

[peugeot504.info](http://peugeot504.info) The American consumer is beginning to understand the need for functional cars that are clean, economical, and make environmental sense.

Introducing  
**the car that got  
37.3 miles per gallon  
on a coast-to-coast  
economy run.**

Introducing  
**no ignition system,  
no carburetor,  
no standard tune-ups.**

Introducing  
**the engine that  
requires no emissions  
control devices.**

Introducing  
**the sedan that costs  
about \$2,500 less  
than the other Diesel.**

Introducing  
**the only  
Diesel station wagon  
in America.**

# Introducing The Peugeot Diesel.

The Peugeot experience with the Diesel stretches all the way back to 1923. We are the largest manufacturer of Diesel passenger cars in the world, building more Diesel automobiles longer than any other company.

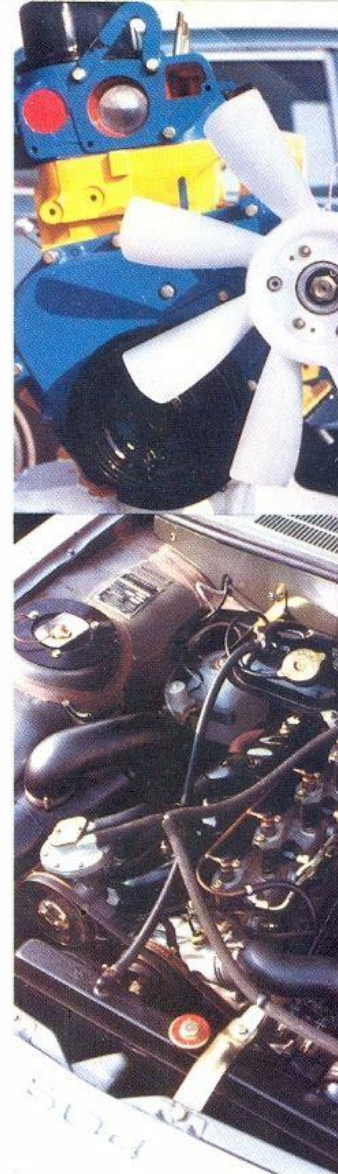
But up to now, in the United States, people who were advocating Diesels took on the quality of doomsday prophets. Here is a car with an engine that, from the very beginning, offered a solution to problems of energy shortages and air pollution. Problems that until just recently were far off in the future. But the future is now. We are reminded of it daily by experiencing shortages that affect us personally.

What we are asking for is an attitude of enlightenment by the American public. We, at Peugeot, are committed to the idea that expressways are not showplaces for speed and cars are not a form of expensive toys.

The time is right for a new set of habits. For looking at the automobile as a preventive measure to deal prudently with the issues of economy, energy and ecology.

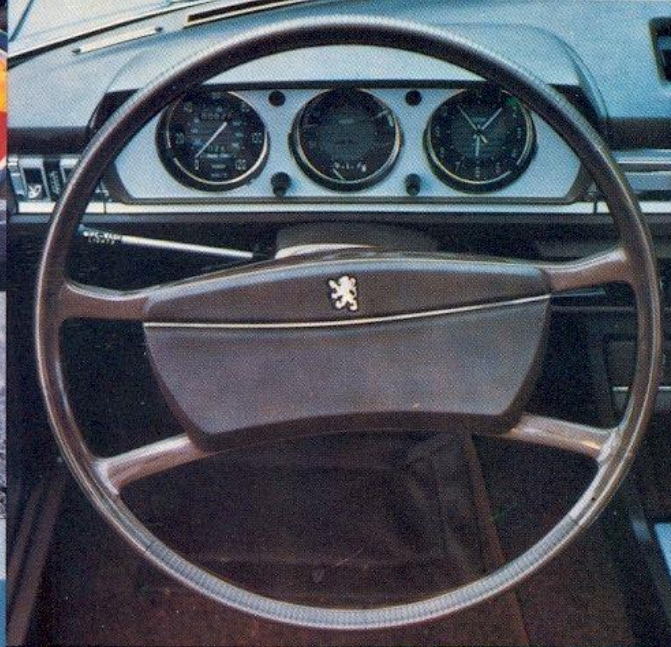
**Stephen F. Wilder, professional road test driver  
and automotive writer, reports on a cross-country  
economy run sponsored by Peugeot:**

"I drove the Peugeot sedan from Los Angeles to Boston, 3,077 miles through 14 states and averaged 37.3 miles per gallon. Most of the time, we drove at speeds ranging from 40 to 60 miles per hour. And we averaged approximately 45 miles per hour. On



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# Introducing The Next Car.

the entire trip we consumed only 82.5 gallons of Diesel fuel for a total cost of \$28.51, less than a penny a mile." (Distance, cost and fuel consumption of 'Economy Run' October 1973, documented by the General Environments Corporation of Springfield, Virginia, an independent laboratory specializing in automotive testing for industry and government.)

**Road & Track, September 1973:**

"The savings here result from the lack of an ignition system. With no spark plugs or points to change and no timing to set, about half the normal tuneup costs can be eliminated."

**Popular Science, November 1973:**

"The injection system is essentially maintenance-free, protected by a series of filters."

**Motor Trend, September 1972:**

"...intriguing is the fact that low emissions characteristics are inherent in the basic design of the Diesel engine; no external add-ons—such as air pumps or thermal reactors—are necessary."

**Road & Track, September 1973:**

"...the Peugeot 504 Diesel is a good Diesel car, rich in transportation value and economy of operation. If you're an environmentalist at heart, you might even find it exciting."

Among the many standard features on the Peugeot Diesel are independent suspension, disc brakes, steel-belted radial tires, reclining bucket seats and, on the sedan, a sliding sunroof. You can also include the durability, comfort and handling that have always been purely Peugeot.

DIMENSIONS AND SPECIFICATIONS		
	504 SEDAN	504 STATION WAGON
MODEL NUMBERS	504 A90 (Standard)	504 D90 (Standard)
BODY STYLE	4-Door Sedan with Manual Sliding Roof	5-Door Station Wagon
<b>DIMENSIONS</b>		
Wheelbase	108"	114"
Overall Length	182.4"	194.4"
Overall Width	66"	67"
Overall Height	57"	61"
Curb Weight	3,000 Lbs.	3,230 Lbs.
Sedan Trunk & Station Wagon Carrying Capacities	20 Cu. Ft.	66 Cu. Ft.
<b>CAPACITIES</b>		
Fuel Tank	14.8 Gallons	15.8 Gallons
Engine Crankcase Cooling System, Including Heater	5½ Quarts	5½ Quarts
	10½ Quarts	10½ Quarts
<b>STEERING</b>		
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	4½	4½
<b>TIRES</b>		
Type	Michelin Steel Belted Radial	Michelin Steel Belted Radial
Size	175 HR x 14	185 SR x 14
<b>BRAKES</b>		
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 (XD-90)	Overhead Valve	Overhead Valve
Bore & Stroke	3.54" x 3.62"	3.54" x 3.62"
Piston Displacement	128.9 Cu. In.	128.9 Cu. In.
Compression Ratio	22.2 to 1	22.2 to 1
Rear Axle Ratio	3.9 to 1	4.11 to 1
Main Bearings	5	5
<b>TRANSMISSION</b>		
Type	4-Speed Synchronesh	4-Speed Synchronesh
Rear Axle Ratio	3.9 to 1	4.11 to 1
<b>ELECTRICAL SYSTEM</b>		
Type	12 Volt 90 Ampere/Hour Battery, Three Phase Alternator (750 watt max. output)	12 Volt 90 Ampere/Hour Battery, Three Phase Alternator (750 watt max. output)
<b>SUSPENSION</b>		
Front	Independent	Independent
Rear	Independent	Rigid Rear Axle with 4 Coil Springs and Telescopic Shocks
Anti-sway Bars	Front & Rear	Front & Rear
<b>BODYWORK</b>		
	All-Steel, Monocoque Construction	All-Steel, Monocoque Construction
<b>INSTRUMENTATION</b>		
120-mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock.		
Warning lights: oil pressure, brake wear, parking brake, pre-heat, highbeam, directionals, flashers, temperature, brake pressure. Equipment: automatic fast idling, anti-theft steering lock, two-speed windshield wipers, electric washer pump and tinted glass.		

