

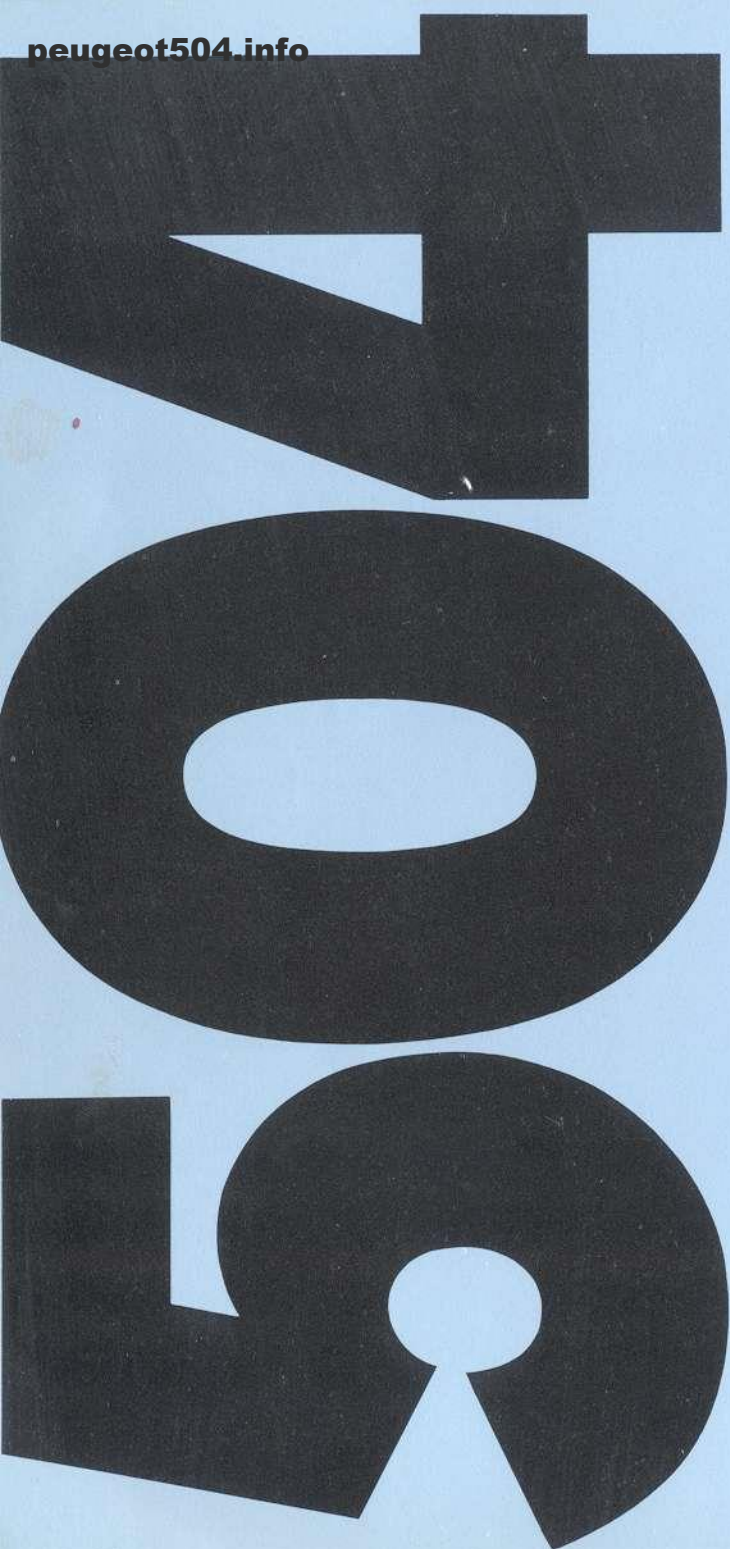
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EAST IVANHOE MOTORS PTY. LTD.
262 LOWER HEIDELBERG RD.
EAST IVANHOE. 49-3949, 497-1908



PEUGEOT



The pedigree of a true driver's car.

The Peugeot 504 is unique today in that it is still built by the family company whose name it bears.

The first Peugeot family member mentioned in history was Jean-Jacques Peugeot (1699-1741). His two grandsons Jean-Pierre and Jean-Frederic founded a steel foundry in France in 1810, which is still today supplying the steel used in Peugeot cars.

Two of their descendants, Eugene Peugeot and Armand Peugeot, were both remarkable for their enterprising spirit. As early as 1885, Armand had built several models of tricycles and bicycles and started the world's first large "velocipede" production in 1886 at Beaulieu.

He then turned to mechanical locomotion, and designed a steam driven quadricycle. As steam was not an ideal source of power he then built one of the first petrol driven vehicles with a V-shaped twin-cylinder engine producing 8 h.p. This forefather of the automobile attained on a level run the then considerable speed of 15 m.p.h. (The vehicle was fitted with solid rubber tyres as the pneumatic tyre had not yet

been invented).

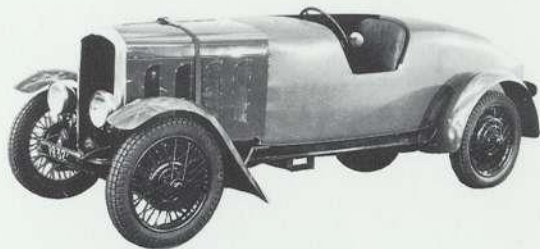
The company grew rapidly, and the name Peugeot was firmly established with the introduction of cars well advanced in their time, the most notable being the "Bebe" Peugeot in 1911, the 5 h.p. "Quadrillette" in 1921, and in 1929 the 201, the first production car in the world fitted with independent front suspension.

The Peugeot name was further established by the cars successes in motor sport. It was a consistent winner in the Paris-Bordeaux, Paris-Marseille classics from 1891, and has continued until the present time with victories including Indianapolis (3), the Targa Florio (6), Le Mans (3), Tour de France (10), Monte Carlo Rally (10), plus wins at Monza, the French Grand Prix, and several East African Safari rallies.

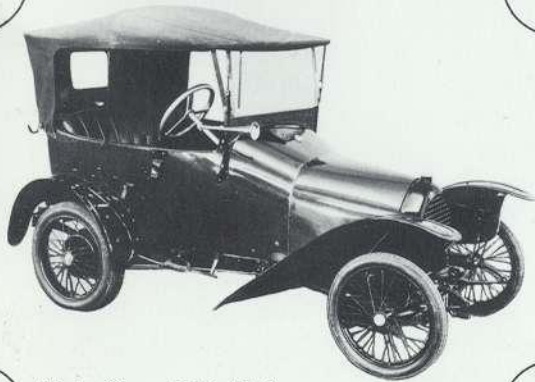
Peugeot's Australian motor sport victories include Ampol, BP and Redex trials, Mobilgas economy runs, and the Armstrong 500, forerunner of the Bathurst 500, our largest production car race. Peugeot is truly a car with a pedigree.



'Vis-à-vis' 1892.



'Type 301C' 1932.



'Bebe-Type BP1' 1913.



'Limousine 402B-Type N5' 1938.

BP rally winning Peugeot.



What happens when you drive a Peugeot 504?

Driving a Peugeot 504 you'll feel secure in the knowledge that this car has been built to last, built to transport you effortlessly, with maximum safety. And built to give driver confidence, and complete satisfaction. It is one of the few cars which puts you in control of almost any road situation.

A Peugeot 504 will transport you in unusual comfort and safety to the office. Or in an emergency pull you out of the gravel, without losing its uncanny stability or feel.

On the road you'll notice not so much its plush interior, as the way it takes with ease corners you'd always thought were too tight. You'll notice how that familiar bit of rough road, which you

"juddered" over before, now seems quite smooth.

It is a car which puts your ease of motoring first—with seats that grip, rack and pinion steering that's positive—yet with no harsh vibration or feed back, and a driving position which you can tailor to suit just you.

The Peugeot 504 has an additional advantage of being very quiet. Engine noise, and road noise have been reduced to an absolute minimum not only by sophisticated design, but also by sound insulating material under the floor, and by deep pile carpet throughout. Even at 160 km/h, you can still be heard speaking at a whisper.

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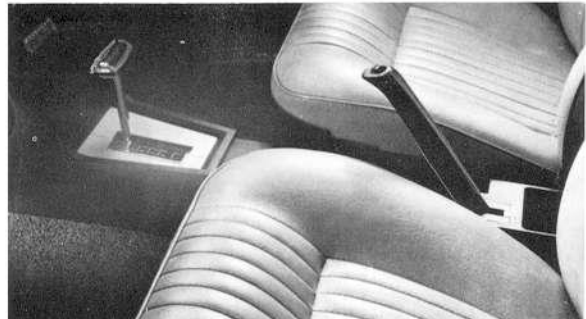


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peugeot 504

What makes the Peugeot 504 a driver's car?

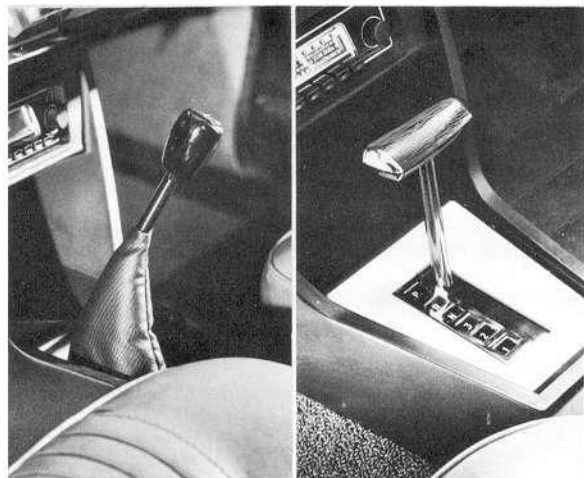
Handbrake positioned between front seats for ease of operation.



The Peugeot 504 has been designed from the start not only to be a safe, effortless car, but a car which is responsive and rewarding to drive.

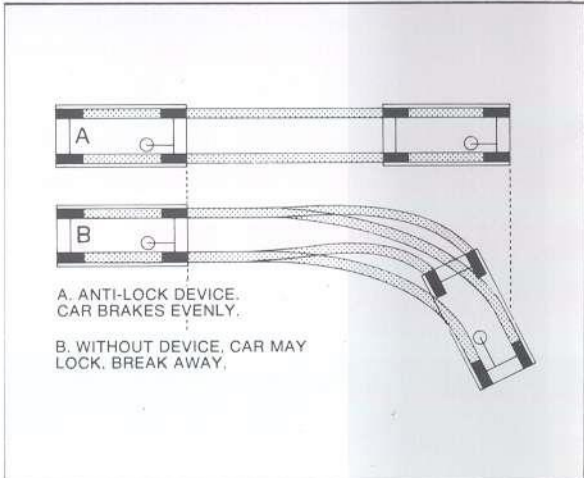
It achieves this with a balance of the most sophisticated suspension, steering and braking systems, combined with the ultimate in driver comforts and controls.

The car's remarkable handling abilities have been achieved by combining an advanced chassis with 4-wheel independent suspension, which automatically provides alteration in wheel attitudes to suit the terrain. To insulate you from road noise, this system rides on "squish" rubber mountings.



Anti-roll bars at front and rear, and radial ply tyres combine with the suspension to give a superbly smooth, stable and sure ride, yet you don't lose the "feel" of the road.

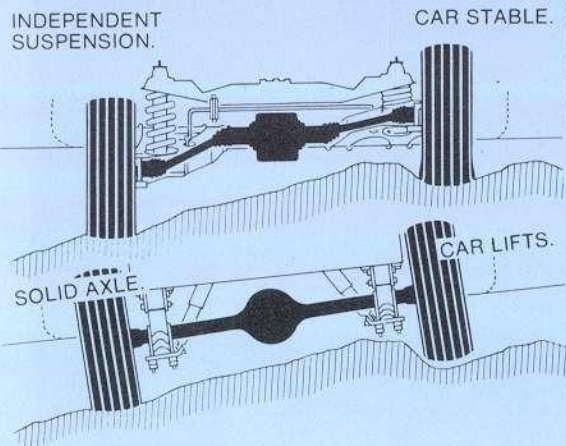
The brakes are 273mm power assisted discs on each wheel, coupled with a brake load compensator which ensures straight line braking even on wet greasy roads, or gravel surfaces—and level braking, no matter what load the car is



carrying or pulling. It has been called possibly the best braking system in the world. It has its own sophisticated warning system which tells you when brake fluid, or brake pads are low—through a warning light on the dash. The driver confidence this system inspires must be experienced to be believed.

The Peugeot 504 comes in 3 variations to suit the demands of any

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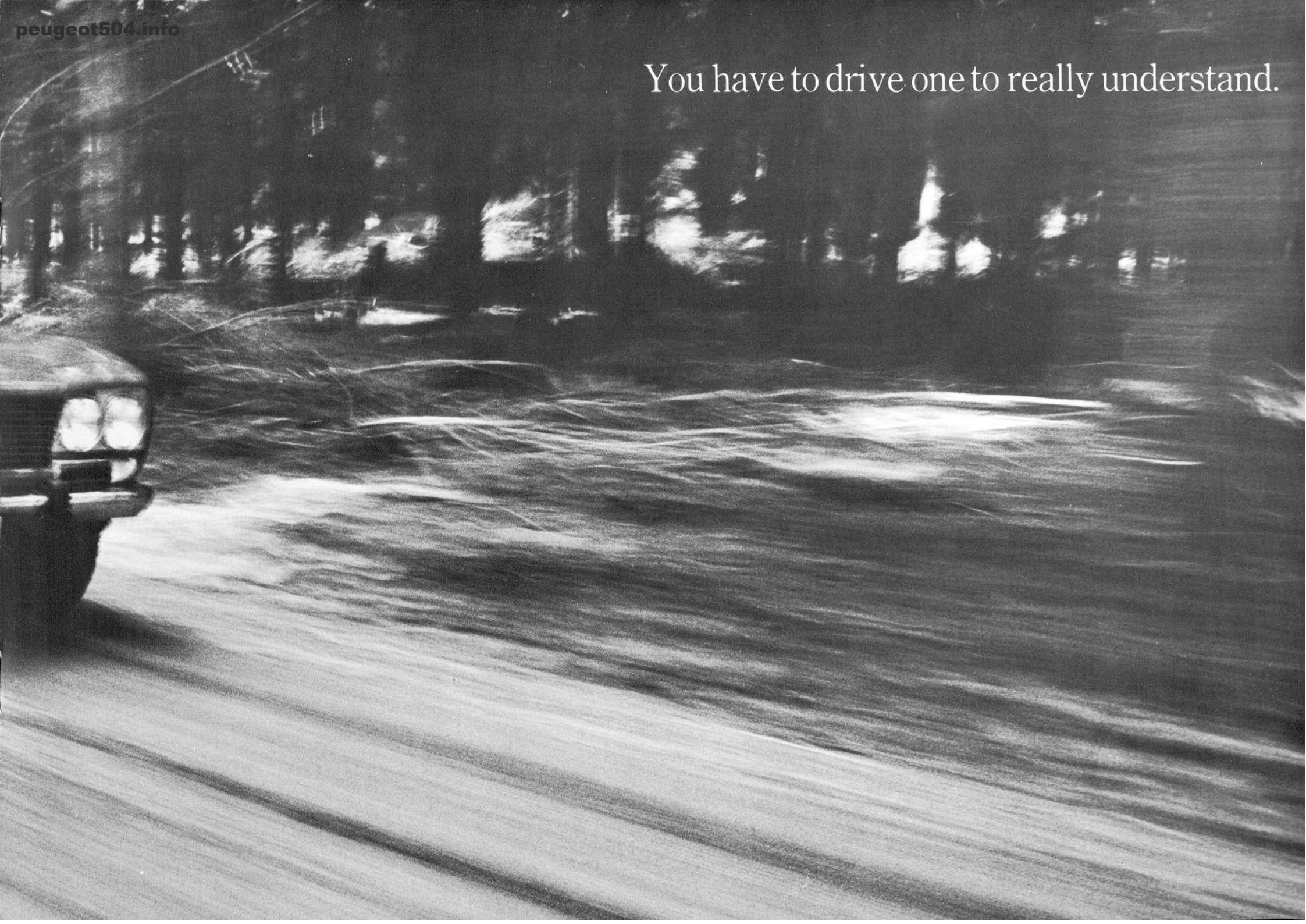
true driver. The manual version uses a silent four speed fully synchromeshed gearbox, with the lever mounted in a console between the bucket seats.

The automatic uses a 3-speed Borg Warner system, which can be operated manually or automatically.

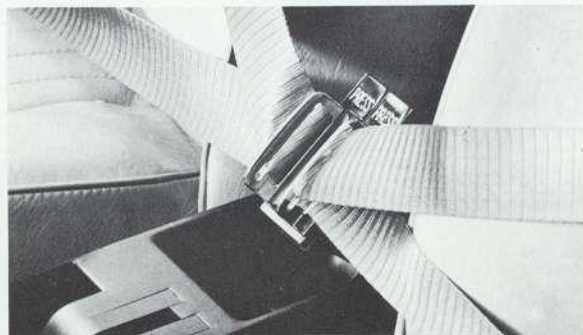
And there is a fuel injection model for the ultimate in performance. This car comes complete with tachometer, and is available only with manual transmission.



You have to drive one to really understand.

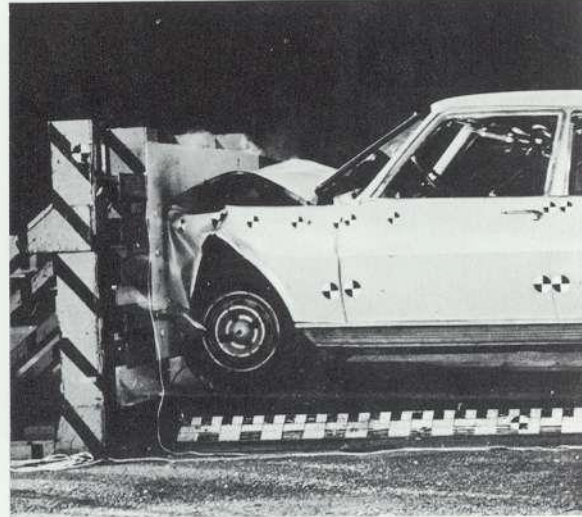
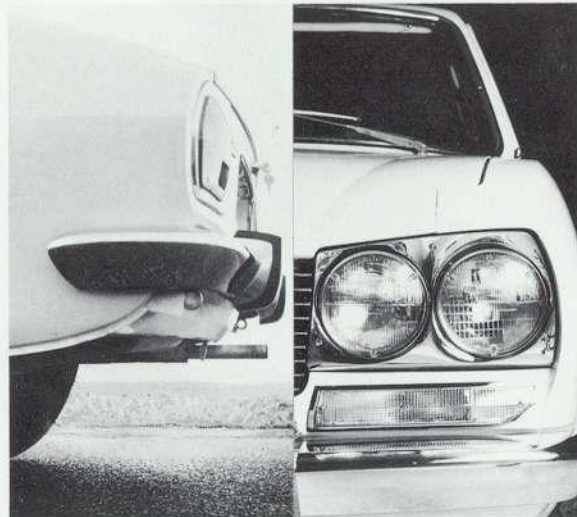
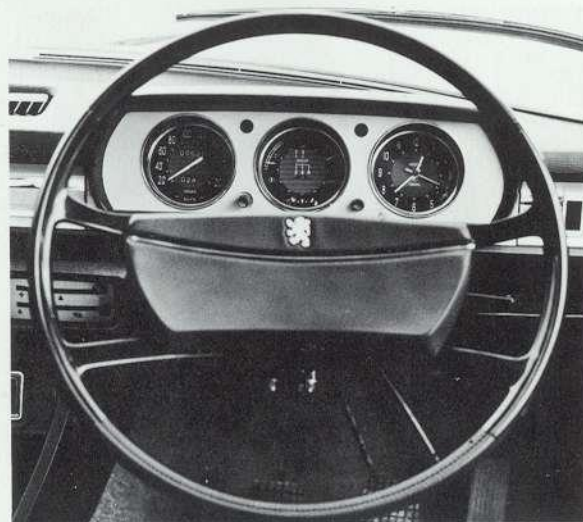
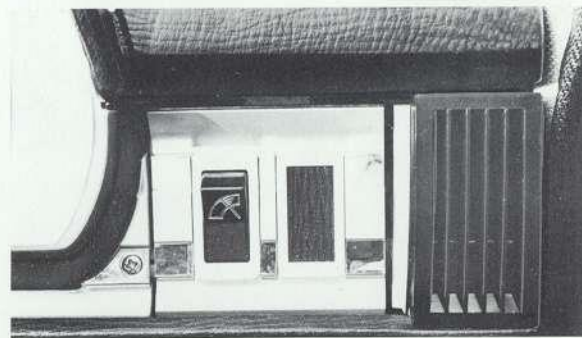


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**What safety
means in the
Peugeot 504.**



*The Peugeot 504
has disc brakes on all four wheels.*

Recessed control knobs



Peugeot believe that the most important kind of safety is that which keeps you out of trouble in the first place. So your car never has to demonstrate its strength, or the effectiveness of its crash padding.

This kind of safety begins with superb handling, braking and steering, and a first class ride. It gives you complete control over the car—and not the car control over you.

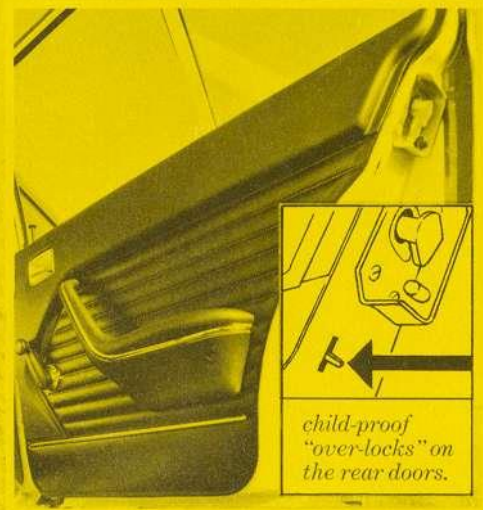
The Peugeot 504 has gone to rather unique lengths to ensure that this control does remain always with the driver.

Its fully independent suspension means the car's four wheels always remain in the one place they should be—on the road. So you don't lose adhesion, even under the most demanding circumstances.

When you add this kind of primary safety to the rigid box construction of the Peugeot passenger cabin, its impact absorbing front and rear ends, and its collapsible steering column, you have a car which is not only safer in an accident, but less likely to have one. (A fact reflected by Peugeot's low category insurance status, when compared to other luxury cars.)



Peugeot safety is designed, assessed and tested in the minutest detail at a multi-million dollar research complex in France.



Other safety items include: anti-glare padded upholstery dashboard; padded doors, and armrests; padded, dished safety steering wheel; windscreen which pops out on impact; high performance radial tyres; headlamp flasher switch; reversing lights; easy lock and release safety belts, safety burst-proof locks on all doors; warning light when handbrake "on".

Some of the design features of the Peugeot 504.

The .42m³, fully lined 504 boot.



To achieve more usable luggage space and give easier access to the spare, Peugeot designers have placed the wheel under the boot, from where it is simply released by a catch located at the rear of the boot compartment.

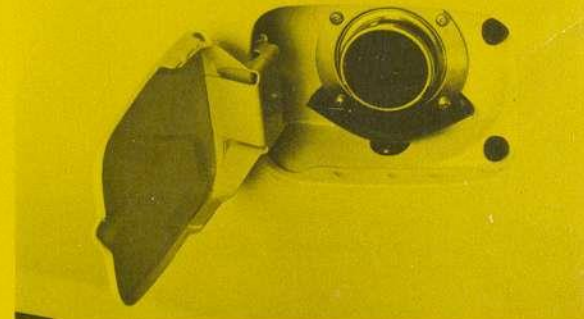
Multi-adjustable front seats with integrated head-rests for improved safety and comfort.



Large "flow-through" ventilation outlets clear interior air, keep it circulating, fresh. Electrically heated rear window promptly clears away condensation.

Peugeot designers have achieved an incredible 92% all round vision with the 504. We know of no other sedan offering this visibility.

The Peugeot 504 has an electro-magnetic fan which cuts in automatically only when the engine is under stress. By not rotating continuously, there is no drain on engine power, and the engine warms up faster.

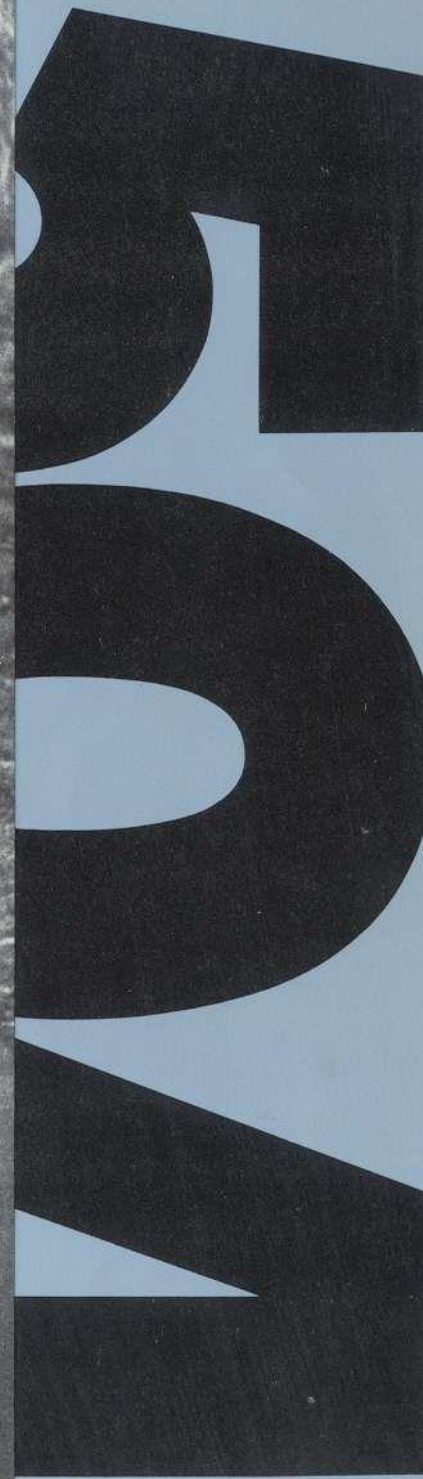
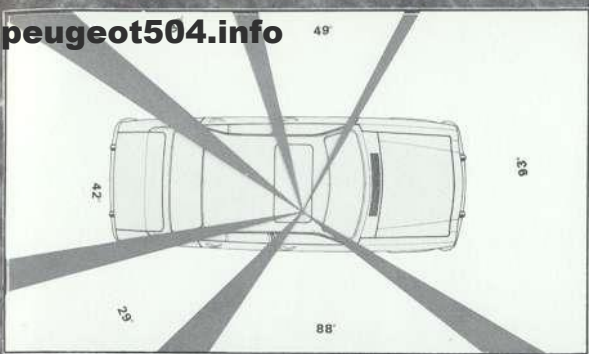


Fuel filler has special "anti-spill" lip, prevents petrol spillage onto paint work.

Console carries radio and twin speakers.

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49"



Some of the design features of the Peugeot 504.

What kind of service can you expect after buying a Peugeot 504?

Peugeot cars are assembled, and distributed in Australia by Renault (Australia) Pty Limited, who have established a comprehensive dealer network to service your needs.

These dealers stock any Peugeot parts you may require, and have the specialized equipment to carry out all work on your car, quickly.

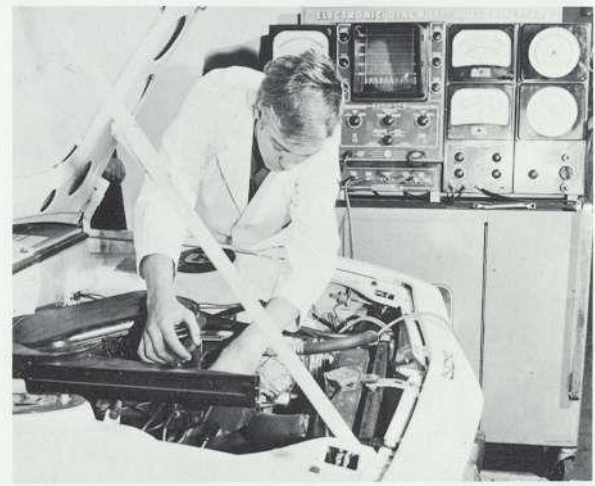
Dealer mechanics are trained at the factory to ensure the total effectiveness of this service.

Naturally, your new Peugeot is fully covered by warranty, which covers parts and labour for six months, with no limit on mileage.



With your Peugeot, an advanced driving course.

A Peugeot 504 is one of the safest cars you can choose. But even the safest car can only compliment the skill of its driver. Because of this, with every Peugeot, we offer a valuable lecture on advanced driving theory. It's yours for the asking.



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Integral steel body with electrophorese anti-corrosion treatment.

Engine bonnet with double side locks.

Curved side windows.

Total glazed area: 2.25m² (24 sq ft).

Circular visual field: 331° (92% all round vision).

Polished stainless steel bumpers.

Overall length: 4.49m (14'9")-

Overall width: 1.69m (5'6").

Unladen height: 1.46m (4'10")-

Laden height: 1.41m (4'8").

Elbow room front seats: 1.41m (4'8")-

Rear seats: 1.39m (4'7").

Capacity of luggage boot: .42m³ (14.9 cu ft).

Front track: 1.42m (4'8")-

Rear track: 1.36m (4'6").

Wheelbase: 2.4m (9'0").

Ground clearance when laden: 160mm (7").

Kerb mass: 1,230kg (24.2 cwts).

Maximum laden mass: 1,710kg (33.6 cwts).

Mass distribution: front axle 800kg (15.7 cwts),

rear axle 910kg (17.9 cwts).

Towing capacity: 1,300kg (25.6 cwts) with brakes.

Engine

Over-square in-line four cylinder engine, inclined 45°.

Bore-stroke: 88mm x 81mm.

Displacement: 1971cm³.

Compression ratio: 8.35 to 1.

Fiscal rating: 11CV.

Removable wet cylinder liners.

Overhead valves push-rod operated.

Side camshaft in cylinder block.

Forged steel five bearing crankshaft.

Automatic disconnectable fan (Peugot patent).

Total coolant capacity: 7.8 litres (13.7 pints).

Engine oil capacity: 4 litres (7 pints).

Petrol tank capacity: 56 litres (12.25 galls).

Carburettor version

Maximum SAE power: 98 BHP @ 5,600 rpm.

Maximum torque: 124 lbs ft @ 3,000 rpm.

Cylinder head: alloy, crossflow, hemispherical

combustion, with common admission chamber.

Speed per 1,000 rpm: 29.75 km/h (18.5 mph).

Fuel consumption: 11.9 litres per 100 km (23.7 mpg)-

manual. 13.05 litres per 100 km (21.6 mpg)-

automatic.

Indirect petrol injection version

Maximum SAE power: 110 BHP @ 5,600 rpm.

Maximum torque: 131 lbs ft @ 3,000 rpm.

Cylinder head: alloy, crossflow, hemispherical

combustion, with separate inlet ports.

Speed per 1,000 rpm: 30.62 km/h (19.03 mph).

Fuel consumption: 10 litres per 100 km (28mpg).

Electric fuel lift pump.

Kugelfischer injector pump with altitude corrector

and anti-pollution control.

Clutch

Diaphragm type-ball bearing thrust release with hydraulic control.

Manual gearbox

Silent, four-speed, fully synchromesh.

Ratios: 1st-0.281, 2nd-0.475, 3rd-0.732, 4th-1.000,

reverse-0.275.

Capacity: 1.15 litres (2.02 pints).

Automatic gearbox

Fully automatic drive: T-bar, Borg Warner 35, 3-speed.

Capacity: 5 litres (8.8 pints).

Final drive

Suspended hypoid rear axle.

Ratios: 0.257 (carburettor engine)

0.265 (petrol injection engine)

Drive shafts equipped with Glaenzer-Spicer homocinetic couplings.

Differential capacity: 1.2 litres (2.1 pints).

Suspension

Independent suspension on all four wheels.

Front: with coil springs, anti-roll bar, integral telescopic hydraulic double acting shock absorbers.

Rear: off-set trailing arms with coil springs, anti-roll bar, and telescopic hydraulic double acting shock absorbers.

Wheels and tyres

Wheels: 5J rims x 355mm (14") wheel diam.

Tyres: 175 x 355 steel belted radials.

Steering

Rack and pinion type, 4.5 turns lock to lock.

Two-section safety steering column with universal joint couplings.

Anti-theft steering lock.

Turning circle: 10.4m (34').

Brakes

Disc brakes on all four wheels.

Diameter: 273mm (10.75").

Total swept braking area: 2.828cm² (438.34 sq").

Vacuum power boosted hydraulic system with variable pressure distribution through load sensitive limiting device.

Mechanical hand brake on rear wheels, self adjusting.

Pad wear, fluid level warning, and hand brake on warning lights.

Electrical equipment

Power supply by alternator.

Battery: 12V-50 Ah.

Twin headlamps.

Reversing lights integral in rear clusters together with stop and direction lights.

Two-speed, self-parking windscreen wipers (switch on dashboard).

Electric windscreen washers, control under steering wheel, coupled with windscreen wiper switch.

Headlamp flasher switch.

Twin windtone horns.

Heated rear window, operated by switch on dashboard.

Push-button radio, twin speakers.

Peugeot vehicles are built in Australia by Renault (Australia) Pty. Ltd., in Victoria.

A comprehensive network of Peugeot agents covering all cities and main country towns provides factory-trained mechanics and genuine spare parts.

The description and characteristics data of models are given only by way of indication and are subject to alteration without prior notice. This may apply to both the mechanical and body parts of our models.

SPECIFICATIONS

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You have to drive one to really understand.