

peugeot504.info

An introduction to a whole new  
generation of sensible automobiles.  
The 1974 Peugeot 504.

### Mature

Cars are changing because people are changing. Ornamental tail fins and rocket-ship acceleration are being replaced by better crash protection and more practical designing. As we become more sensible about our cars, we are creating a whole new generation of automobiles.

A few of these new generation cars already are on the market. The Peugeot 504 is an outstanding example. It's a mature car... durable, taut, proportioned, balanced. A driver's car designed by engineers, not stylists.

### **Tradition**

Did you know that Peugeot is a three-time winner of the Indianapolis 500? The years were 1913, 1916, and 1919.

By that time the French company already had been making cars for 30 years. Peugeot has been in the automobile business since 1889, for 85 years, building close to eight million cars and selling them in 163 countries around the world.

In 1972, Peugeot produced 671,139 vehicles, 139,000 more than Dodge Division, Chrysler Corporation.

Although Peugeot has been a household word throughout Europe for decades, it has yet to become nearly so well known in the United States. Sixteen years ago, Peugeot cautiously entered the American market, but its growth here has been continually restricted by a car shortage. With worldwide demand traditionally exceeding production, the factory has never been able to commit the large number of cars necessary to make a major impact in this country.

Until now.

This year marks a new era for Peugeot. With the opening of a giant new factory in France, production capacity will jump 30% in two years, assuring an adequate supply of cars here for the first time. Should you decide to buy a Peugeot, you can be confident of a rapidly expanding nationwide organization to help you protect your investment.

### **What the experts say about the Sedan**

#### **Road Test:**

"The 504 is not terribly startling at first glance. Rather it is a car you grow to love with its luxurious comfort, quiet operation, exceptional roadability and quite economical running costs."

#### **Road & Track:**

"Peugeot has come up with a car that handles very well and still rides like a dream. We've never driven a car that was affected less by bumps, digs, ridges or ruts when being driven hard."

#### **Road Test:**

"The ride quality is so good on the 504 that it is hard to separate the quiet comfort of the big bucket seats from the handling ease of the car. The 504 goes where it is pointed, is completely manageable on the road and does the same or better job in the mountains as most out-and-out sports cars. It's a pleasure to drive a true sedan that is engineered for good handling as well as boulevard comfort."

# Introducing The

The 504 is only the sixth new Peugeot model in 20 years. It was introduced six years ago. Unencumbered by the artificial demands of frequent model changes, Peugeot engineers have had a long time to improve this car. It should be good. Here are some of the reasons why it really is.

**Four-Wheel Independent Suspension:** With the sole exception of the Corvette, you can't buy a single car

from Detroit with this superior suspension system. Yet every Formula One and Indianapolis car in the world uses it. It costs more, of course, which is why it's still so rare in the United States. But don't miss the experience of test driving the 504 sedan fast over a rough road. Well engineered fully independent suspension is the secret of the Peugeot's exceptional road holding, stability and ride comfort.

**Four-Wheel Disc Brakes:** Until this year, the Corvette again was the only American car with disc brakes on the rear wheels as well as the front. Now there's another, the Chrysler Imperial. Like fully independent suspension, disc brakes cost more, but perhaps the tide is finally turning. Meanwhile, you owe it to yourself to enjoy the major benefits of driving a sedan with four-wheel discs. Peugeot's system also includes

# 1974 Peugeot.

**1.** Peugeot has a patent on the special cooling fan it uses to stabilize engine operating temperatures. A thermal contact breaker controls fan activation, preventing unnecessary fan noise and wasted horsepower when cooling isn't needed.

**2.** Peugeot's practical 120 cubic-inch engine features four cylinders, aluminum alloy cylinder heads with hemispherical combustion chambers and plenty of reserve power for freeway driving.

By the simple trick of tilting the engine 45°, Peugeot engineers have improved accessibility to external engine parts, lowered the car's center of gravity for better cornering stability and lowered the hood for better visibility.

power assist, automatic brake pressure balancing and a unique brake wear warning light.

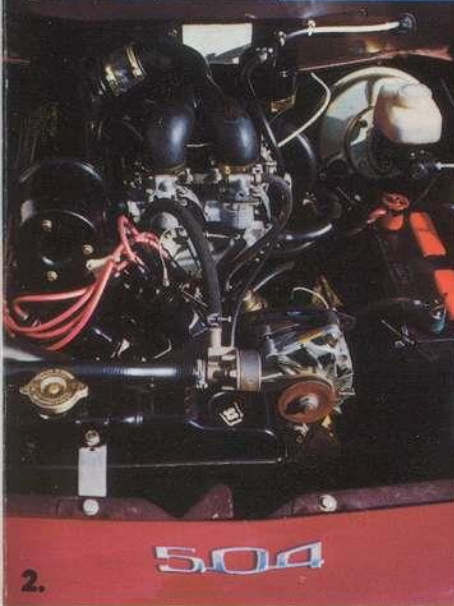
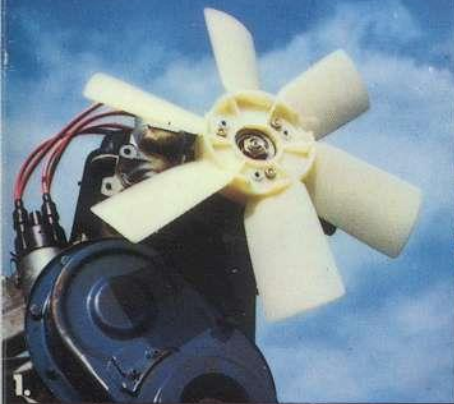
**Unitized Body:** Another hidden secret of Peugeot's legendary durability. Unitized construction combines the entire body and frame into one interlocking structure welded together for maximum strength.

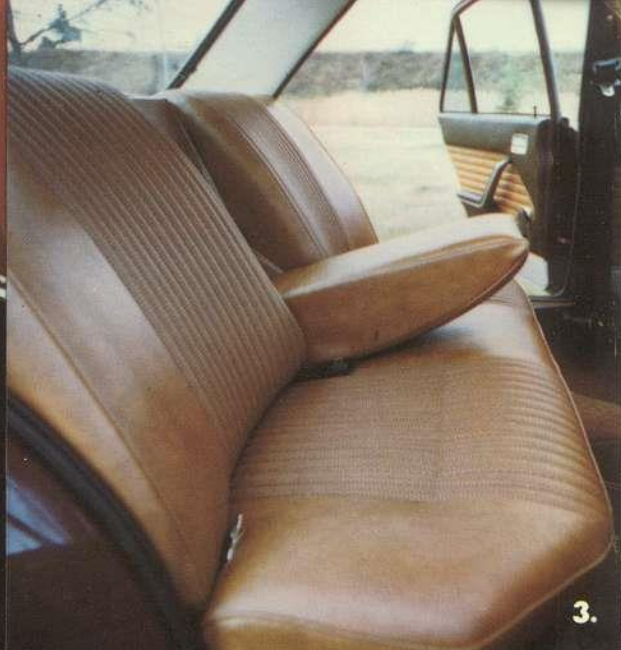
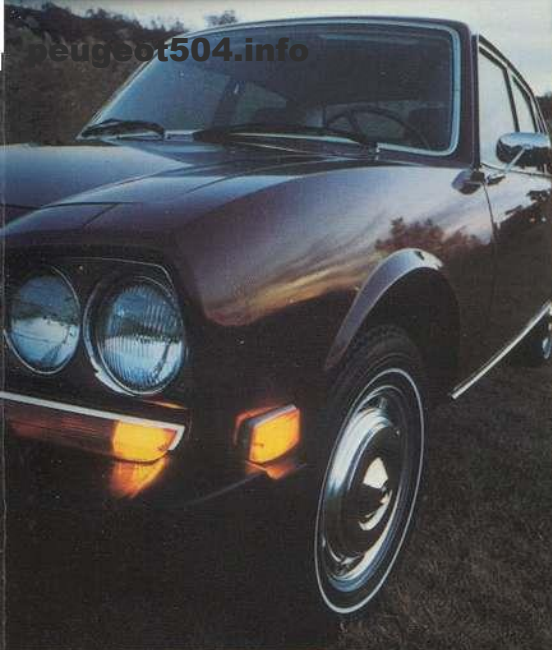
**Interior:** Take your time getting to know the subtle luxury that's inside

a Peugeot. After all, you may be spending an average of nearly 300 hours in it every year. When you get used to the superior roominess, comfort and visibility, look for the little things like side window defrosting, extra storage space under the dashboard and between the seats, child-proof rear door locks, full carpeting, transistorized electric clock and courtesy lights that go on when you open any door. Because engineers de-

signed this car, there's just no room for wasted space.

**Safety:** Peugeot believes that the best kind of safety is the kind that helps you stay out of trouble. That's why the company spends extra money for components such as advanced suspension systems, disc brakes, rack and pinion steering, front and rear anti-sway bars and steel-belted radial tires.





# Introducing The

3. The seats in a 504 are the focal point of the car's subtle luxury. They do all the things a car seat should do and they do them well. They treat your body with firm respect. They breathe. They're easy to clean. And they're fully reclining. In fact, they adjust every which way.
4. Peugeot's standard transmission is a rugged, all-synchronized four-speed. The optional automatic is a sophisticated three-speed transmission that you can shift when the driving conditions or the spirit moves you.
5. Nothing ruins the feel of a good suspension system faster than vague steering. Peugeot has solved that problem by adapting the precise rack and pinion used in racing cars and by perfecting the rest of the parts to the point where they work easily without needing power steering.

**Station Wagon:** The significance of Peugeot's station wagon isn't only its impressive 66 cubic feet of cargo space. While most station wagons are little more than sedans with a box on the back, the Peugeot wagon has been specially engineered to do its job. The rear suspension is entirely different from the sedan so that carrying capacity is increased without sacrificing ride and comfort. The wagon's wheelbase is six

inches longer than the sedan's. Axle ratios are different to enable it to move heavier loads without straining the engine. What's the same is Peugeot's quality.

**Options:** Traditionally, one of the distasteful rituals of buying a new car has been the great option list dilemma. Everything you want, and many of the things you need, are extra dollars. Peugeot doesn't play that game. Peugeot equips its cars right in the first

place, even including such pleasant extras as a steel sliding sunroof on the sedan. In fact, the only options you can pay extra for are air conditioning and automatic transmission. Please remember that when you're comparing prices.

Now that you've read about the highlights of the Peugeot 504, take the next step. Drive it. Then compare it. Now, honestly, isn't it really a car that makes good sense?



# Sensible Car.

| DIMENSIONS AND SPECIFICATIONS | 504 SEDAN                                       | 504 STATION WAGON                               |
|-------------------------------|---|---|
| <b>MODEL NUMBERS</b>          | 504 A91<br>(Standard)<br>504 A93<br>(Automatic) | 504 D91<br>(Standard)<br>504 D93<br>(Automatic) |

|                   |                                       |                      |
|-------------------|---------------------------------------|----------------------|
| <b>BODY STYLE</b> | 4-Door Sedan with Manual Sliding Roof | 5-Door Station Wagon |
|-------------------|---------------------------------------|----------------------|

| DIMENSIONS                                      | 504 SEDAN  | 504 STATION WAGON |
|---|------------|-------------------|
| Wheelbase                                       | 108"       | 114"              |
| Overall Length                                  | 181"       | 192"              |
| Overall Width                                   | 66"        | 67"               |
| Overall Height                                  | 57"        | 61"               |
| Curb Weight                                     | 2,860 Lbs. | 3,105 Lbs.        |
| Sedan Trunk & Station Wagon Carrying Capacities | 20 Cu. Ft. | 66 Cu. Ft.        |

| CAPACITIES                                       | 504 SEDAN    | 504 STATION WAGON |
|--|--------------|-------------------|
| Fuel Tank  | 14.8 Gallons | 15.8 Gallons      |
| Engine Crankcase Cooling System Including Heater | 4 1/4 Quarts | 4 1/4 Quarts      |
|  | 8 1/2 Quarts | 8 1/2 Quarts      |

| STEERING                     | 504 SEDAN     | 504 STATION WAGON |
|------------------------------|---------------|-------------------|
| Type                         | Rack & Pinion | Rack & Pinion     |
| Ratio                        | 22.2 to 1     | 22.2 to 1         |
| Turning Circle               | 35'10"        | 37'5"             |
| Steering Turns, Lock-to-Lock | 4 1/2         | 4 1/2             |

| TIRES | 504 SEDAN                    | 504 STATION WAGON            |
|-------|------------------------------|------------------------------|
| Type  | Michelin Steel Belted Radial | Michelin Steel Belted Radial |
| Size  | 175 HR x 14                  | 185 SR x 14                  |

| BRAKES  | 504 SEDAN | 504 STATION WAGON |
|---|-----------|-------------------|
| Hydraulic with compensator cable control on rear wheels |           |                   |
| Front   | Disc      | Disc              |
| Rear  | Disc      | Drum              |

| DIMENSIONS AND SPECIFICATIONS | 504 SEDAN      | 504 STATION WAGON |
|-------------------------------|----------------|-------------------|
| <b>4-CYLINDER ENGINE</b>      |                |                   |
| Type (XN-1)                   | Overhead Valve | Overhead Valve    |
| Bore & Stroke                 | 3.46 x 3.2     | 3.46 x 3.2        |
| Piston Displacement           | 120.3 Cu. In.  | 120.3 Cu. In.     |
| Compression Ratio             | 7.6 to 1       | 7.6 to 1          |
| Rear Axle Ratio               | 3.9 to 1       | 4.11 to 1         |
| Main Bearings                 | 5              | 5                 |

| TRANSMISSION         | 504 SEDAN           | 504 STATION WAGON   |
|----------------------|---------------------|---------------------|
| (Automatic Optional) |                     |                     |
| Type                 | 4-Speed Synchromesh | 4-Speed Synchromesh |
| Rear Axle Ratio      | 3.9 to 1            | 4.11 to 1           |

| ELECTRICAL SYSTEM | 504 SEDAN   | 504 STATION WAGON   |
|-------------------|---|---|
| Type              | 12 Volt 65 Ampere/Hour Battery, Three Phase Alternator (750 watt max. output) | 12 Volt 65 Ampere/Hour Battery, Three Phase Alternator (750 watt max. output) |

| SUSPENSION     | 504 SEDAN    | 504 STATION WAGON   |
|----------------|--------------|---|
| Front          | Independent  | Independent   |
| Rear           | Independent  | Rigid Rear Axle with 4 Coil Springs and Telescopic Shocks |
| Anti-sway Bars | Front & Rear | Front & Rear  |

| BODYWORK | 504 SEDAN                         | 504 STATION WAGON                 |
|----------|-----------------------------------|-----------------------------------|
|          | All-Steel, Monocoque Construction | All-Steel, Monocoque Construction |

**INSTRUMENTATION**  
 120-mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock.  
 Warning lights: oil pressure, choke on, brake wear, parking brake, brake pressure, high beam, directionals, flashers.  
 Equipment: manual choke, anti-theft steering lock, two-speed windshield wipers, electric washer pump, tinted glass.



### **Road & Track:**

“Although the exterior metal work and paint work on our test car were unusually good, we all agreed that it was the interior of the 504 that makes the driver feel he’s in something special in the way of automobiles.”

### **Popular Science, reporting a comparison test of Volvo, Citroen, Audi and Peugeot:**

Norbye: “My choice is the Peugeot, for its unique combination of a well-cushioned ride, sure-footed handling and extra powerful brakes.”

Dunne: “I’ll take the Peugeot too. I’m impressed with its quality and finish, comfort and quietness, performance and economy.”

### **Road & Track:**

“Peugeot is distinctively handsome in appearance, comfortable to ride in, a pleasure to drive; its durability is legendary and it both handles well and stops well.”

### **Road Test:**

“The Peugeot 504 is an example of what a compact sedan should be. Roomy and quiet, blessed with a fantastic ride and exceptional roadability, it has almost everything one could desire in a family car and then some more.”

### **About the Station Wagon**

### **Road Test:**

“On driving it away you immediately notice a solid, carved-out-of-one piece feel, the kind you’d expect to find in Mercedes and other more expensive cars. And, quite surprisingly for a wagon, steering response, cornering and general road behavior are excellent, even by sports sedan standards.”

### **Car Magazine (England):**

“It is an extremely good vehicle that combines generous load carrying capabilities with refined suspension, excellent road holding and handling and superior economy.”

### **Road Test:**

“We found that with the 504, you can haul as much as the average wagon owner hauls, have no trouble keeping up with traffic, and get double the gas mileage of the typical domestic intermediate class wagon.”

### **Road Test:**

“The entire interior is fully padded, covered and carpeted, and the features, material and workmanship would look right in place on luxury cars costing thousands more.”

### Subtle

We've yet to meet an owner who bought a Peugeot because of passionate love at first sight. It's not that kind of car. Peugeot's strengths are subtle. But you can discover for yourself what kind of car it really is just by taking a little extra time to evaluate it. The more you explore the Peugeot, the more you'll understand why it is a fore-runner of the new generation.

