



The Peugeot 504





The oldest car still running in America. An 1891 Peugeot.



The 1892 Peugeot Vis-à-Vis.



The world's first station wagon. The Peugeot R...



The 1906 chain-driven Torpedo, powered by an advanced four-cylinder, 12 horsepower engine.



Peugeot's first small car, the popular Bébé Peugeot of 1911.



This Peugeot won at Indianapolis with an average speed of over 88 miles...



The aerodynamic Type 202 of 1938.



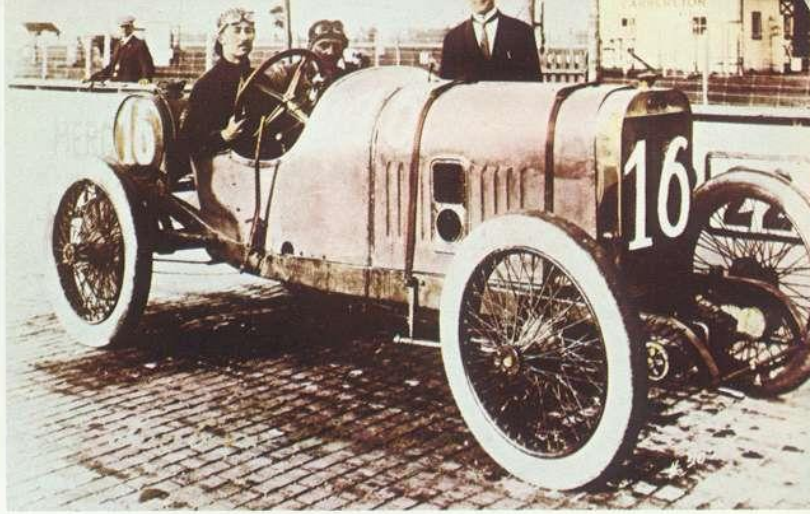
The 1938 Peugeot Délémont.



The 1968 winner of the 3075-mile East African S...



The Voiture à 2 Places, one of 20 such cars built between 1898 and 1902.



The winner of the 1913 Indianapolis 500. Its engine design revolutionized high-speed auto racing for years to come.



anch Wagon of 1895.



The Peugeot Quadricycle of 1905. From the company that was building great bicycles back then, too.



The 1924 Peugeot Cabriolet. Henry Ford introduced his Model A three years later.



The classic 203, Peugeot's first post-war model.



The Peugeot 404 convertible, introduced in 1961.



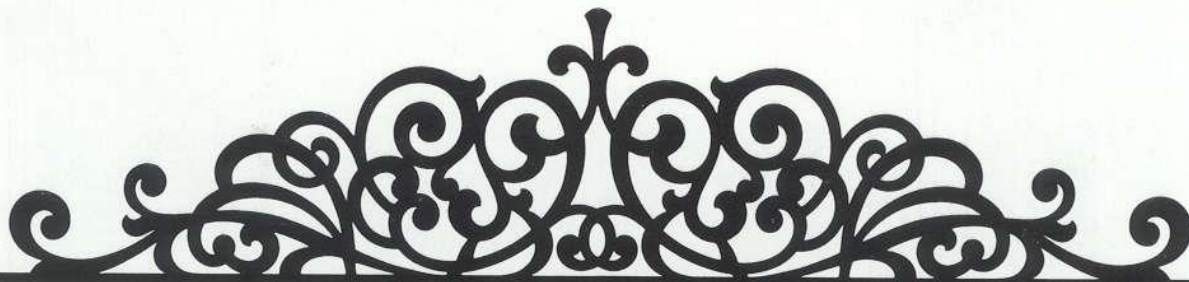
Safari.



The 403 sedan. Road & Track called it "one of the seven best-made cars in the world."



Peugeot 504's swept three of the top four places in the 1974 World Cup Rally.



Some of the world's greatest automobiles have been Peugeots.



Back when Henry Ford was still making steam engines, a man named Armand Peugeot was making automobiles. Ever since much of the history of the automobile has been the history of Peugeot.

We've been selling cars longer than any other automobile company in the world. Armand Peugeot built his first model in 1889 and unveiled it at the Paris Exhibition during the opening ceremonies of the Eiffel Tower.

Those were the earliest days of the automobile, and Peugeot's revolutionary concept was greeted by one newspaper as "a diabolical invention to make our poor horses lose their heads."

But the idea caught on quickly, and only five years later *Le Petit Journal* held the world's first recorded automobile competition, the 1894 Paris-Rouen Trials. First prize was awarded to the "least dangerous, easiest handling and most economically running vehicle." Peugeot won.

By 1896, Peugeot was producing an astonishing 92 cars a year. One of them became C.S. Rolls' first car, eight years before he met Henry Royce.

Automobile racing has always been an important part of our history. As early as 1895, André and Marcel Michelin were racing Peugeots to help develop the pneumatic tires that would later become world famous. Ever since that time Michelin tires have been a standard feature on almost every new Peugeot.

Another notable Peugeot driver was Captain Eddie Rickenbacker, who raced his Peugeot in California just before the First World War.

In the early years of this century, Peugeot was a major force in the world of auto racing. In fact,

of the five European cars to have ever won the Indianapolis 500, three were Peugeots. Our first winner in 1913 had an unusually small, rapid-turning engine that became a standard for all high-speed race cars. The famous Offenhauser engine, which has powered almost every Indy winner since, was based directly on the engine design of the '13 winner.

Today Peugeots are no longer in races where flat-out speed is the most important consideration. Because today, it's more important for a car to be able to perform well over thousands of miles of bad roads. So instead we've been competing in some of the most tortuous rallies all over the world.

We've compiled outstanding records in such races as the East African Safari, regarded by many as the world's most brutal test of an automobile. The performance of Peugeots in that rally—and others like it in such places as Scandinavia, Madagascar and Argentina—has enhanced Peugeot's reputation for exceptional ruggedness.

But throughout our history Peugeot has remained dedicated above all to producing the finest passenger cars. Our experience in competition has helped our engineers develop innovations for the highway. As a result, such features as rack-and-pinion steering and independent suspension appeared on Peugeots long before they appeared on most other cars.

And today every one of our cars is still made with the same pride, the same traditional craftsmanship, the same precise engineering that has made Peugeot one of the most respected names in automobiles. The descendants of Armand Peugeot are still there to make sure of it.

The Peugeot 504 Sedan

A different kind of luxury car.

In most cars luxury is something created by stylists. In a Peugeot it's the work of engineers.

That's why the 504 sedan is the kind of luxury car you have to drive to fully appreciate. You feel its luxury in the incredibly smooth ride you get when you drive it fast over a rough road. It's a ride that impressed America's major automotive magazines.

You feel it in the positive way the car handles. The way it takes corners and responds to quick maneuvers. Because the 504 sedan is a luxury car with a whole different set of standards.

Like standard rack-and-pinion steering for precise handling. Standard Michelin steel-belted radial tires for maximum road control in nearly any kind of weather. Standard power disc brakes on all four wheels for fast, sure stops. And standard four-wheel independent suspension for leveling out ruts and bumps.

You find the luxury of the 504 in its

efficient use of space. On the inside there's all the comfort of a big car. With the kind of head room, leg room and trunk room that you'd expect to find in a full-size car. And with such luxury features as fully-reclining front bucket seats and a sliding steel sunroof.

But on the outside it's a small car, with dimensions comparable to a domestic compact. So it maneuvers nimbly through traffic and squeezes into tight parking spaces.

But the 504's luxury goes far beyond what you can see and feel. It's also in the attention our engineers give to every detail of safety and convenience. It's in the craftsmanship of the people who assemble the car and in the high standards of those who inspect it.

Yet for all this the 504 sedan is still an economy car. In the 1975 EPA Federal tests, its efficient four-cylinder engine delivered a remarkable 27 mpg on the highway and 20 mpg in the city.*

And that kind of economy makes it a different kind of luxury car altogether.

*These results were obtained using a dynamometer to simulate highway and city driving conditions. Actual mileage will depend on the type of driving, road and weather conditions, individual driving habits, car maintenance, optional equipment, and other variables. Results for California specification cars were 26 mpg on the highway and 19 mpg in the city.





Rack-and-pinion steering, good weight distribution, and Michelin steel-belted radial tires help give the 504 its excellent handling characteristics.



The 504 gives you a superb ride on almost any kind of road. Some of the reasons: 4-wheel independent suspension, shock absorbers with unusually long travel, and front and rear anti-sway bars.

The interior features a sunroof and fully-reclining front bucket seats that keep you comfortable during a long day's drive.



Instrumentation is functional and complete with such extras as an electric clock and a tachometer. The driving controls all fall comfortably right at hand.

peugeot 504



The trunk holds everything you see in the trunk—as well as everything you see on the ground. And you don't have to lug it all out to get at the spare tire. It's mounted under the car.



The 504's body was styled by Italy's famous Pininfarina. Its simple, functional design has won world-wide acclaim.



We designed our car logically—from the inside out. So there's the same kind of comfort inside as you'll find in most full-size cars.

The Peugeot 504 Station Wagon

The wagon that's designed
to be a wagon.

Unlike station wagons that aren't much more than squared-off sedans, our wagon was designed to be a wagon from the ground up.

That's why the 504 station wagon is a foot longer than the 504 sedan. With a wheelbase that's six inches longer.

Its suspension system is different, too. It has a heavy-duty solid rear axle with two coil springs over each rear wheel instead of just one. As a result the 504 wagon can comfortably carry a whopping 1,410-pound payload.

And the 504 can carry it all without sacrificing ride and comfort. With its unique suspension the car will almost never bottom out on a bump, even when fully loaded.

There's plenty of room to carry the load, too. The top-hinged tailgate opens up to a full 67 cubic feet of space, with a platform area that's 80 inches long and 42 inches wide. And the other four doors open wide, giving you easy accessibility to the cargo area from five different directions.

The 504 wagon is built to be dependable,

too. We inspect virtually every single part of every single car and test each completed car for about an hour before allowing it to leave the factory. 46,000 inspections in all. We even take each one for a test drive on a specially-designed track. So you get all the dependability and durability that Peugeot has become famous for.

What it adds up to is a station wagon that really does the work of a station wagon. And one that does it economically, too. In 1975 EPA Federal tests, the 504 wagon got 25 mpg on the highway and 17 mpg in the city.*

But there's another side of the 504 station wagon. Like all Peugeots it's primarily a driving car. With such standard features as Michelin steel-belted radial tires and rack-and-pinion steering.

For all its carrying ability, it offers virtually the same comfort, driveability and ride as the 504 sedan. And that, when you consider everything else it can do, makes it quite an automobile.

*These results were obtained using a dynamometer to simulate highway and city driving conditions. Actual mileage will depend on the type of driving, road and weather conditions, individual driving habits, car maintenance, optional equipment, and other variables. Results for California specification cars were 22 mpg on the highway and 17 mpg in the city.





Some automakers design their wagons by squaring off their sedans. Ours is designed to be a wagon—from the ground up.



All five doors open wide for easy entering and loading. Inside is the same luxurious interior you'll find in the 504 sedan.



The back seat folds down with minimal effort. You can do it easily from either side of the car.



A station wagon shouldn't have to drive like a truck. The 504 station wagon drives more like a sports sedan.



Whatever you want to carry, there's plenty of room for it in the back of the 504 wagon. With the rear seat down, it will take up to 67 cubic feet of cargo.

The Peugeot 504 Diesel

If you really want to save gas, drive a car that doesn't burn any.

The first car in the world powered by a diesel engine was a Peugeot.

So it shouldn't come as a surprise that today the Peugeot 504 is one of the only two diesel cars sold in America.

You can get the diesel in either the 504 sedan or the 504 station wagon, and it's the same car as the gas model in almost every other respect. But a lot of people have found that it's a highly-practical alternative to the gas engine.

Here's why:

It gets better mileage. In 1975 EPA Federal tests, Peugeot diesels got 35 mpg in highway driving and 27 mpg in city driving.* A few small economy cars did that well, but no other luxury gas car even came close.

That's because a diesel engine is generally about 50% more efficient than a comparable gas engine. Even more in stop-and-go driving. At idle a diesel engine burns only about a quarter the fuel that a gas engine burns.

It doesn't need standard tune-ups. Because it doesn't have a standard ignition

system. A diesel engine is basically a much simpler machine than a gas engine. It has no carburetor, distributor, choke, points, spark plugs, coils, condensers or resistors. There's less to maintain and less that can go wrong.

It runs cleaner. That's because the diesel combustion process is essentially complete. There is virtually no carbon monoxide in the exhaust. In fact, the Peugeot 504 diesel engine burns fuel so efficiently that it meets all current emission-control standards without needing extra devices.

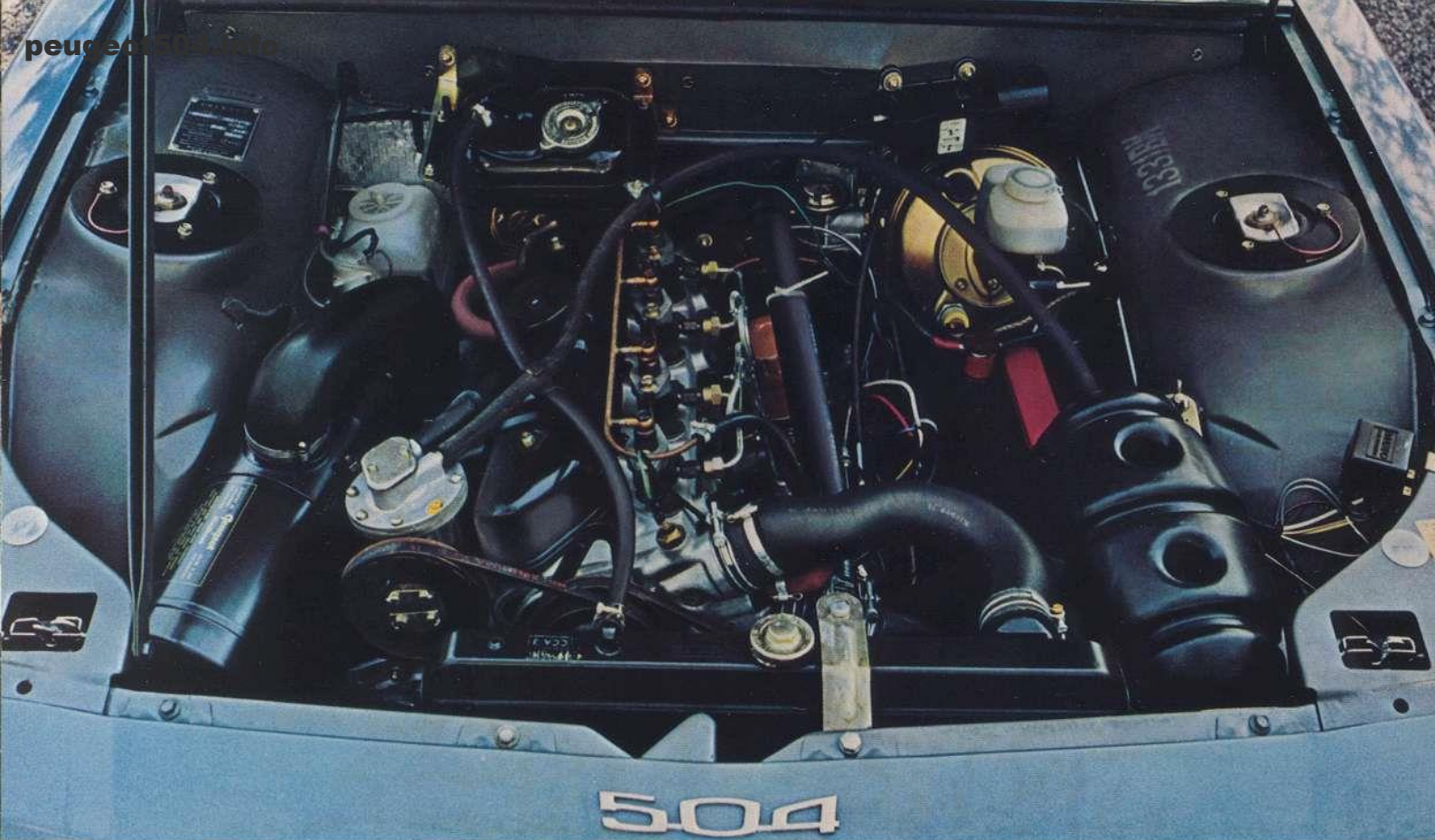
So if you do a lot of driving, you have some pretty good reasons to consider driving a diesel. And you have some pretty good diesels to choose from.

If you want a sedan, you can choose our Peugeot 504 diesel sedan. Or you can choose the other diesel if you don't mind spending a couple of thousand dollars more.

Or if you want a station wagon, you can choose the Peugeot 504 diesel station wagon. That choice is easy. It's the only diesel wagon sold in America.



peugeot 504 dtd



The diesel engine works on a much simpler principle than a gas engine. So it's more economical.



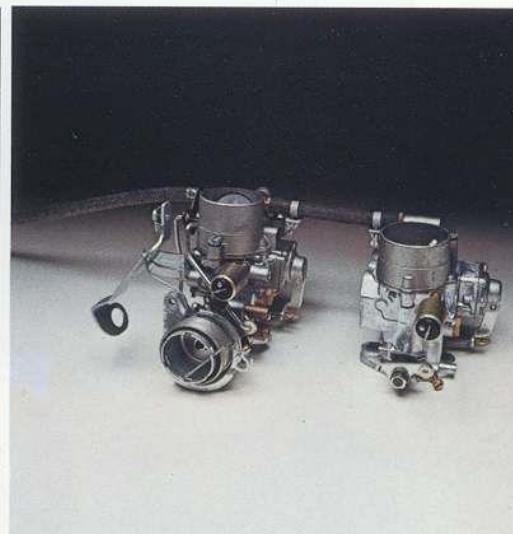
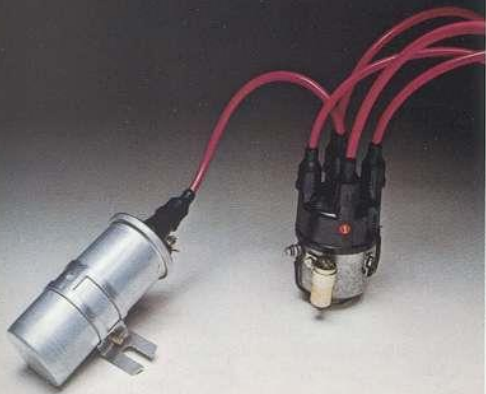
*At idle, a diesel engine is far more economical than a gas engine.
That pays off if you do a lot of stop-and-go or city driving.*



*You're almost certain to get better mileage than you're getting now.
And remember that diesel fuel generally costs less than gasoline.*

GL diesel

On the outside the 504 diesel looks exactly like the gas model—except for this plate on the back.



Coil, distributor, spark plug, and carburetors. Things you won't find in the Peugeot diesel engine. If they aren't there, they can't break down.



The only diesel station wagon in America. Its exceptional fuel economy and carrying capacity may make it the most practical car you can buy today.

Standard features of the 504

On most cars you'll find them as options. Or you won't find them at all.



Michelin steel-belted radial tires.



The roof of our sedan lets the sun shine in.



Fully-reclining front bucket seats. They also adjust automatically for height as you move them back and forth.



You never have to unload to get to the spare. It's mounted underneath the car.



Child-proof door locks let you open the rear doors from the outside, but not from the inside.



Padded steering wheel connects you to the front wheels in the most direct way: via rack-and-pinion steering.



Complete instrumentation features an electronic tachometer (except on diesel models).



Power disc brakes on all four wheels. (Station wagon has discs in front, drums in rear.)



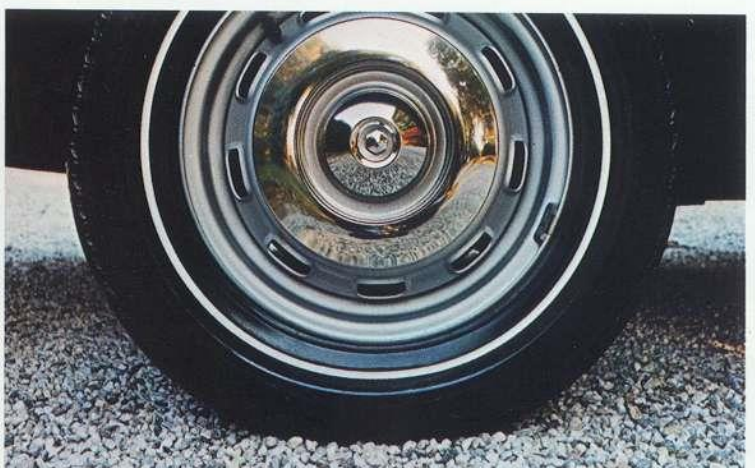
Convenient center console houses hand brake, storage tray, and rear passenger ashtray.



Electric rear window defroster and fold-down center armrest.



4-speed synchromesh transmission.



Stainless steel wheelcovers are bolted on. They can't fall off.



Electric clock with sweep second hand.



The sedan has 4-wheel independent suspension, so bumps aren't transferred from one side of the car to the other.

Options on the 504

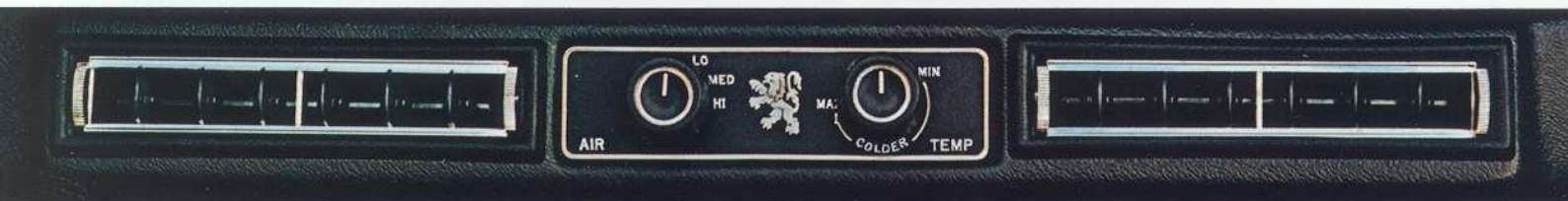
There are only 4 features that don't come standard.



3-speed automatic transmission (not available on diesel models).



Luggage rack for the station wagon.



Air conditioning. For days that are even too hot for the sunroof.



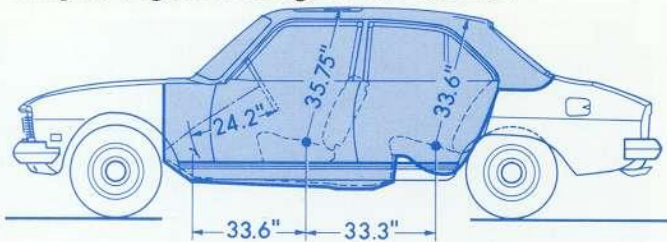
Your choice of radios: AM, AM-FM, AM-FM Stereo, or AM-FM Stereo with 8-track tape player.

Engineering of the 504

The inside story of a carefully-made automobile.

The only logical way to design a car is from the inside out.

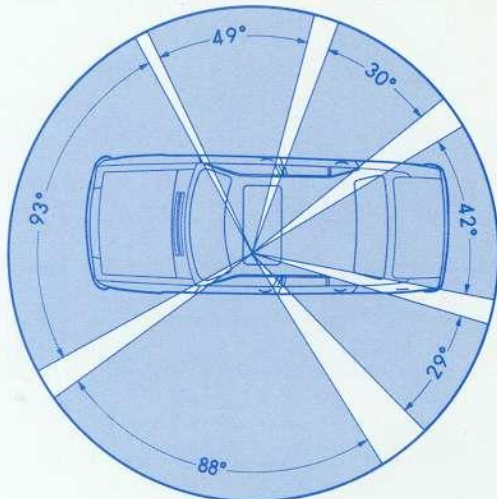
So before Pininfarina designed our exterior, Peugeot engineers designed our interior.



WIDTHS : 53.9" 52.2"
Interior Passenger Space

They started with the passenger compartment, giving it all the space adults need to ride in total comfort—in the back as well as in the front. The seats were engineered to be compatible with the suspension system for maximum comfort.

Our engineers gave the driver an instrument panel that makes logical sense. A seat that automatically adjusts to height as it moves back and forth. And a full 331° of visibility. With Peugeot's slim roof pillars and wide windows, there are virtually no blind spots.



331° Visibility

What surrounds the passenger compartment is built for safety.

The 504 has a strong unit body that is engineered to protect passengers in a crash. Both front and rear ends are designed to collapse gradually on impact, thereby absorbing energy that would otherwise be transferred to occupants of the car.

The passenger compartment, on the other hand, is designed to form a rigid cage for maximum protection of the people inside. There are also beams in the

doors for extra protection in a broadside collision. And of course, impact-absorbing bumpers.

Peugeot engineers have an ongoing commitment to safety research and development. Besides wrecking an average of three cars every week to study the effects of collision, Peugeot engineers, in cooperation with local police, investigate all accidents involving Peugeots. If necessary, they even recreate accidents to find out exactly what happened.

As a result of these investigations, Peugeot has a huge file of actual case histories—invaluable information that is used to continually improve the safety of the car.



The beginning of a test crash: Both the car and the dummies are completely wired for readings.



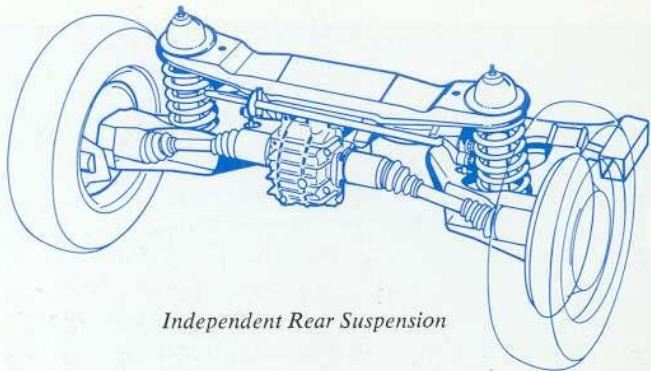
Then the car is either catapulted or driven into a concrete barrier.



The entire crash is filmed in slow motion and each car is carefully studied. Above, a front-angle crash.

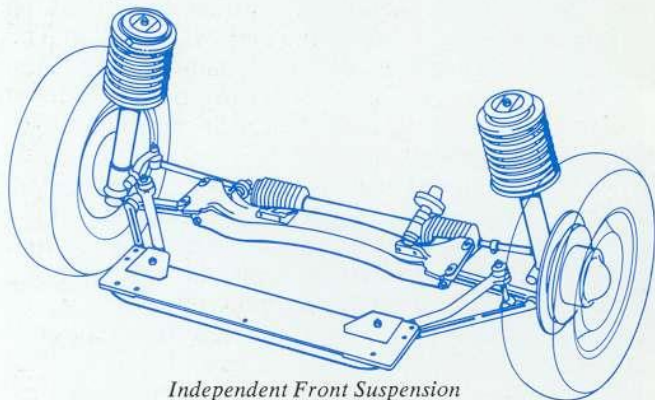
The Peugeot 504 is considered a compact car by Detroit standards. And for all its inside roominess, it does have all the advantages that being a compact implies—better fuel economy, easier parking, greater maneuverability. But we engineered in another important advantage that you might not expect in a compact car. An incredibly smooth ride.

Part of the secret is the four-wheel independent suspension system you'll find on the 504 sedan. Although the greatest European road cars have this kind of suspension, there's only one American car that has it: Corvette.



Independent Rear Suspension

The Peugeot also has front and rear anti-sway bars. McPherson struts, which give the front wheels unusually long vertical travel. And specially-designed shock absorbers that prevent the car from almost ever bottoming out.



Independent Front Suspension

The result is a unique suspension system that allows exceptional performance and control even when the car is fully-loaded.

To make sure the 504 runs quietly, its suspension has been tuned to its radial tires. All the doors have double-insulated rubber sealing. And the self-disengaging fan runs only when the engine needs cooling, reducing engine noise.

The Peugeot combines this smooth, quiet ride with exceptional handling characteristics. It comes equipped with rack-and-pinion steering, the most direct type of steering gear available. It's the kind used on the world's most sophisticated racing cars.

When you take the 504 around a curve it hugs the road almost like a sports car. The car remains controllable with consistent steering characteristics right up to the limit of adhesion. One reason for that is Peugeot's good weight distribution.

The 504's tires are another reason. You won't find high-performance Michelin steel-belted radials as standard equipment on many other family cars.



At Peugeot, we make most of our own parts. And we make many of them of forged steel instead of cast iron.



Pistons are carefully matched and weighed for each engine to achieve near perfect balance.



Every Peugeot is dunked in an electrophoresis primer bath to deter rust and corrosion.



Each car gets five coats of protective finish. The last two coats are sprayed on by hand, then baked in an infra-red oven.



Every single Peugeot is test driven after it's built. Here, the electrical system is checked out.



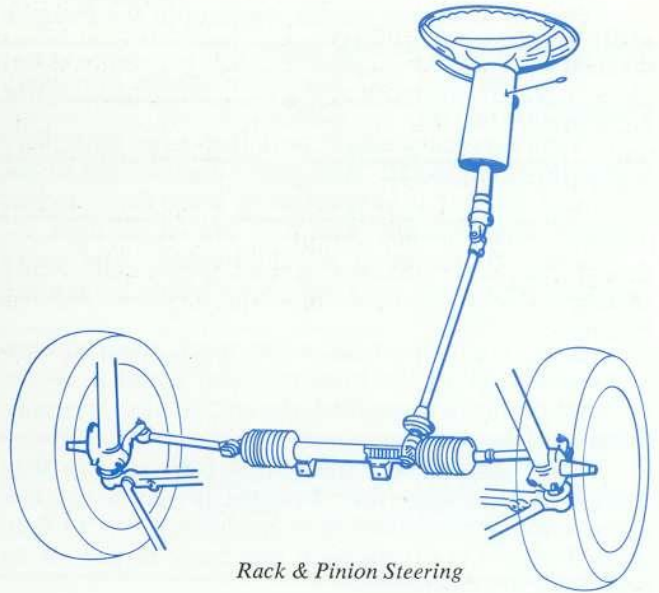
Each car is then taken on a special test track to make sure there are no rattles and to check ride and handling.



Our high speed track at Belchamp where we test future models and refinements in engineering.



A Peugeot is tested for water leaks in a special chamber that simulates a rain storm at high speed.



Rack & Pinion Steering

The 504 sedan also comes with four-wheel power disc brakes, giving it maximum stopping ability with minimum fade. On a dry surface they can stop the car from 60 mph in about 165 feet.

There's more to good fuel economy than just being a compact car.

It's something that has to be engineered into a car. That's why the 504 has a highly-efficient four-cylinder engine. A manual choke that shuts itself off if you forget to. Steel-belted radial tires. A fan that runs only when it has to. And an aerodynamic body design.

As a result, the fuel economy of all Peugeot models is excellent. Check the specification chart for the EPA mileage figures.

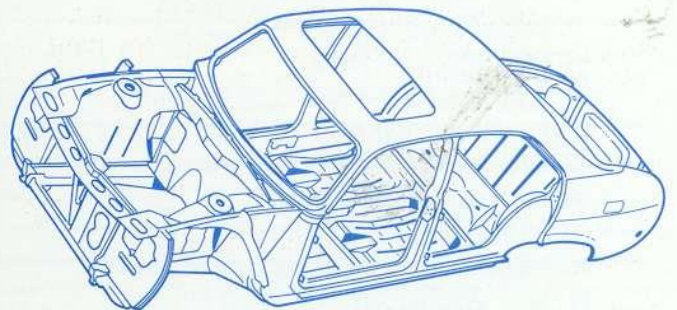
But the engineering of the 504 engine doesn't stop at its good economy and performance.

It's also designed for efficient use of space and easy maintenance. The entire engine is tilted on a 45° angle for maximum service accessibility.

All critical engine parts—including the crankshaft and the connecting rods—are made of forged steel rather than cast iron. They're more expensive to produce, but they're also stronger.

The gas engine and the diesel engine both exceed all current Federal and State anti-pollution requirements. Peugeot engineers have been able to control emission so effectively that neither engine requires the costly catalytic converter found on most 1975 cars. The gas engine can run on regular leaded fuel.

All of this fine engineering comes together when the car is finally put together.



Unit Body Construction

One of every ten people working in the Peugeot factory is a quality-control inspector.

They build 46,000 inspection checks into every Peugeot 504.

Virtually every single part that goes into every single car is inspected. And every part related to the safety of the car is inspected at least three times. Visually, electronically, and with ultraviolet light.

Every transmission is sound-tested. And every inspector who sound-tests transmissions has his hearing tested—every day.

Every engine part has a tiny mark stamped onto it, the hallmark of the inspector who tested it. When all those parts are assembled, the engine itself is bench-tested for 12 minutes.

Other automakers spot-check their cars as they roll off the assembly line. Peugeot is one of the few automakers in the world to inspect every car. In fact, every Peugeot is driven on a test track as part of its hour-long final inspection.

This total dedication to quality control is matched only by the quality of the workmanship itself. It's something you can best appreciate by looking closely at the way the various parts of the car fit together. You'll find no sloppy seams or spaces.

Each car is covered with five coats of protective finish, sanded by hand, and baked three times in infra-red ovens. One of the inner layers is a rubberized sealer which helps prevent chips and scratches from ever reaching and rusting bare metal.

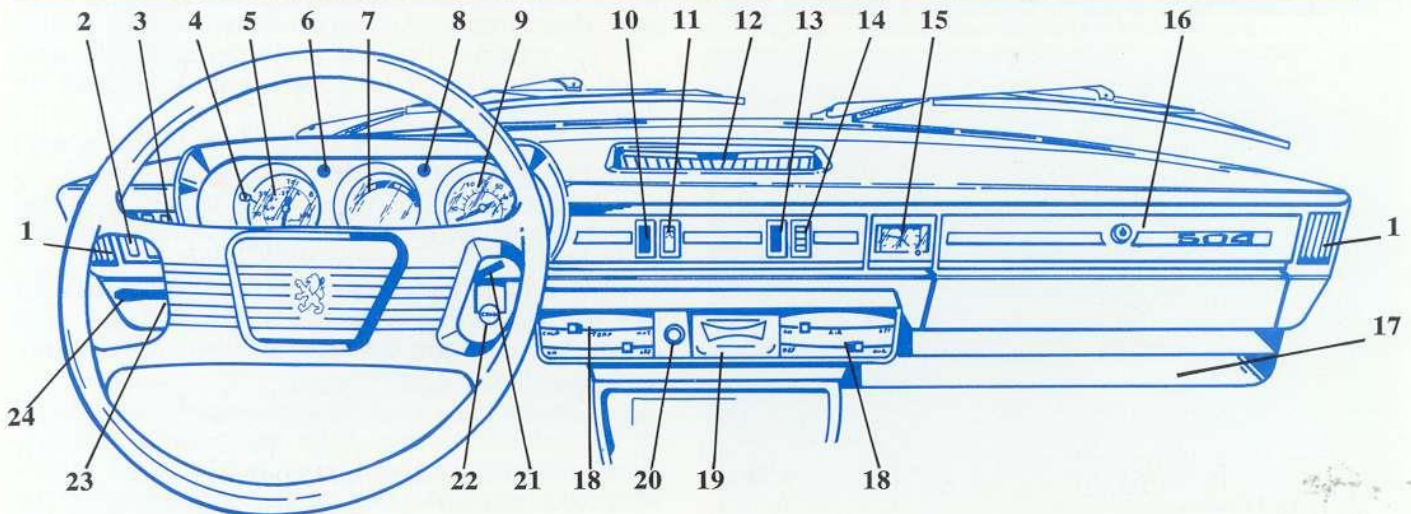


Every welded seam is sanded smooth so you can't see it.

Peugeot is also a highly autonomous automaker, manufacturing many parts for its cars.

In the end, Peugeot remains unfashionably stringent about maintaining such traditional high standards while eagerly adopting new production methods when it means making a better car.

And the result is one of the best-made cars in the world.



Instrumentation

- | | |
|--|--|
| 1. Side window defogger | 13. Lighting rheostat |
| 2. Windshield wiper switch | 14. Safety belt warning light |
| 3. Hazard warning light switch | 15. Electric clock |
| 4. Odometer reset knob | 16. Glove compartment |
| 5. Speedometer/odometer | 17. Storage Space |
| 6. Hazard warning light | 18. Heater/ventilation controls |
| 7. Fuel, battery and temperature gauge | 19. Ash tray |
| 8. Emergency brake light | 20. Cigarette lighter |
| 9. Tachometer | 21. Turn signal/horn control |
| 10. Blank (overheat warning light on diesel) | 22. Choke knob |
| 11. Rear window defroster switch | 23. Ignition switch/anti-theft lock |
| 12. Central air vent | 24. Light switch/windshield wipe-wash switch |

Dimensions & Specifications

Model	504 SEDAN	504 STATION WAGON	504 SEDAN DIESEL	504 STATION WAGON DIESEL
Model Number	504 A91 (Standard) 504 A93 (Automatic)	504 D91 (Standard) 504 D93 (Automatic)	504 A90 (Standard)	504 D90 (Standard)
Body Style	4-door Sedan with manual sliding sunroof	5-door Station Wagon	4-door Sedan with manual sliding sunroof	5-door Station Wagon
Dimensions				
Wheelbase	108"	114"	108"	114"
Overall Length	182.4"	194.4"	182.4"	194.4"
Overall Width	66.7"	66.7"	66.7"	66.7"
Overall Height	57"	61"	57"	61"
Curb Weight	2,860 lbs.	3,105 lbs.	3,000 lbs.	3,230 lbs.
Sedan Trunk & Station Wagon Volume	20 cu. ft.	67 cu. ft.	20 cu. ft.	67 cu. ft.
Capacities				
Fuel Tank	14.8 gallons	15.8 gallons	14.8 gallons	15.8 gallons
Engine Crankcase	4¼ quarts	4¼ quarts	5¼ quarts	5¼ quarts
Cooling System, including Heater	8½ quarts	8½ quarts	10½ quarts	10½ quarts
Steering				
Type	Rack & Pinion	Rack & Pinion	Rack & Pinion	Rack & Pinion
Ratio	22.2 to 1	22.2 to 1	22.2 to 1	22.2 to 1
Turning Circle	35'10"	37'5"	35'10"	37'5"
Steering Turns, Lock-to-Lock	4½	4½	4½	4½
Tires				
Type	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial
Size	175 HR x 14	185 SR x 14	175 HR x 14	185 SR x 14
Brakes				
Control	Power-assisted hydraulic with compensator cable control on rear wheels			
Front	Disc	Disc	Disc	Disc
Rear	Disc	Drum	Disc	Drum
Engine				
Model Number	XN-USA		XD-490	
Type	4 Cylinder, Overhead Valve		4 Cylinder, Overhead Valve	
Bore & Stroke	3.46" x 3.20"		3.54" x 3.26"	
Piston Displacement	1971 cc/120.3 cu. in.		2112 cc/128.9 cu. in.	
Compression Ratio	8.0 to 1		22.4 to 1	
Max. Power @ rpm (SAE net)	88 at 5500 rpm		65 at 4500 rpm	
Max. Torque @ rpm (SAE net)	110 ft. lb. at 2900 rpm		87.5 ft. lb. at 2500 rpm	
Emission Control	Air injection, thermal reactor Deceleration valve added for California		none	
Main Bearings	5		5	
Carburetion/Fuel Injection	2 One-Barrel Carburetors		Bosch Mechanical Fuel Injection	
Fuel Requirement	Regular Leaded 91 RON		Diesel Fuel—Type 1 or 2	
Transmission				
Type	4-Speed Synchromesh/Optional Automatic		4-Speed Synchromesh	
Gearbox Ratios	Manual: 0.281, 0.475, 0.732, 1 Automatic: 0.391, 0.659, 1		0.273, 0.461, 0.710, 1	
Rear Axle Ratio	3.89 to 1	4.11 to 1	3.89 to 1	4.22 to 1
Electrical System				
Type	12 Volt 65 Ampere/Hour Battery Three Phase Alternator 750 Watt maximum output		12 Volt 90 Ampere/Hour Battery Three Phase Alternator 750 Watt maximum output	
Suspension				
Front	Independent	Independent	Independent	Independent
Rear	Independent	Rigid Axle with 4 Coil Springs and Telescopic Shocks	Independent	Rigid Axle with 4 Coil Springs and Telescopic Shocks
Anti-Sway Bars	Front & Rear	Front & Rear	Front & Rear	Front & Rear
Bodywork				
All-Steel Unit Body Construction				
1975 EPA Federal Mileage Data*				
Highway Driving	27 mpg	25 mpg	35 mpg	35 mpg
City Driving	20 mpg	17 mpg	27 mpg	27 mpg

*These results were obtained using a dynamometer to simulate highway and city driving conditions. Actual mileage will depend on the type of driving, road and weather conditions, individual driving habits, car maintenance, optional equipment, and other variables.

Peugeot reserves the right to change any specifications set forth herein without prior notice but will request dealers to notify purchasers of new Peugeot automobiles of such changes.



PEUGEOT

Great automobiles since 1889