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Peugeot

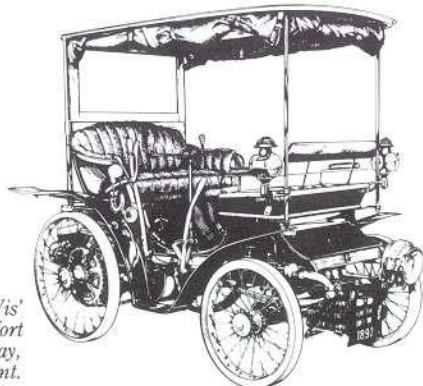
The pedigree of Peugeot.

Given time, there emerges from every manufacturing enterprise, and automobile makers are no exception, one dominant note. A brand image in modern parlance. A crystallisation of all that the company stands for as mirrored in the product it makes. Peugeot then equals strength and stability, free from any flashy elegance. It equals 150,000 kilometres or more, with an enviable reputation for reliability. Peugeot also indicates a certain functional simplicity in coachwork and interior arrangements. It is something good and solid to lay hold of in our now fast-moving but increasingly temporary world. All this combined with a genius for inventiveness.

As the world's second oldest automobile manufacturer, established in 1891, Peugeot has contributed greatly to the success of the car as we know it today.

A long string of early motor sport successes put Peugeot on the map, and kept it there. It was a consistent winner in the Paris-Bordeaux and Paris-Marseille classics in the 1890's.

Initially, the marque raced and rallied for glory, prestige, and the 'gut feeling' that only drivers can put into words. Notable victories included Indianapolis (3), the Targa Florio (6), Le Mans (3), Tour de France (10), Monte Carlo Rally (10), plus wins at Monza and the French Grand Prix. Today Peugeot rallies for experience.



In 1892, the Peugeot 'Vis-à-Vis' was the ultimate in comfort and performance. Today, our shape is a little different.





Today's Peugeot 504.

The Peugeot marque didn't come through the past 84 years without learning a thing or two. Today's Peugeot 504 is the total embodiment of this experience. The 1975 model is powered by an in-line, four cylinder engine of 1971cc. In these times of increasing energy costs and decreasing reserves, Peugeot believe that the era of the big, multi-litred engine is over.

We've proved this fact in the world's toughest rallies. In the East Africa Safari for instance, rated by many as the most gruelling on any continent. In the 1975 'Safari', only 18% of the cars entered completed the course. Peugeot won for the fifth time since 1963.

Bringing it closer to home, Peugeot can point to victories in the Ampol, BP, and Redex trials, and in the Mobilgas economy runs. In 1974, the Great Australian Re-Run commemorated the 21st anniversary of Ken Tubman's and Peugeot's memorable win in the first Redex Trial. Tubman, driving a 504, recorded an incredible 32.46 mpg over the 6,425 mile distance.

From the outside, the Peugeot 504 is elegant in its restrained European way. Stainless steel rather than chrome is used for most 'bright work'. While a wheel at each corner means minimum body overhang, giving good visibility for safe driving and easy parking. Yet, open the door and there's a big car waiting inside. One that "has no peers in terms of cabin spaciousness"*.

Headroom or legroom, Peugeot is designed to transport five adults in stretch-out luxury. So comfortable are the seats that they are more like couches, but unlike the livingroom variety, they don't just sit there. They do things like support you in the small of the back and under the thighs, where comfort really counts.

*Compared with Jaguar XJ6, Volvo 164E, Rover 3500, BMW 3.0S, Triumph 2.5 PI - Modern Motor giant 6-way luxury car test, published OCT 1975

What to buy? No easy decision.

Today, as never before, the car is being put under the microscope. Car buyers the world over are getting down to tin tacks, evaluating what is available, and defining what they must have. No longer can it be looked upon as a status symbol or a tribal totem to be possessed at any price. Today's double crisis in energy and economics has put a whole new complexion on the 'car buying decision'. Popular myths and fantasies are exploding all round us and many long-time, big-name car makers are being hurt in the process.

But not Peugeot.

Could it be that the specifications of the Peugeot 504 are also the specifications of the car you should buy? You be the judge.

It must be safe, both in terms of safety equipment and road handling. It must be saving on resources, both in materials used to build it, and petroleum products to run it. It must be roomy enough to take five adults and luggage with a high degree of comfort. It must perform with the most powerful, not in outright speed, but in driving time point to point. It must be quiet and easy to drive over all distances, on all road surfaces. It must cost less to insure, be easy to maintain, and hold its resale value better than most. It should give you a feeling of confidence and a sense of reward. When you pay the price for a Peugeot, Peugeot delivers.





The question is, what will a new Peugeot 504 do for you, personally?

Peugeot is happy to present a factual summation of just what makes a 504 tick. The only thing to remember is that the sum of all the parts can never be equal to the car as a whole. For instance, how would you go about cataloguing pride, experience and craftsmanship?

Part of the answer you will undoubtedly find here, but for the complete answer, you should do as our advertising theme suggests, “. . . drive one to really understand”.

The total quality of Peugeot.

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Quality must start out on the drawing board. And it must show out when a car is built around the needs of the driver and his passengers, society and the environment.

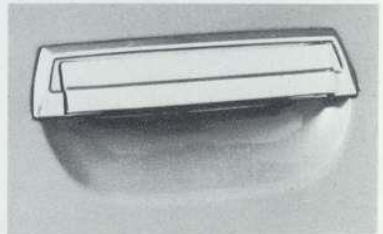
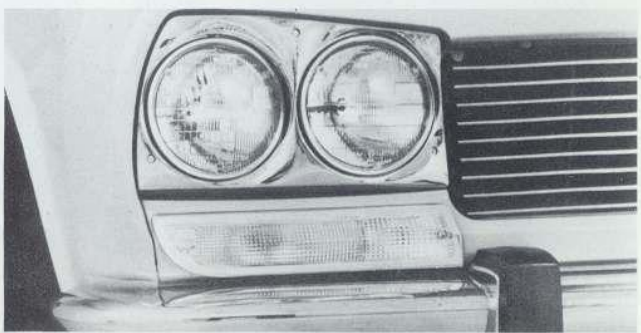
Quality must also start out with the raw materials. With the steel for instance, still supplied by the foundry which was founded in 1810 by the brothers Peugeot, Jean-Pierre and Jean-Frederic.

Quality is also a natural product of the European approach to car making. The sculptured body panels fit snugly together, offering a smooth profile from any angle.

Quality on the inside can easily be assessed in terms of the plush, fully carpeted interior. Or it can be looked at in what it means to you in driving satisfaction. The stalk mounted controls for instance, so you can drive the 504 and leave your hands where they'll do most good — on the steering wheel.

The absolute measure of quality must always come back to the engineering. How does it perform? It's here, and not on the showroom floor, that a Peugeot shines. Rally results, road tests, and private owner testimonials — all are

unanimous in their praise of Peugeot's ability to take the rough with the smooth, and come back for more. Because of this total approach to quality, Peugeot is perhaps one of the finest investments you can make in terms of motoring comfort, performance and satisfaction.



New recessed door handles.

Tubman's 504 in the outback during the Great Australian Re-Run.



How much car for how much money?

Surely this is the most critical question facing today's new car buyer. And one of the most difficult to answer. No more is it how much car in terms of size or weight. But rather, how good a car in terms of filling the role you need it for.

Avoirdupois and Peugeot are both French, but that's all they have in common. The 504 weighs in at a good 180 kilograms less than its typical Australian counterparts, yet it offers more useable interior space.

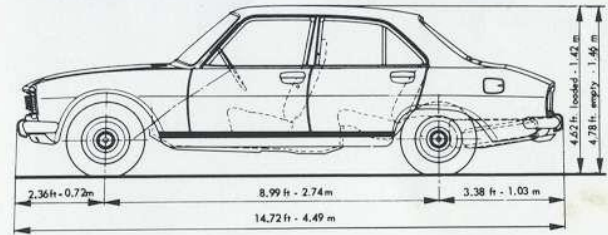
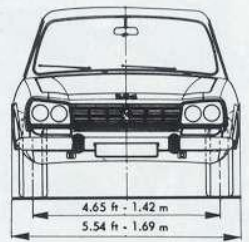
There's no excess on a Peugeot 504!

Unlike the local products, and some of the imports, Peugeot is no slave to the whims of fashion. Once a model type has been painstakingly arrived at, styling fads or new calendar years have little to do with its appearance. Refinements there are certainly — the fruits of a continuing programme of research and development, making this year's 504 just a little better than the last.

Money is power. So goes the popular saying, and so goes the attitude of many car buyers. The more money you put down, the more horsepower you pick up. But not so with Peugeot. How you put the power on the road is more

important than the power itself. That's why the 504 is regarded as one of the fastest point-to-point, four-door sedans in the world today — in any price bracket.

How much car do you get? You have to drive a 504 to really understand. To feel the comfort and satisfaction. To know the confidence and safety. To realize that for the same price, or maybe a bit more, you can move from the mundane into the magical that is Peugeot.



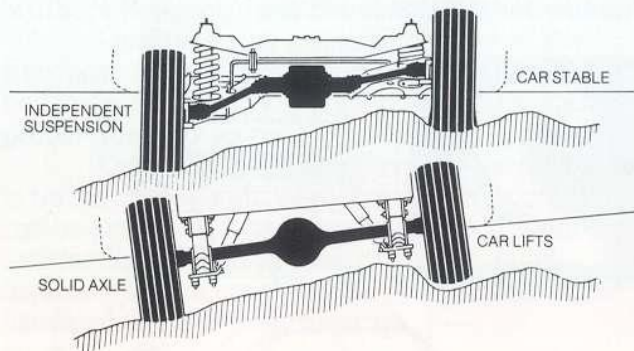
Safe to drive. Safe to drive in.

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Safe to drive because Peugeot recognizes that the best kind of safety is that which keeps you out of a mishap in the first place.

Hence 'primary' safety.

□ Independent suspension on all four wheels to keep them where gravity dictates they should be — on the road.



Steel belted radial tyres all round.



3

□ Big power-assisted disc brakes on all four wheels with a total swept area of 2 828 cm² (438.34 sq ins) — coupled with a brake load compensator to prevent front and rear wheel lock-up, ensuring straight-line braking even on gravel or slippery bitumen.

□ Precise rack and pinion steering that gives positive road feel without playing back harsh vibrations. For 1975, the 504 has a smaller steering wheel which is fully padded for better, more comfortable grip.

□ Extremely good headlights with a sharp cut-off on dip, and wonderful penetration on high beam, making high-speed night cruising a safe proposition.

□ High performance steel belted radial tyres on all four wheels.

Dual circuit, power-assisted disc brakes on all four wheels.



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(19.4 cu. ft.)



Spare wheel cradle released via catch in boot compartment.

Big car? Small car? It depends what you measure.

Compare a 504 with the rest and you'll soon discover that a Peugeot gives you more room to manoeuvre inside, with less car to manoeuvre around on the outside:

More shoulder room in the front and rear than a Triumph 2.5 PI — (54" and 52" versus 52" and 51.5")

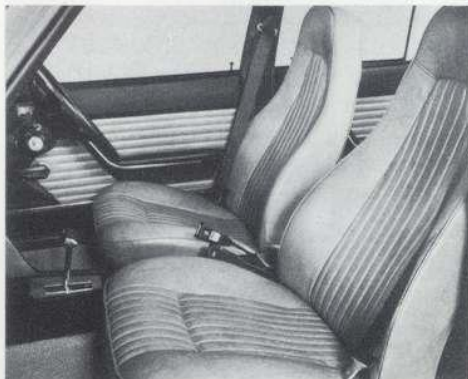
More leg room in the front than a Rover 3500 V8 — (seat forward/back, 40"/46" versus 32"/42")

More leg room in the rear than a BMW 3.0S — (seat forward/back, 36"/39" versus 27"/35")

More head room in the front and the rear than a Volvo 164E — (37.7" and 35.4" versus 33" and 34")*

The advanced design of Peugeot is such that you have this comparatively big-car interior inside a body length that measures from 15 to

4



Multi-adjustable front seats with integrated head restraints.



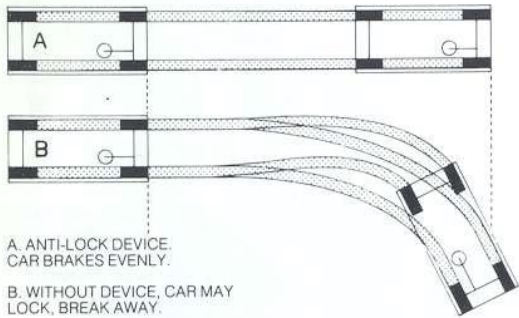
Rear bench seat with pull-down armrest.

30 cm shorter than all the competitive makes listed in the comparison table.

The Peugeot boot is an easily accessible 0.55 m³ (19.4 cu. ft.) and all the more spacious because the spare wheel is located in a cradle under the boot. Release is via a catch at the rear of the boot compartment.

Just because a Peugeot 504 appears small from the outside is no reason not to include it on your shopping list!

** Data published in Modern Motor 6-way luxury car test.*



These facts could be part of the reason why Peugeot enjoys the lowest category insurance rates of any four-door luxury sedan.

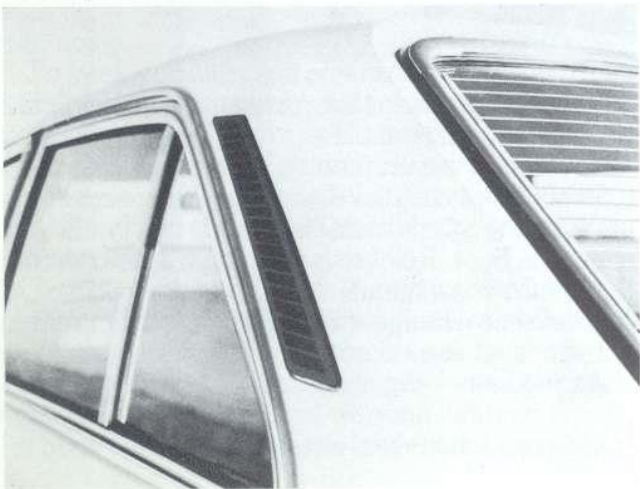
Safe to drive in because Peugeot has gone to extraordinary lengths to guard the well-being of both driver and passengers.

Hence 'secondary' safety.

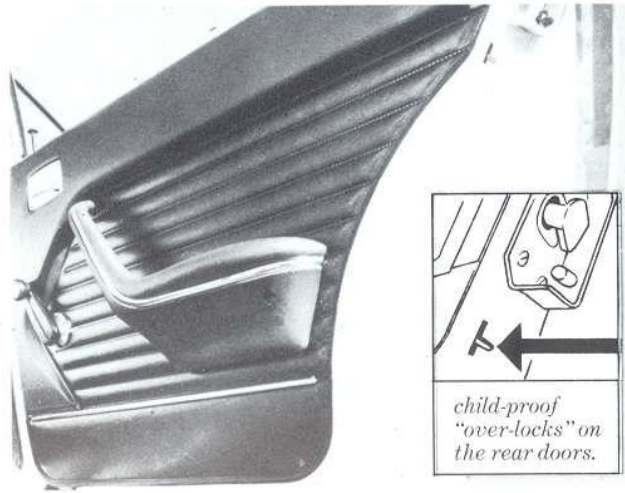
- Passenger cabin of rigid box construction, with impact absorbing front and rear ends.
- Cardin-jointed collapsible steering column, with dished steering wheel — padded centre and rim.
- New anti-glare padded upholstery on the dashboard.
- Padded door and armrests.
- Windscreen which pops out on impact.
- Safety burst-proof locks on all doors, with child-proof 'overlocks' on the rear doors.
- High-back front seats with integrated head restraints.
- New inertia reel seat belts on the front seats with standard fittings on the back.



*Flow-through ventilation outlets.
Electrically heated rear window.*



Padded doors and armrests.



New smaller steering wheel, padded centre and rim.
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Pushbutton radio and twin speakers standard fitting.



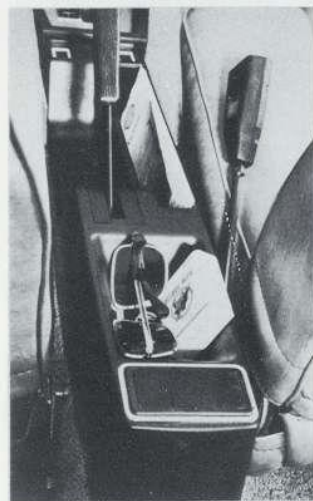
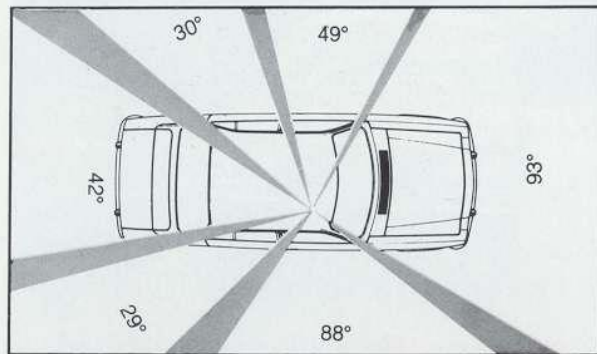
Comfort. A quiet combination of seating and controls.

In the front, high-back seats. In the rear, a deep bench seat with its own pull-down armrest. All in a body generously endowed with sound insulating material, and fitted to a suspension that rides on 'supple' rubber mountings to minimise road noise.

□ To keep you alert and comfortable: Pushbutton radio with twin speakers, fully adjustable front seats, illuminated controls for heating and ventilation, cigarette lighter, pull-out ashtray, non-reflective wiper arms, heated rear window, and 92% all round vision — possibly the greatest of any car on the road.

□ To keep you informed: A comprehensive instrument display in three round recessed dials — speedometer, trip meter, clock — petrol, temperature and ammeter gauges — brake pad wear and brake fluid level warning lights. Tachometer on the fuel-injected manual model.

Unobstructed all-round vision of 92%



□ To keep you in control: Superb driving position, light responsive steering, short-throw

spring-loaded gearshift (manual), smart T-bar console (auto), handbrake between bucket seats, handbrake-on warning light, stalk-mounted indicator on the right of the steering column, stalk-mounted light controls and headlight flasher on the left, two-speed self-parking windscreen wipers, electric windscreen washers, twin windtone horns.

Just how comfortable is a 504? Modern Motor conducted a six-way luxury car test in November '72 and placed Peugeot 1st, Jaguar 2nd, Triumph 3rd, Rover 4th, Volvo 5th, BMW 6th. They said, "The car (Peugeot) is comfortable, amazingly quiet, completely accommodating and beautifully laid out."



The 504. Point to point, one of the world's fastest sedans.

Incredible you say! How can a car with a two litre engine and a body weight of 1 230 kilograms (24.2 cwts) claim to be one of the world's fastest sedans over a given section of road?

Incredible or not, most rally drivers, motoring writers and experienced car buffs will vouch for this as a fact. Rally results world wide prove it. In fact, the more road and weather conditions deteriorate, the better Peugeot performs.

It's not incredible, but it is uncanny. It's the sort of performance that only comes from a supreme balance of high average speed, roadholding, braking, steering, and ride.

High average speed:

"Anything between 80 and 90 mph is within the 504's cruising capability, at 60 mph it is hardly breathing."

Bryan Hanrahan - Melb. Herald

Roadholding:

"Never mind the road surface with the Peugeot. Just keep going as fast as you like."

Road & Track - U.S.A.

Braking:

"The four-wheel disc brakes are faultless, with a powerful progressive action and no wheel locking tendencies, because of the incorporation of a load-sensitive compensator."

Mike Kable - The Australian

Steering:

"At high speeds it is close to perfect, being sensitive and yet not transmitting shocks to the driver and at the same time requiring only small movements."

Australian Motor Sports and Automobiles

Ride:

"An assessment of overall ride comfort saw the Peugeot take top marks for its beautifully supple, well insulated suspension which handled all sorts of roads with controlled disdain."

Australian Motor Manual





Peugeot 504-The Great Economist.

How much does it cost to run a 504? How many kilometres per litre? Today's new car buyer is vitally interested in the fuel consumption figures of his new car, and rightly so. Petrol prices the world over will rise significantly before he has to bother about buying a replacement.

From the 504 specifications, you can expect to achieve: —

Carburettor version, manual transmission — 11.9 litres per 100 kilometres, or 23.7 miles per gallon.*

Carburettor version, automatic transmission — 13.05 litres per 100 kilometres, or 21.6 miles per gallon.*

Fuel injection version, manual transmission — 10 litres per 100 kilometres, or 28 miles per gallon.*

How does the 504 perform in a real live driving situation?

The best driving figure was achieved in the minute



weeks in time, November 17 to December 1st, 1974. Ken Tubman's 504 returned an incredible 32.46 mpg for the total trip, putting up an extremely fast average of 49.23 mph.

Conclusion. With a Peugeot 504 in good trim and sensibly driven, around 30 miles to the gallon should not be too much to ask.

*See 'Specification', back cover.

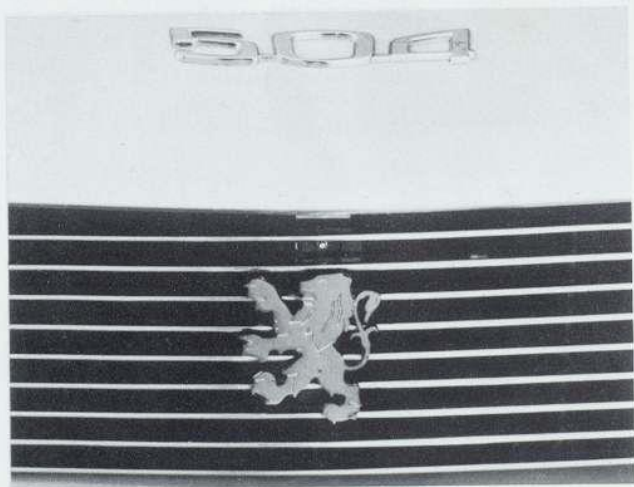


Peugeot 203 (1948-1960). The winning post war design that laid the foundations for Peugeot's pre-eminent position in the sixties and seventies. Capacity 1290 cc, 42 bhp.



Peugeot 403 (1955-1966). A big jump in styling and comfort from the 203, with a similar jump in engine capacity and power — up to 1468 cc and 65 bhp.

Peugeot 404 (1962-1974). First appeared in Australia in 1963. An extremely successful design with one million 404s being produced in the first six years of the model run.



The reliability that has always been Peugeot.

With Peugeot, reliability goes hand in hand with experience. It's a Peugeot quality that has been built up over more than a lifetime of car making. In the post-war period, from the 203, the 403, to the recent 404, and on to the 1975 model 504.

Part of the genius of Peugeot is that it delivers the benefits of innovative French engineering in a conventional form. The powertrain is traditional — a front-mounted four cylinder engine drives the rear wheels through either a four-speed manual transmission or a three-speed Borg Warner 35 automatic transmission. Nothing exotic about that, and therein lies the secret of Peugeot's proven reliability.



To compare the mechanical specifications of Peugeot with the other makes is one way of arriving at an indicator of reliability. Other less onerous avenues are to talk to Peugeot owners, or refer to the results of the world's toughest motor rallies.

Rallies we've covered on earlier pages, and as for Peugeot owners, you'll find them throughout the length and breadth of Australia.

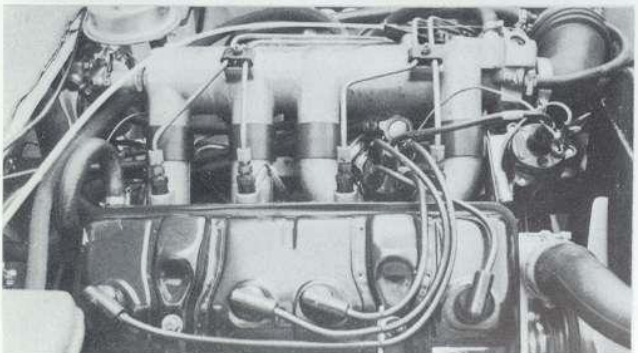
Even in the competitive car climate of the United States, Peugeot reliability rated highly. When asked by Road and Track magazine "Would they buy another Peugeot?" Seventy nine percent of owners said yes, surely proof positive that for most, Peugeot is the reliable car they expect it to be.



T-bar console on the automatic transmission.



Four-speed floor shift on the manual version.



Top performance fuel injection model with Kugelfischer injection pump.

Which 504?

Manual or automatic transmission? Carburettor or fuel injection?

Your choice of transmission depends largely on the type of driver you are, and what the car will be used for.

The enthusiast will revel in Peugeot's fast, four on the floor, stick shift. To quote Mike Kable, motoring writer of *The Australian*, "The gearbox is delightful to use, with the floor mounted lever cranked toward the driver and spring loaded for positive changing."



The bulk of Australia's motorists, faced with the daily 'traffic light Grand Prix' will most naturally opt for the least wearing method of getting there — namely automatic transmission. In the Peugeot,

a Borg Warner 35 three-speed automatic gearbox has been teamed with the 504 engine to provide an extremely flexible drive to the rear wheels.

To quote *Modern Motor*, "The Peugeot is at the opposite end of the scale — so smooth you can't detect a shift . . ."

In choosing between the carburettored version and the fuel injected, you are choosing between the traditional method and the latest — with the latter affording better fuel economy.*

In the carburettored version, a Twin Choke Solex produces 98 BHP SAE at 5,600 rpm.*

In the fuel injected version fitted with a Kugelfischer injection pump, 110 BHP SAE* is produced at the same rpm. And because your car breathes a little harder the higher you go, this version comes equipped with an altitude corrector. In addition, an anti-pollution control cuts harmful exhaust emissions.

*See 'Specification', back cover.

Peugeot 504 Info

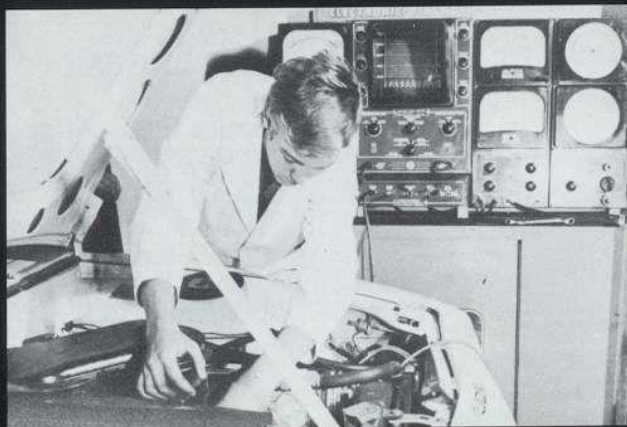
Only when you sell your 504 will you know what it costs to own one. Because demand is always strong for the comparatively few good used units coming on to the market, depreciation is lower than average. So, you can expect to get a better change-over deal on a Peugeot than on almost any other car you can buy. And isn't this the real cost of owning a car? For example: a glance at the classified used car columns will clearly show what we mean. Check the model, year, and asked for price and you'll find that Peugeot does indeed hold its value better than most on the market.

10

Service.

When you buy a new car, even a 504, service shouldn't be the furthest thing from your mind.

Service network. Because Peugeot is distributed by Renault (Australia) Pty. Limited, there is a nation-wide network of dealers, each equipped and staffed by factory-trained mechanics to handle all the servicing needs of the 504.





Where to? And what in?

As you finish reading this brochure, it is probably a good time to look at precisely where the motor car is heading.

The middle seventies have become days of decision for both car maker and car buyer alike. You, weighing up the pros and cons of your next new car. We at Peugeot, answering the new challenges of safety and the environment.

Peugeot has always been concerned with car weight and operating economies (In 1911, Peugeot introduced the 'Bebe' powered by a four-cylinder, 856 cc engine making it the world's smallest).

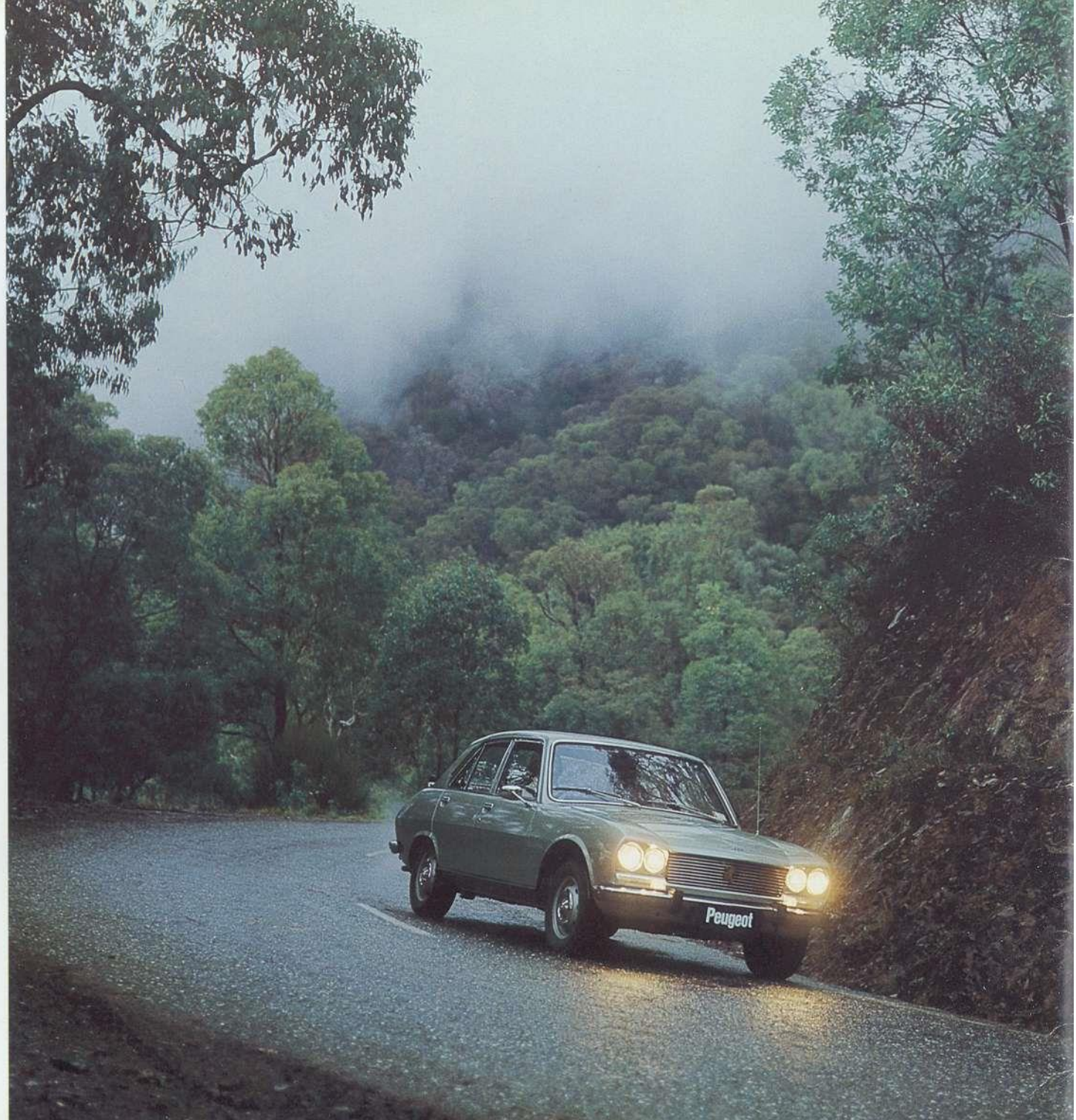
Peugeot has always been committed to extracting the maximum energy from every cc of engine displacement (In 1912, Peugeot's French Grand Prix winner had twin overhead camshafts, hemispherical combustion chambers, four valves per cylinder).

Stopping power and driving safety have always been of paramount importance in Peugeot design (In 1914, Peugeot was one of the first to fit front wheel brakes).

Road holding has always been the ultimate Peugeot quality (In 1929, Peugeot became the world's first production car to be fitted with independent front suspension).

Safe as it was yesterday, and safe as it is today, the Peugeot of tomorrow will be safer still. And the same goes for environmental efficiency. Right through this brochure we've endeavoured to validate all claims by using quotations from recognized and independent motoring authorities, so allowing you to make more objective comparisons with other luxury cars in the market. We have done this because we know we have nothing to lose, and everything to gain.

Before you make your new car decision, please call your nearest Peugeot dealer for a demonstration, because, as we've said, "You have to drive one to really understand."





Specifications.

ENGINE Type
Capacity
Bore & Stroke
Compression Ratio
Maximum Power bhp SAE
(a) bhp DIN
DIN kW*
Maximum Torque mkg†
Nm‡
lb/ft
TRANSMISSION Gearbox
Km/h per 1000 rpm in top gear
Suspension front
Suspension rear
Steering
Wheels
Tyres
BRAKES
Front
Rear
Fuel Capacity
Consumption
(b/litres per 100 km
km per gallon
miles per gallon
(DIN Standards)
Engine Oil Capacity
Transmission Capacity Gearbox
Differential
Coolant Capacity
Electrical Equipment
Length
Width
Wheelbase
Kerb Weight
Luggage
Towing Capacity
— without trailer braking
— with trailer braking

504 Automatique

504 2000 GL

504 2000 TI

4-cylinder alloy crossflow head with hemispherical combustion chamber, wet sleeve, 5-bearing crankshaft, inclined 45°, electro thermo magnetic fan.		
1971 cm ³	1971 cm ³	1971 cm ³
88 x 81 mm	88 x 81 mm	88 x 81 mm
8.35:1	8.35:1	8.35:1
98 @ 5600 rpm	98 @ 5600 rpm	110 @ 5600 rpm
93 @ 5200 rpm	93 @ 5200 rpm	104 @ 5200 rpm
69.35 @ 5200 rpm	69.35 @ 5200 rpm	77.55 @ 5200 rpm
16.3 @ 3000 rpm	16.3 @ 3000 rpm	17.1 @ 3000 rpm
159.85 @ 3000 rpm	159.85 @ 3000 rpm	167.7 @ 3000 rpm
107.91 @ 3000 rpm	107.91 @ 3000 rpm	123.69 @ 3000 rpm
3-speed Borg Warner.	4-speed synchromesh, torque tube connection gearbox and hypoid rear axle.	
29.75	29.75	30.62
Independent with 2-coil springs, telescopic shock absorbers, anti-roll bar.		
Independent with 2-coil springs, trailing A-frames. Telescopic shock absorbers and anti-roll bar.		
Rack and pinion, two-section safety steering column, anti-theft lock, 4.5 turns lock to lock.		
5 J14	5 J14	5 J14
175 x 355	175 x 355	175 x 355
Dual circuit, Power-assisted with variable pressure distribution through load sensitive limiting device to rear brakes only. Pad wear warning system. Brake fluid loss warning system. Solid discs 273 mm diameter per wheel. Total swept brake area 2828 cm ² . Hand brake operates on rear brakes.		
Solid discs 273 mm diameter. 764 cm ² swept area per wheel.		
Solid discs 273 mm diameter. 650 cm ² swept area per wheel.		
56 litres (12.32 gals)	56 litres (12.32 gals)	56 litres (12.32 gals)
13.05	11.9	10.0
34.80	38.4	45.5
21.65	23.7	28.3
4 litres	4 litres	4 litres
5 litres	1.15 litres	1.15 litres
1.20 litres	1.20 litres	1.20 litres
7.8 litres	7.8 litres	7.8 litres
12 volt. Alternator 40 amps. Battery 45 amp/hr.		
4.49 metres (14.73 ft)	4.49 metres (14.73 ft)	4.49 metres (14.73 ft)
1.69 metres (5.54 ft)	1.69 metres (5.54 ft)	1.69 metres (5.54 ft)
2.74 metres (107.80 in)	2.74 metres (107.80 in)	2.74 metres (107.80 in)
1230 kg	1230 kg	1230 kg
0.55 m ³ (19.40 cu ft)	0.55 m ³ (19.40 cu ft)	0.55 m ³ (19.40 cu ft)
615 kg } 1300 kg } at max. 80 km/h	615 kg } 1300 kg } at max. 80 km/h	615 kg } 1300 kg } at max. 80 km/h

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 specifications and body parts of our models. Renault (Australia) Pty. Ltd. June 1975.

* Kilowatt † Metres/kilogram ‡ Newton metre

(a) The output given in DIN/hp or kW is effectively available at the clutch for driving the vehicle. Any other power consumption has already been deducted.

(b) Fuel consumption according to DIN standards is obtained at a consistent speed of 3/4 maximum on an even road, plus 10%. This method is

used by most automobile manufacturers. The consumption values quoted are, therefore, calculated under the same conditions and provide a basis for comparison. They do not correspond however, to the actual amount of fuel consumed, as this varies according to the style of driving, road and climatic conditions, etc. Fuel consumption according to DIN standards is therefore only a comparative value and not the actual amount of fuel consumed.

