4)

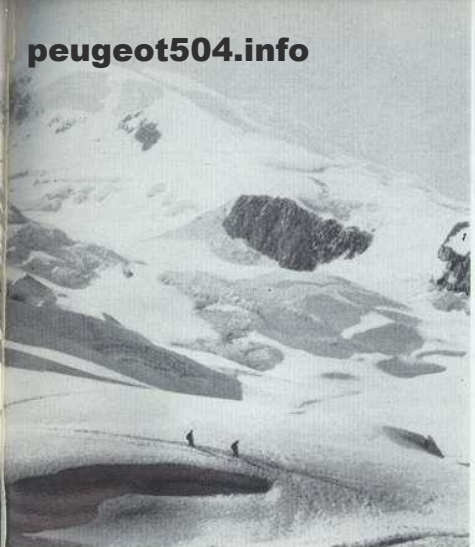


(1) Temperature adjustment control : red spot : *hot* blue spot : *cool*.

(2) When moved one third of the way from right to left, this control lets the outside air into the passenger compartment. From this position onwards, it turns on the ventilation fan and controls its speed. Maximum fan speed : control in extreme left position.

(3) Control for directing outside air either towards the heater matrix or towards this matrix and the central fresh air inlet at the same time (so that both hot and cold air can enter at once).

(4) Control for directing air from the heater matrix either to the demister outlets (a) and the side nozzles (b) ▲ or towards the feet (▼) or to all outlets (▲▼).



Let us consider the extreme conditions of heat and cold which may be met.



**WINTER** - the car has stood outside all night; the windshield is frosted over and the outside temperature is well below zero.

**Fast defrosting is needed :**

- Move control (1) completely to the right.
- Open the main air inlet flap by positioning control (2) one-third of the way over from the right.
- The outside air coming in through the main flap must pass through the heating matrix in order to be heated, and this is done by putting control (3) completely to the left.
- The heated air must be directed towards the windshield. Put control (4) completely to the left. The air flow will come out through the windshield demister outlets (A) and the side nozzles (b). The flow of air may be increased by using the fan rheostat (control 2) which should be fully to the left for maximum effect.

It is only necessary to use the fan when stationary or travelling very slowly.

Once the windshield has been sufficiently defrosted, the air flow may be directed in all directions by bringing control (4) into the righthand position (low speeds).

**SUMMER** - the car is left for a long period directly exposed to the sun and with all the windows closed.

**Maximum fresh air circulation is needed while travelling :**

Independently of the sunshine roof and the windows :

- Position control (1) to the left.
- Position control (2) a third of the way from the right or fully to the left if the fan is required.
- Control (3) should be in the middle.
- Control (4) should be in position ▲▼
- Push in the fresh-air vent controls which are to be found under each end of the dashboard.
- Each of them operates a flap which directs a flow of fresh air towards the feet.

In this way, the maximum amount of fresh air is being obtained.

# The 504 is one of the great economical touring cars

The 504 meets all economic criteria

- hand operated choke
- disconnectable fan and carburettor reheating circuit,
- moderate fuel consumption - range approximately 500 km (330 miles)

The 504 is a car endowed with Peugeot quality and sturdy construction.

Other factors also account for its economy.

#### Performance :

This car enables the Company Director and his close colleagues to make speedy business trips.



#### Safety :

Passengers travel in relaxed comfort, thanks to the excellent road-holding and numerous safety features.

#### Comfort :

The executive and his colleagues will arrive in fine form to negotiate a business deal. Throughout the trip they will be able to discuss their many professional problems in a relaxed atmosphere. The 504 will imperceptibly enhance their trip and save their time.

Quick response, continuous safety and exceptional comfort all go to make a man appear at his best.

### *That's real economy !*

For weekend trips and holidays 5 to 6 people and their luggage fit easily into the 504.



**peugeot504.info**

The 504 possesses all the advantages which contribute to the renown of our marque

*Peugeot  
quality*

It is often heard :

" Nowadays all cars are good... "

Those who say this are often implying :

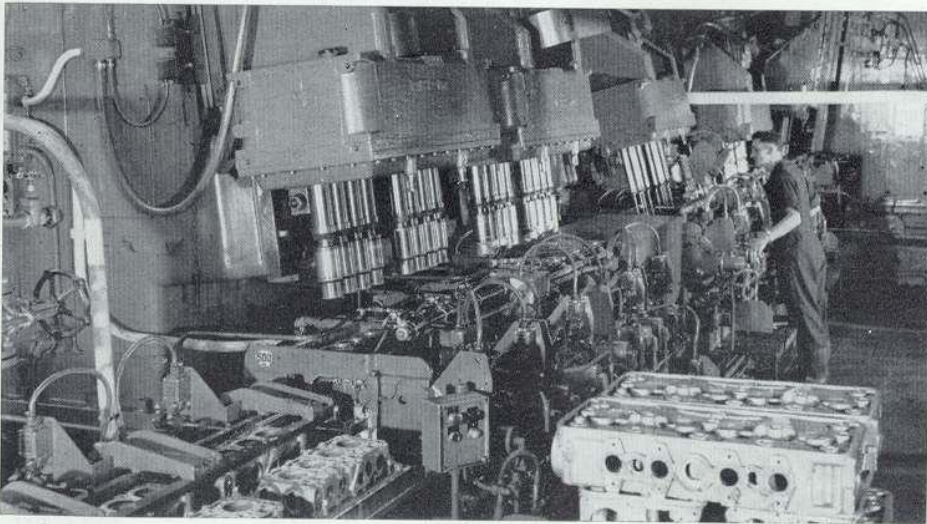
" steel is always steel ! "

This may well be true for the molecules themselves.

But how many differences are to be found in the finished product !

Research is one of the most decisive phases in the development of a new car. PEUGEOT is continually investing money in its Research Center, Laboratoires and Organisation and Methods Offices. It is here that experienced engineers and skilled technicians painstakingly design cars which are driven the world over and of which they are proud.

Later, throughout the whole production process, other engineers and technicians

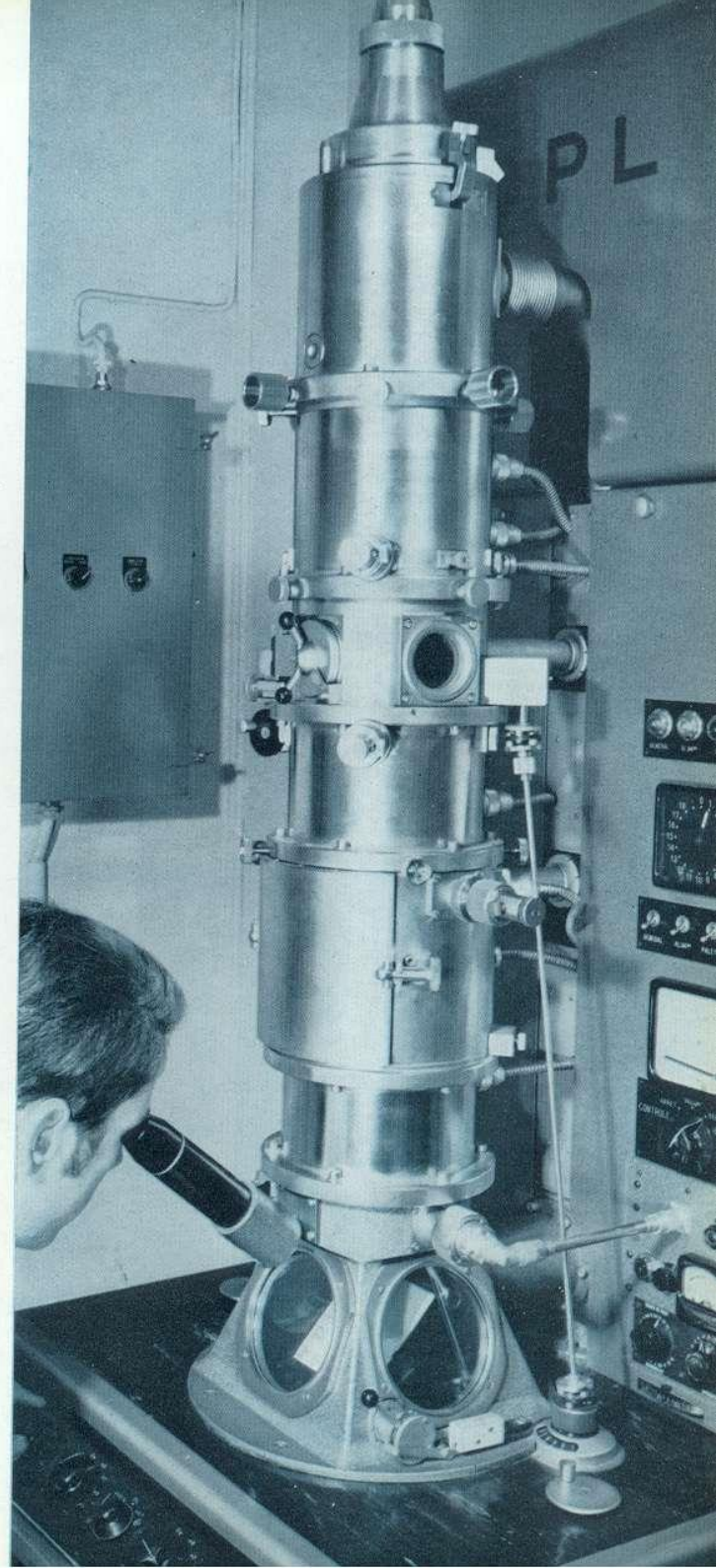


critically analyse each model component by component and reject the slightest fault. While research and quality control work is of the utmost importance, so also is production itself.

Here, PEUGEOT can rely on skilled manpower. Past generations devoted their winter months — 100 days of frost — to developing ingenious equipment requiring patience and dexterity. Our forefathers prepared the nucleus of skilled manpower for the motor industry.

When all the most favorable conditions prevail, it is true that all cars are good — but we can assert that :

" PEUGEOT is synonymous with high quality





## *other reasons for buying a 504*

In most cases a car is considered to be a consumer durable, implying a wide variety of purchasing motivations.

If you run through all the elementary principles of salesmen-client tactics, you will achieve a larger number of sales. This requires giving **top priority** to **summing up** other people.

Production of a model is not intended to satisfy the wishes and dreams of a well-informed designer but rather to meet the wishes of future consumers as revealed through extensive market surveys.

Ultimately the design of a model results from the wishes of the majority of future buyers there. The arguments used in sales talk must closely follow the predominant wishes expressed by this majority.

While a salesman may take the lead in selling a car, it is ultimately the **buyer who decides**. This decision will be made all the more quickly if the salesman has properly understood the reasons which have motivated the client's actions.

A simple analysis will make this motivation much clearer.

### ● **PURCHASING MOTIVATION**

The motivation for purchasing is the sum total of the factors which lead an individual to buy a product - in this case a car.

### ● **BRAND MOTIVATION**

Brand motivation is made up of all the factors which lead a client to buy a car of a given make rather than another.

There are two broad categories of motivations which should be understood and clearly distinguished, namely :

#### ● **Emotional Motivations**

which stem from the individual's personality.

#### ● **Rational Motivations**

Which stem from reasoned thinking.

*classification  
of common  
motivations*

**EMOTIONAL**

Pride in appearance  
Pride in external signs of wealth  
Quest for personal comfort  
Desire to be " the greatest "  
Desire to be the first  
Desire to improve oneself  
Feeling of accomplishment  
Client's confidence in the salesman  
etc.

**RATIONAL**

Practical to use  
Absolute reliability  
Easy maintenance  
After-Sales Service  
Confidence in the quality  
Confidence in satisfactory running  
Fitting the use for which it was intended  
Easy payment terms,  
etc.

Because of the class of motor car involved, it is appropriate to list some common motivations when launching the 504. It is wider than the list of usual motivations met in selling cars, but we should not forget :

**Style - comfort - dependability - easy handling - safety - performance - economy**



# General specifications

## GENERAL

Fiscal horse-power (FRANCE)	10 CV
Number of seats	5/6
Kerb weight	1,200 kg (2,650 lb)
Maximum laden weight	1,680 kg (3,700 lb)
Power-to-weight ratio : Carburettor version	13.80 kg/bhp
	18.75 kg/kw
Assuming kerb weight (SAE) :	11.65 kg/bhp
Fuel injection version	15.80 kg/kw
Towing capacity	1,100 kg (2,420 lb)
Overall length	4.49 m (177 in = 14 ft 9 in)
Overall width	1.69 m (66 1/2 in = 5 ft 6 1/2 in)
Height (unladen)	1.46 m (57 1/2 in)
Wheelbase	2.74 m (108 in)
Front overhang	0.72 m (28 in)
Rear overhang	1.03 m (40 1/2 in)
Front track	1.42 m (56 1/2 in)
Rear track	1.36 m (53 1/2 in)
Ground clearance (laden)	0.16 m (6 1/2 in)

## ENGINE

Bore	84 mm (3.3 in)
Stroke	81 mm (3.2 in)
Capacity	1,796 cc (110 cu. in)
Sump capacity	4 litres (7 pt)
Total capacity of cooling system	7.8 litres (14 pt)

## CLUTCH

Mechanism	diaphragm-type
Thrust bearing	ball-bearing
Actuation	hydraulic

## GEARBOX

Type	BA 7
Number of speeds	4 forward, synchromesh in all four + reverse
Gear change	column-mounted (European gate pattern)
Contents of gearbox (Magnetic drain plug)	1.150 l. (2 pt)

## TRANSMISSION

### GEARBOX TO DIFFERENTIAL

Transmission shaft, diam. 42 mm (1.65 in) located in a rigid link tube

### DIFFERENTIAL TO WHEELS

Transmission shafts with 2 internal sliding constant-velocity joints

### REAR SUSPENSION AND DIFFERENTIAL UNIT

#### REAR SUSPENSION

Independent with suspended differential and trailing arms

#### DIFFERENTIAL : HYPOID

Carburettor	Reduction : torque : 9 x 35
	ratio : 0.257
Fuel injection	Reduction : torque : 9 x 34
	ratio : 0.265
Oil capacity	1.2 l (2 pt)

#### FRONT SUSPENSION (independent with incorporated telescopic suspension units)

**STEERING** - rack-and-pinion type, steering column incorporates a universal joint.

Wheels linked by levers and connecting rods.

Steering ratio	1 : 22.2
Pinion	7 teeth
Rack	32 teeth
Turns of steering wheel from lock to lock	4 1/2
Turning circle :	
— theoretical (wheel axis)	10.22 m (33 ft 4in)
— between kerbs (outside of wheel)	10.40 m (34 ft 2in)
— between walls (overall)	10.90 m (35 ft 10in)

**BRAKES** - disc brakes on all four wheels with servo assistance and braking compensator

**FRONT BRAKES :**

GIRLING, 2-piston swing caliper type

Diameter of front discs	273 mm (10 3/4 in.)
Width of braking path	56 mm (2.2 in.)
Front linings	wear indicator built in

**Rear brakes :**

GIRLING, 2-piston swing caliper type, with built-in hand-brake

Diameter of rear discs	273 mm (10 3/4 in.)
Width of braking path	45.5 mm (1.8 in.)
Rear linings	wear indicator built in
Total braking area	2828 cm <sup>2</sup> (438 sq. in.)

**HYDRAULIC ACTUATION**

Power assistance	MASTERVAC
Braking compensator	BENDIX, governed by load

**HANDBRAKE** - Cable-operated on rear wheels - self-adjusting

**SUSPENSION** independent all-round, highly-flexible suspension with front and rear anti-roll bars

Front and rear shock absorbers

PEUGEOT double-acting hydraulic telescopic shock absorbers

**Wheels and tyres**

WHEELS { MICHELIN  
DUNLOP

Number of studs : 4

Tyres (size) 175 x 14 (175 x 355)

Type: MICHELIN XAS DUNLOP SP Sport KLEBER V10 GT

Inflation pressures (cold) :

	MICHELIN	DUNLOP	KLEBER
Front	1.5 kg/cm <sup>2</sup> (21 psi)	1.7 kg/cm <sup>2</sup> (24 psi)	1.6 kg/cm <sup>2</sup> (22 psi)
Rear and spare	1.8 kg/cm <sup>2</sup> (25 psi)	2 kg/cm <sup>2</sup> (28 psi)	1.9 kg/cm <sup>2</sup> (27 psi)

**ELECTRICAL EQUIPMENT**

Battery :	12 V/55 AH
Alternator :	carburettor version - single phase fuel injection version - three phase

**BODY**

ALL STEEL unitary shell with primer applied by electrophoresis

Size of windshield	height at centre	0.57 m (22 1/2 in.)
	width at bottom	1.38 m. (54 in.)
Dimensions of rear window	height at centre	0.48 m. (19 in.)
	width at base	1.26 m. (49 1/2 in.)
Total apparent window area		2.25 m <sup>2</sup> (24.2 sq. ft.)
Front seat width (elbow height)		1.42 m. (56 in.)
Rear seat width (elbow height)		1.39 m (54 1/2 in.)
Front seat adjustment range		18 cm. (6 in.)
Volume of rear trunk :		
	total volume	560 dm <sup>3</sup> (20 cu. ft.)
	effective volume	420 dm <sup>3</sup> (15 cu. ft.)

**CAPACITY OF FUEL TANK** 56 litres (11.8 Imp. Gall.)

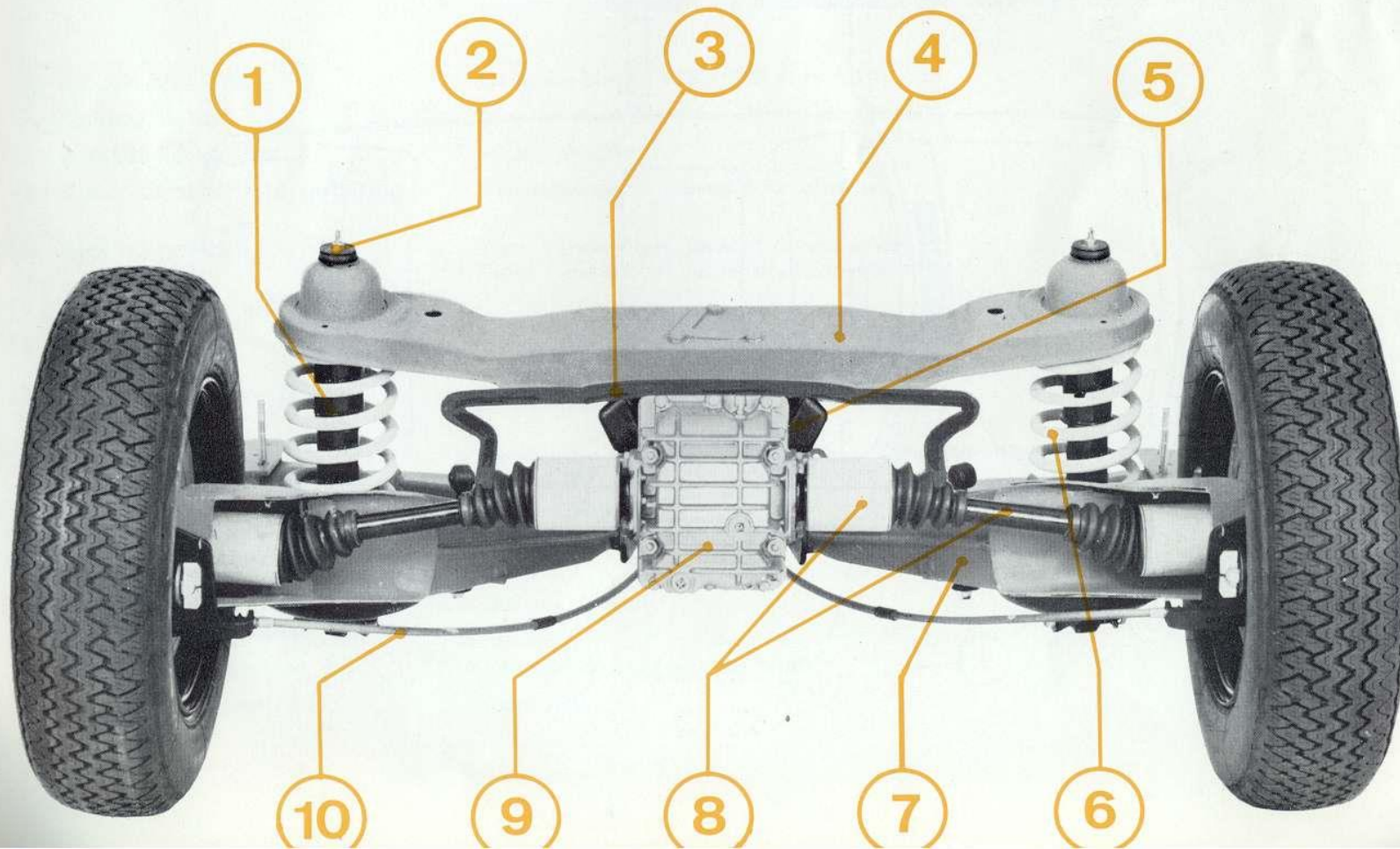


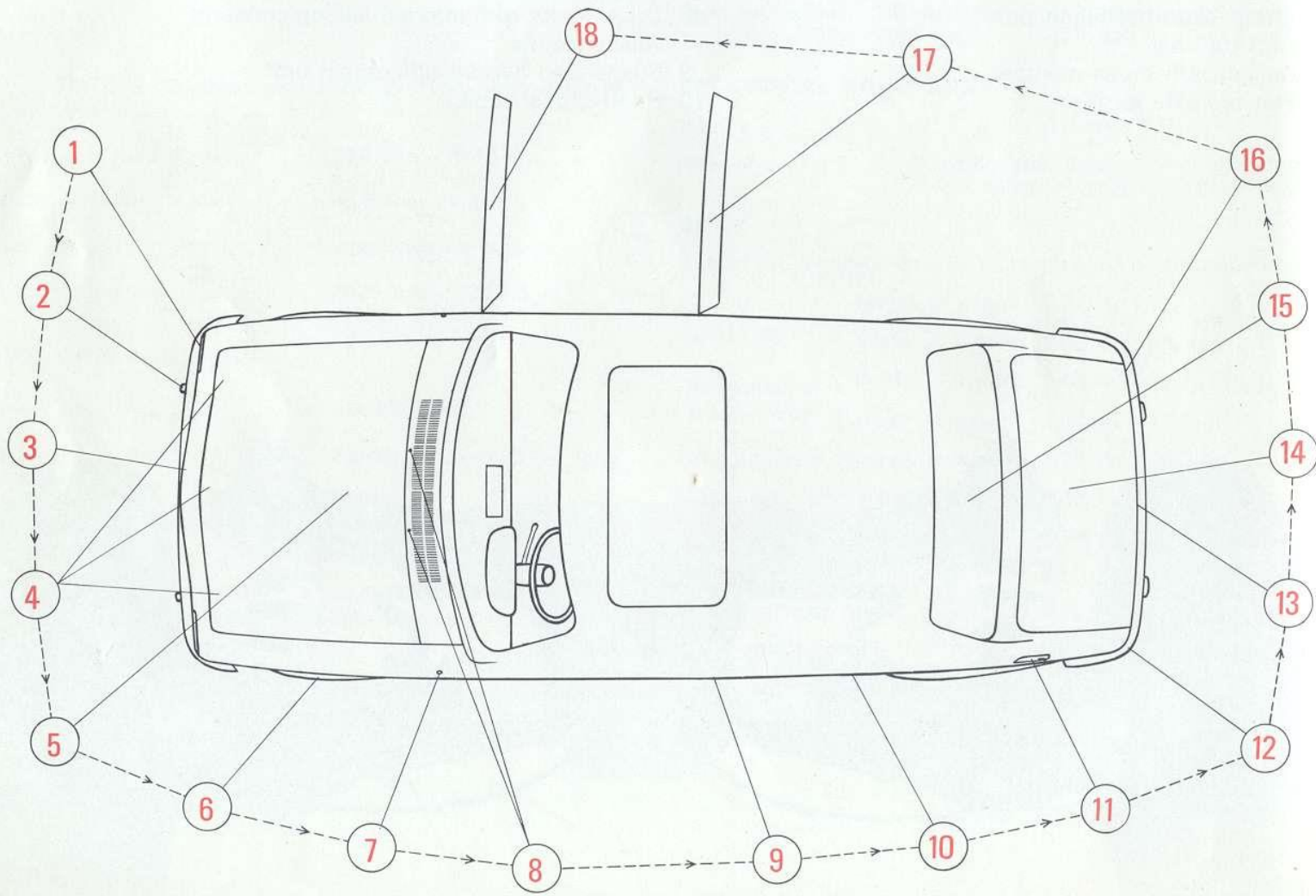
## Rear suspension assembly

*An impression of power and dependability so compatible with Peugeot's image is to be found in the mechanical rear assembly.*

- 1 Hydraulic double-acting telescopic shock absorber
- 2 Shock absorber fixing point
- 3 Anti-roll bar
- 4 Suspension cross-member
- 5 Flexible axle location

- 6 Large travel coil springs
- 7 Suspension arms
- 8 Drive shafts with internal-sliding constant velocity joints
- 9 Suspended hypoid differential unit
- 10 Hand-brake cable

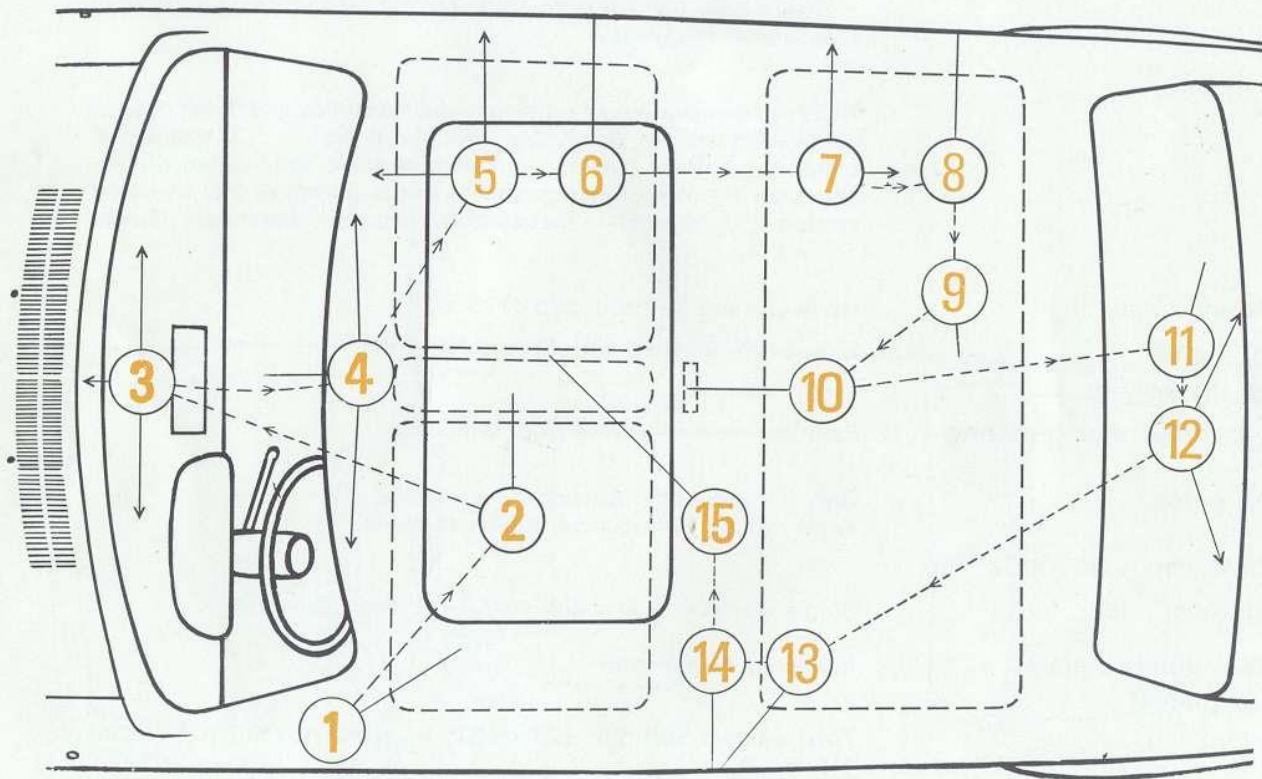




## Outside features

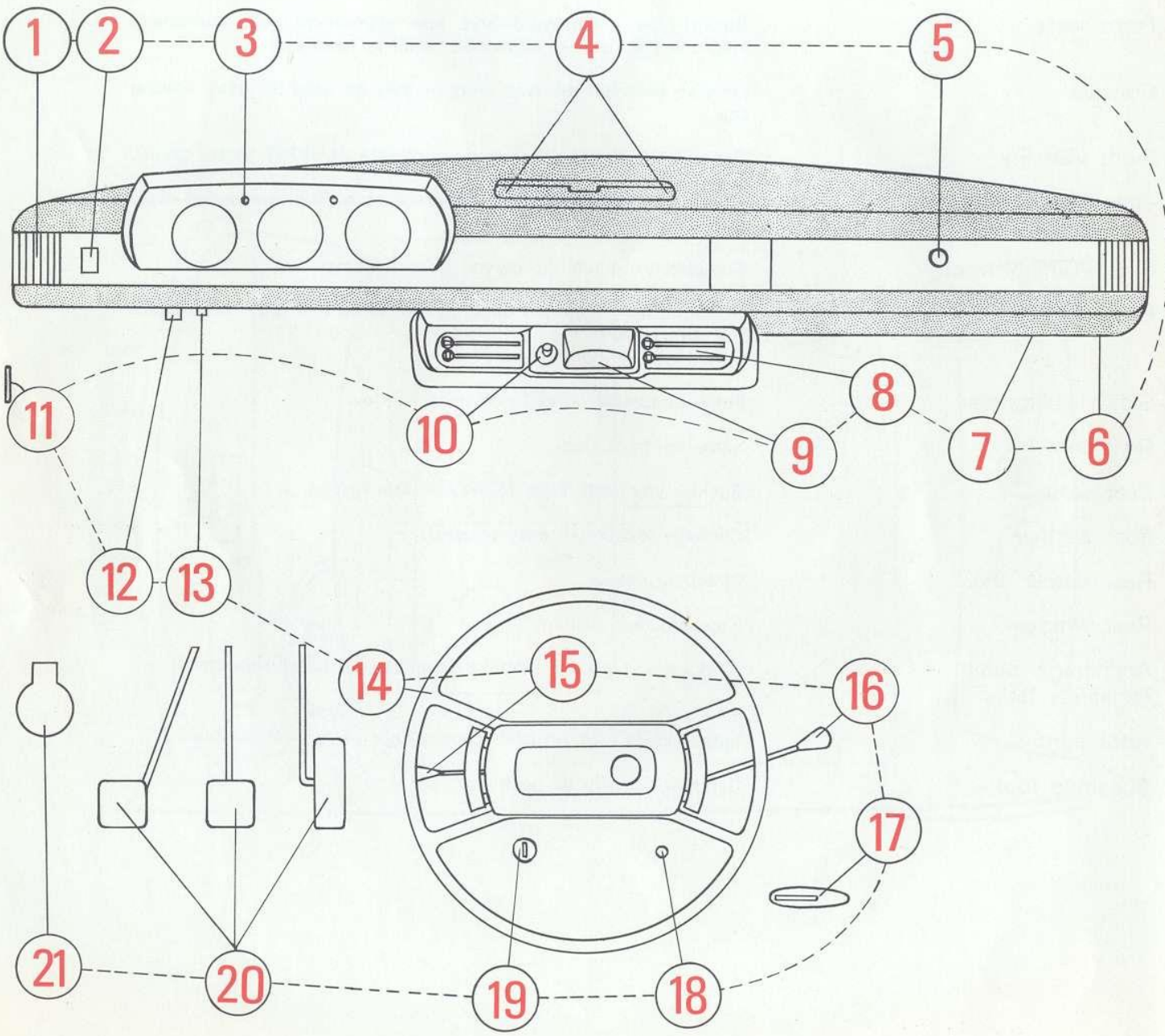
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|----|--|---|
| 1  | RHS front wing                                   | 4 lights — European code — wedge-shaped headlight reflectors — alignment adjustment   |
| 2  | Front bumper                                     | Wrap-round, single-element stainless steel bumper — rubber over-riders.   |
| 3  | Radiator grille                                  | Stainless steel strips. The strips are positioned so as to increase engine cooling.   |
| 4  | Bonnet (hood)                                    | Fits flush with front of body — locks at front with 3 safety points — 2 side bolts opened from inside the car — safety stay — double sheet-metal thickness.   |
| 5  | Engine   | Highly accessible — well protected against stones and flying objects — over-square — removable cylinder liners — 12 volt/5 AH battert — battery cut-out — disconnectable fan — radiator — alternator — (carburetter version : single phase — fuel injection version : 3 phase) — hydraulically actuated diaphragm clutch. |
| 6  | Wheels and tyres                                 | Generous size — 175 x 355 (175 x 14)  |
| 7  | Parking lights                                   | May be illuminated on either side of car.   |
| 8  | Windshield washer                                | Highly effective  |
| 9  | Door surround and guttering                      | Stainless steel — curved door windows   |
| 10 | Jacking points                                   | Rear : under body, forward of rear wheel<br>Front : under front-suspension cross-member.  |
| 11 | Fuel filler cap with body flap.                  |   |
| 12 | Rear bumper                                      | Single element — stainless steel — rubber over-riders   |
| 13 | Recessed number plates (license plates)          | Protected illumination  |
| 14 | Rear trunk                                       | Total volume 560 dm <sup>3</sup> (20 cu.ft) — effective volume 420 dm <sup>3</sup> (15 cu. ft)<br>Double lighting :<br>automatic when trunk is opened and coupled with warning light.   |
| 15 | Rear window                                      |   |
| 16 | Rear lights with reversing light (back-up light) | Built-in  |
| 17 | Rear doors open to 90°                           | Child-proof locks — door stops  |
| 18 | Front doors open to 90°                          | Door stops  |





## *Inside features - 1*

- |   |   |
|---|---|
| <b>1</b> Front seats                        | Bucket-type — forward and rear adjustment with automatic height adjustment — adjustable, built-in headrest. |
| <b>2</b> Console                            | Located between the two seats — may be used for extra seating space.  |
| <b>3</b> Front visibility                   | Curved, panoramic, large-size windshield (LUXRIT safety glass).   |
| <b>4</b> Sun visors                         | Map holder on left — courtesy mirror on right and day-and-night rear-view mirror.                           |
| <b>5</b> Side visibility-front              | Completely-retractable, curved door window  |
| <b>6</b> Front door                         | Burst-proof — recessed opening mechanism — grab handle plus soft arm rests.<br>Safety-type window winder.   |
| <b>7</b> Side visibility-rear               | Fully-retractable curved rear door window.  |
| <b>8</b> Rear door                          | Same as front door.   |
| <b>9</b> Rear seat                          | Bucket-type with large, fold-away arm rest.   |
| <b>10</b> Rear ashtray                      | Centrally-located — easy to reach   |
| <b>11</b> Rear parcel shelf                 | Matching colour   |
| <b>12</b> Rear window                       | Excellent rear visibility   |
| <b>13</b> Anchorage points for safety belts | (3 points : 1 on the central door pillar — 2 behind the seat).  |
| <b>14</b> Roof light                        | Independent — 1 on each central door pillar — 3 positions.  |
| <b>15</b> Sunshine roof                     | Safety locking in all positions.  |



## Inside features - 2

- 1 Side ventilation nozzle (coupled with demister outlets) hot or cold air
- 2 Windshield wiper control 2-speed (large-size wiper blades)
- 3 Dashboard instrument panel
  - speedometer :**
    - trip kilometer odometer
    - total kilometer odometer
  - other controls**
    - hotwire voltmeter
    - choke warning light (carburettor version only)
    - coolant thermometer
    - brake pad wear warning light
    - oil pressure warning light
    - direction indicator repeater
    - petrol gauge (gasoline)
    - high-beam and headlamp flasher warning light — transistorized electric clock with center seconds hand and setting knob
- 4 Central fresh air unit demisting outlets (coupled with side nozzles)
- 5 Glove pockets lockable
- 6 Padded upper and lower dashboard surrounds
- 7 Control for the lower side fresh air inlets under dashboard
- 8 Heater/ventilator control
  - heating tap control
  - coupled air inlet and fan rheostat control
  - air distribution control
  - ventilation controllarge size
- 9 Ash tray
- 10 Cigarette lighter
- 11 Fuses
- 12 Bonnet (hood) opening handle
- 13 Parking light control
- 14 Steering wheel safety plate — horn control
- 15 Lighting switch
- 16 Gear change lever European gate pattern
- 17 Hand brake self-adjusting
- 18 Hand choke warning light on dashboard (carburettor version only)
- 19 Ignition switch/starter/steering lock fitted as standard
- 20 Pedals clutch — brake — accelerator
- 21 Foot-operated, combined windscreen washer and wiper pressure on this switch gives a high-speed sweep and squirts water onto the windshield.

*The joys of a test drive*

The 504, latest in a long line of quality cars, is the result of concerted work between designers and engineers of long experience.

PEUGEOT alone could launch a mass-produced car of this class on the market.

The car faithfully reflects the PEUGEOT image. No stone has been left unturned — every possible measure has been taken to meet the wishes and needs of our customers.

But, words are not enough — Proof must be given ! There is only one way :

*a test drive*

Without exaggeration, it may be said that the PEUGEOT network is the best equipped to carry out satisfactory test drives. In the first place, its products are remarkably well suited to such tests and secondly our network is well experienced in such matters. There is a unique PEUGEOT way of conducting test drives. Our technique is invariably considered to be the best.

The preparatory phase, involving the building up of confidence, is a good compromise between being friendly to the client (interest in him as a person) and gaining information that is useful to the salesman (information obtained through long discussion, which can then be used to plan the type of test drive and focus attention on certain points of particular interest).

The different phases of the test drive itself, will make sure that

no important features are forgotten, as they might be if our imaginations or our customer's ideas were given free rein.

In the case of the 504, it should be remembered that its performance on the road is a very important point to stress (sticks to the road when cornering and when braking from high speeds). Also, its behaviour on bad road surfaces (independent, all-round suspension and comfort - the back seats as well!). It is very desirable to drive these two points home during the actual test.

During the sales talk, always come back to the same principles.

When we buy a movie camera or



an ordinary camera, what would we think of the salesman if he failed to understand that we long to pick it up and try it?

The same is true for a man buying a car. He will feel frustrated if not allowed to test drive it for himself, and you may lose the sale. You will whet his appetite even more if you give him a full demonstration.

In any case, a test drive will give you another chance to drive the 504 yourself!

*Photographs : R. VIOLLET - Paris - RAPHO - Paris - FEHER - Paris - FEUILLET - Paris - PEUGEOT.  
Drawings : Jean LUHER - Pétrole Progrès and PEUGEOT After-Sales service. Printed by Jean MORAX S.A.  
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