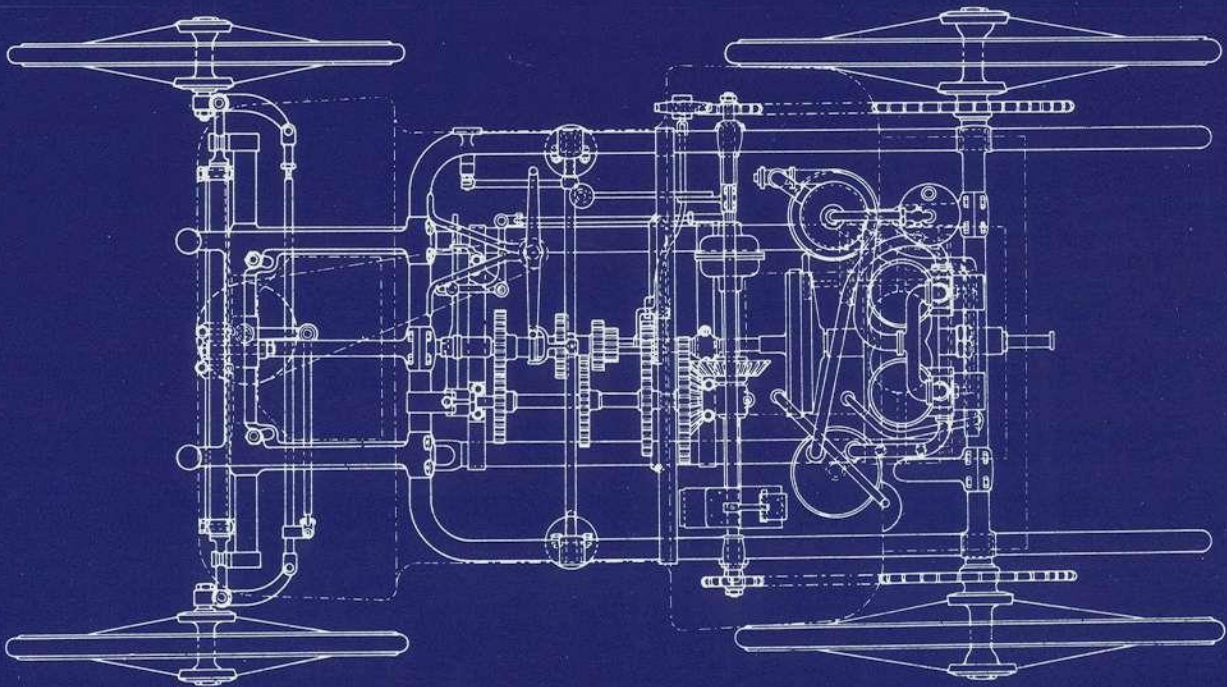
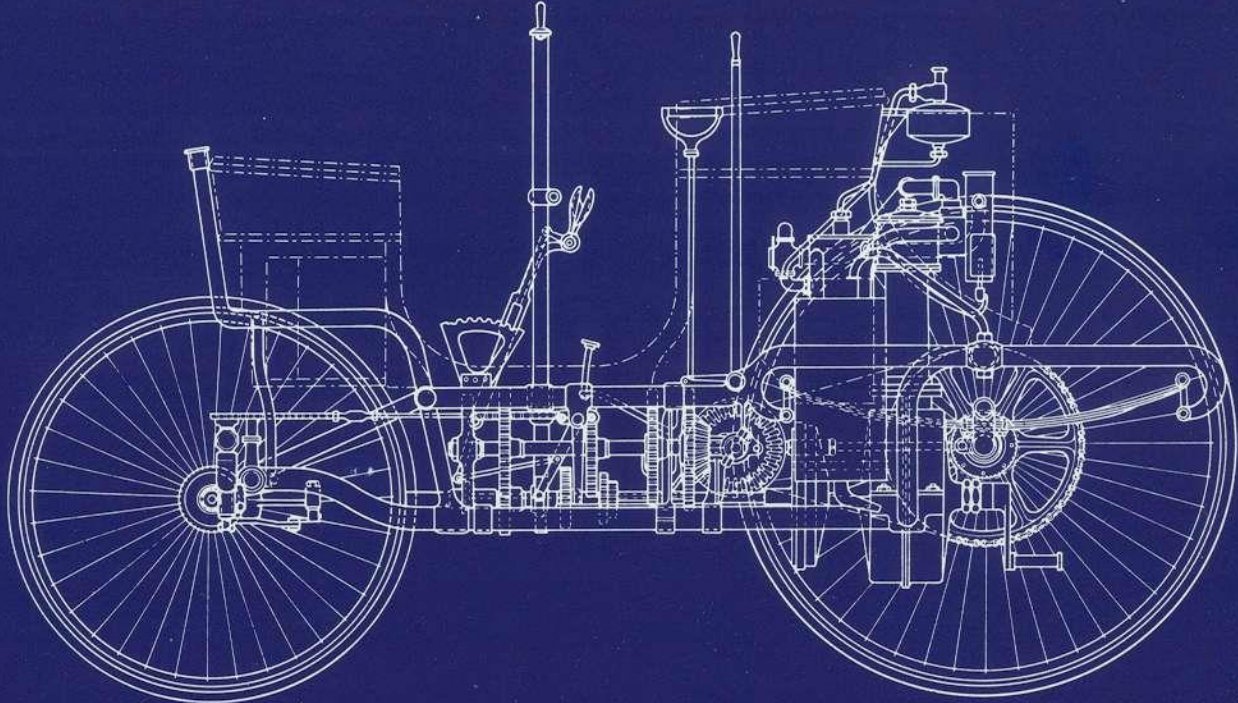




PEUGEOT (C)
SA 111

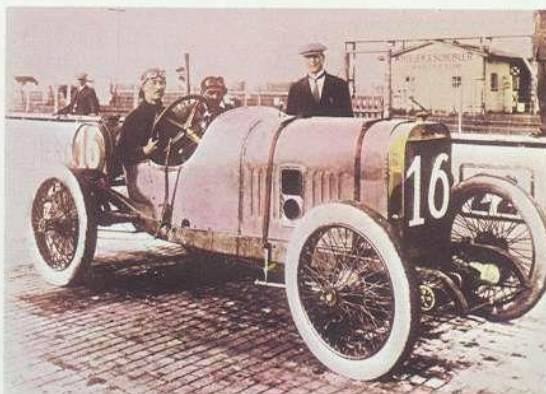


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The 1906 chain-driven Torpedo, powered by an advanced four-cylinder, 12 horsepower engine.



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



The Voiture à 2 Places—20 were built between 1898 and 1902.



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



The aerodynamic Type 202 of 1938.



The Peugeot 404 convertible, introduced in 1961.



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



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



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



This Peugeot won at Indianapolis in 1919, with an average speed of over 88 miles per hour.



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



The 1892 Peugeot Vis-à-Vis.



The 1938 Peugeot Délémont.



The world's first station wagon. The Peugeot Ranch Wagon of 1895.



The 1905 Peugeot Quadricycle. We build great bicycles too.



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



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 company in the world. Armand Peugeot built his first model in 1889. He unveiled it at the Paris Exposition during the opening ceremonies of the Eiffel Tower. 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 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.

Even then, Peugeots were recognized for their engineering and durability. The world's first station wagon bore the marque of Peugeot, as did the world's first diesel-powered passenger car.

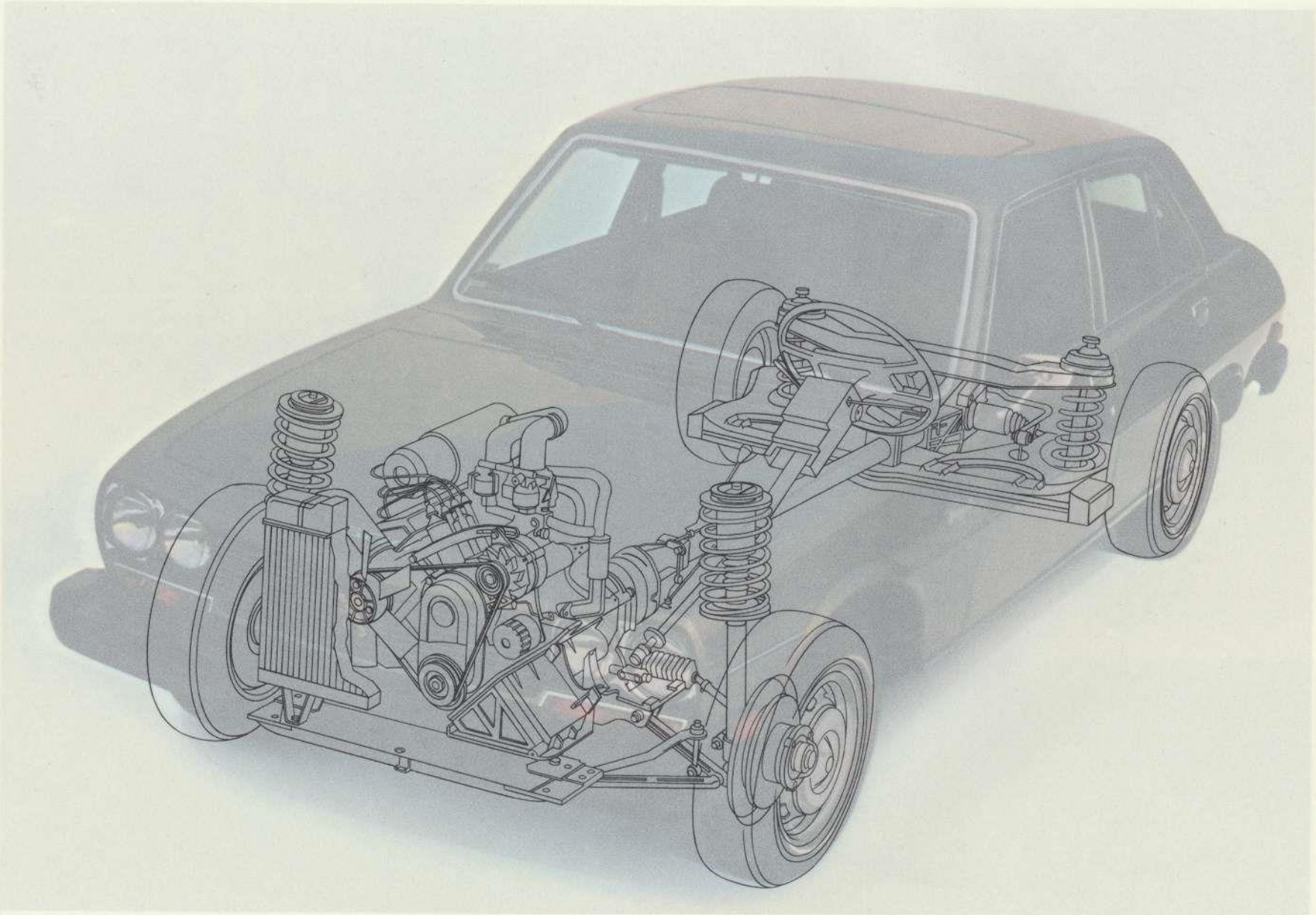
Features like rack and pinion steering and independent suspension first appeared on Peugeots long before they appeared on most other cars.

Throughout our history, Peugeot has remained dedicated to producing great automobiles. And today every one of our cars is still made with the same pride, the same 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 inside story of a carefully built automobile.



The inside story of a carefully built automobile.



We make most of our own major parts, many of them from costly forged steel.

A great car is the sum of its parts. Peugeot is a highly autonomous automaker. Which means we make most major parts ourselves. And we don't skimp where you can't see.

For instance, virtually all critical parts in the engine, transmission and suspension are made of forged or cast steel instead of stamped steel.

It costs more to make them that way.

But it makes them more durable.

We also make our own shock absorbers. And we design them to last for at least 60,000 miles of normal driving.

Legendary smoothness

Precision parts lead to a car that performs outstandingly well—under any conditions.

To make sure the Peugeot sedan does just that, we engineered in an advantage you may not expect in a car that Detroit considers a compact. An incredibly smooth ride. Part of the secret of it is our four-wheel independent suspension system.

Most great cars have it, most ordinary cars don't.

And the reason is logical: it costs more.

We also put in front and rear anti-sway bars to keep the car level when cornering.

McPherson struts that give the front wheels unusually long vertical travel.

And our own specially-designed huge front shock absorbers that level out bumps and ruts and prevent the car from almost ever bottoming out.

The result: a ride so smooth it prompted Road and Track magazine to say:

"We've never driven a car that was affected less by bumps, ditches, ridges or ruts even when being driven hard."

A quiet ride

When you ride in a Peugeot, you'll notice a distinct lack of noise for a car its size. One reason: we invented a thermostatically-controlled fan that runs only when the engine needs cooling, then shuts itself off.

Wind also contributes to the noise you hear in a car. The shape of the Peugeot body was developed in a center for aerodynamic research through a series of wind tunnel tests.



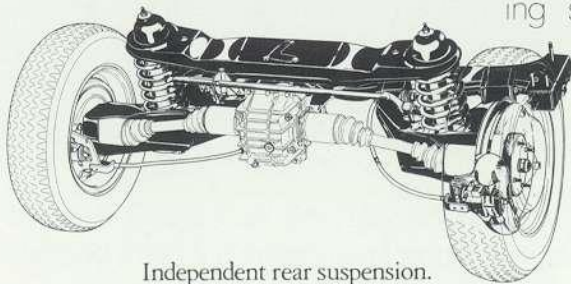
Pistons are carefully matched and weighed for each engine to achieve near perfect balance.

And all the doors have double-insulated rubber sealing.

A highly responsive car

The heart of a car's handling is its ability to do precisely what you want, when you want it. The Peugeot consistently maneuvers competently and quickly.

We equip every Peugeot with rack and pinion steering—the steering system used on the



Independent rear suspension.

world's most sophisticated racing cars. As a result the Peugeot is one family car that takes a turn and rides the road almost like a sports car.

The choice of tires helps dictate a car's road manners. Peugeot's choice of high-performance Michelin steel-belted radials was no accident.

Which explains why the Peugeot behaves impeccably—on any road, in any weather.

We also give you four-wheel power disc brakes that give the sedan excellent braking stability. They can stop the car from 60 mph in about 165 feet on a dry road. The wagon, on the other hand, comes equipped with heavy duty drums on the rear. Both these systems give you high fade resistance.



Rack and pinion steering.

Economy is part of the engineering

Every Peugeot comes equipped with built-in dollar savers. Like a four-cylinder engine instead of the usual six or eight. So you



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



Every Peugeot is dunked in an electrophoresis primer bath.

a fan that runs only when it has to so you don't burn more gas than you have to.

Peugeot engineers have been able to control emission so effectively that both the gas and diesel engines exceed all current Federal and state anti-pollution requirements without the help of a costly catalytic converter.

And our gas car can run on regular leaded fuel.

Finally, the engineering, performance and economy of a Peugeot is wrapped in a body that meets its mettle.

Some 7,000 welds neatly hold it together—with no sloppy seams or spaces. We even bolt on the hub caps so you can't lose them.

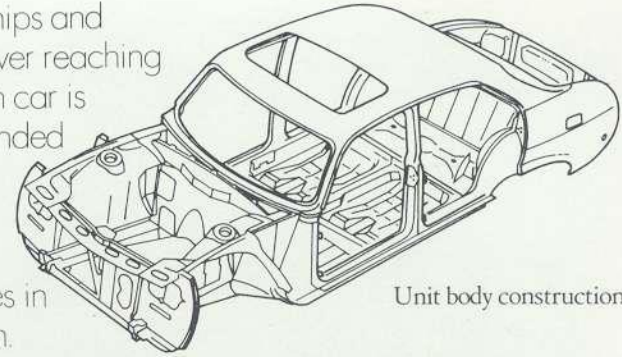
And we're extremely finicky about the way we finish a Peugeot.

Every car goes through a six-stage protection process to fight rust and corrosion. This includes dunking each body in an electrophoresis primer bath and coating it with a rubberized sealer to

use less fuel (for EPA mileage estimates, see specifications page). And dole out fewer dollars for tune-ups.

We also give you a manual choke that remembers to shut itself off if you forget to. And

help keep any chips and scratches from ever reaching bare metal. Each car is also carefully sanded by hand, given two coats of finish paint, and baked three times in an infra-red oven.



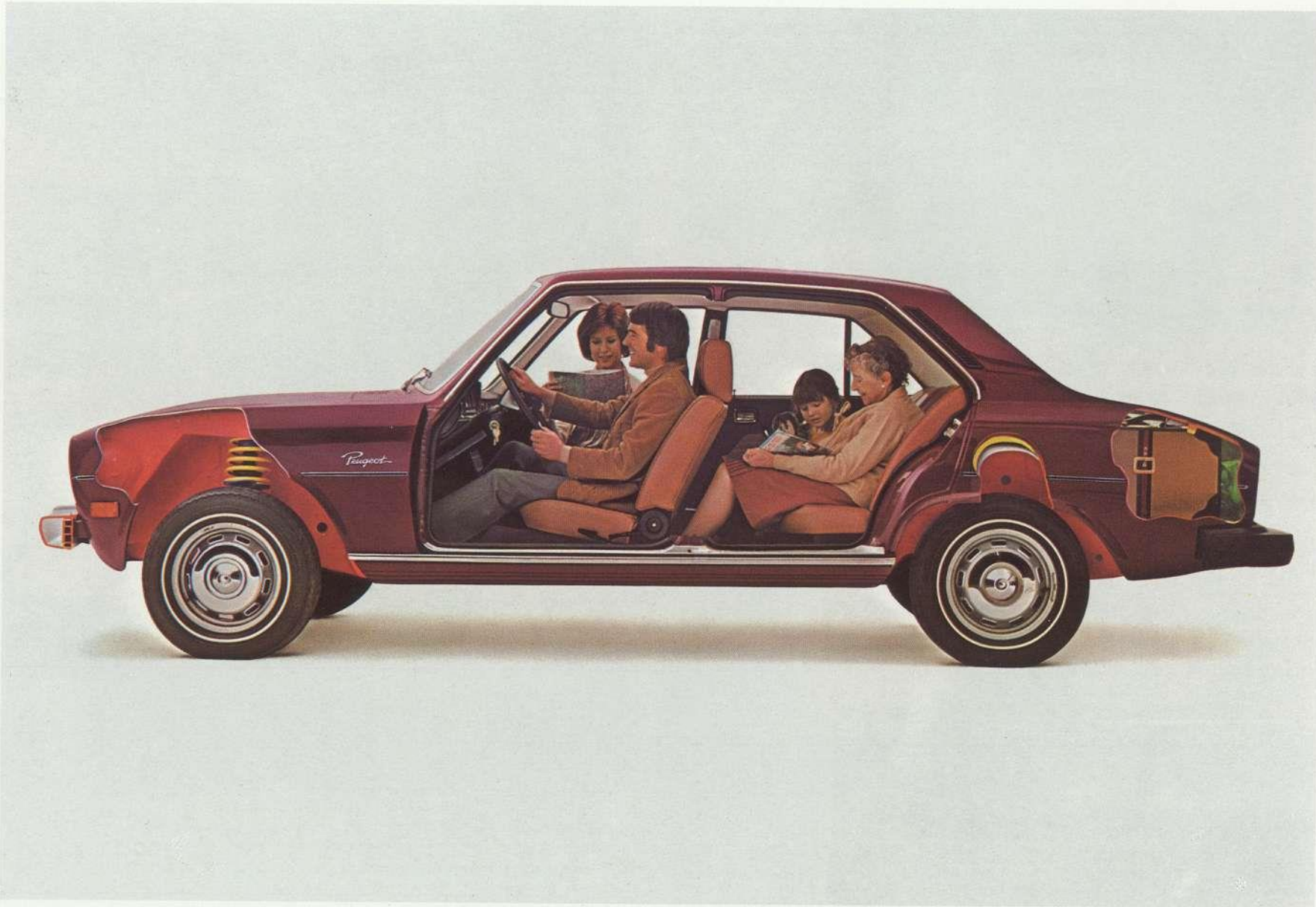
Unit body construction.

We build fine engineering into every Peugeot—continuing the same high standards we began in 1889. Yet we eagerly adopt new production methods when it means making a better car.

The result of our dedication is a finely engineered automobile, known throughout the world for its durability and performance.



Each car gets a six stage protective finish. The last two coats are sprayed on by hand and baked in an infra-red oven.



The inside of a Peugeot can measure up to anyone.



Some cars fool you. They look big and roomy on the outside, but inside they cramp your style.

The reason is very simple. Most cars are designed backwards—from the outside in. With the unfortunate result that the shape of the exterior dictates the size of the interior.

The Peugeot 504 is different. It was designed logically—from the inside out. So by the time Italy's famous Pininfarina began creating the 504's body, Peugeot engineers had already designed almost the entire inside of the car.

Full-size comfort

Since they were not confined by the whims of a stylist, Peugeot engineers had the freedom to create the room adults need to ride in comfort—in the back seat as well as the front.

So while the 504 isn't large on the outside, you'll find it has much the same headroom and legroom as a full-size car on the inside.

And if you find that surprising, notice the trunk. It's big enough to hold nine pieces of luggage.

This triumph of engineering was achieved by ingeniously suspending the spare tire under the car where it won't take up precious trunk space. What's more, you don't

have to unload the trunk if you get a flat. You just pull a lever and the spare drops to the ground. The jack is stored under the hood (except in the diesel).

Our seats are one of our biggest assets

The front seats of a Peugeot are fully reclining. What's more, they adjust their



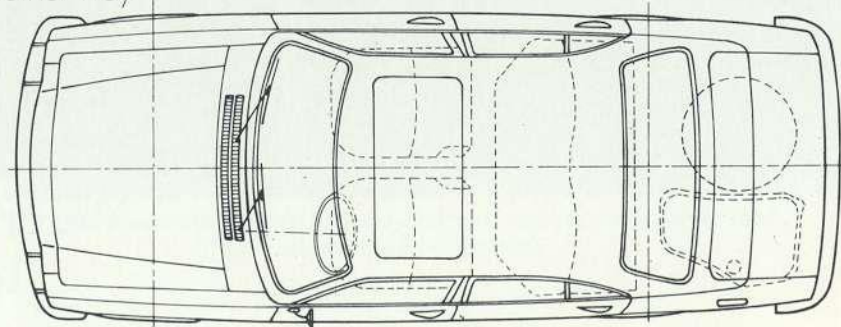
Our engineers designed the passenger compartment to give you big car comfort — front and rear.

height for your height as you move them forward and back.

Both front and rear seats are tuned to the suspension system so you don't bounce when the car bumps. They're also orthopedically designed to support your body on sharp curves and to cushion your body on bumpy straightaways.

Windows and doors affect comfort, too. The Peugeot has a full 331° visibility. Wide windows and strong, slim roof pillars mean there are virtually no blind spots. A short, sloping hood lets you see the road as close as 15 feet ahead. And the doors swing open 70 degrees so you can make your exits gracefully.

We build cars this way because we've always believed a car's comfort is more important than its looks. In fact, when you design cars for people instead of showrooms, you can't build them any other way.





We crash an average of 3 Peugeots every week
to make it safer for you if you crash yours.

Peugeot engineers have an ongoing commitment to safety. They wreck an average of three cars every week to study the effects of collision on cars and dummies.

But our engineers study the effects of collision on real people, too. They work with Paris police to investigate major accidents that involve Peugeots. They'll even recreate an accident to find out exactly what happened if they have any doubts.

The result of these investigations is an impressive file of over 3,000 detailed case histories—information we continually use to learn how to build safer cars.

At Peugeot safety isn't an afterthought. What surrounds you in the car has been engineered to protect you.

The Peugeot has a strong unit body construction that is engineered to protect passengers in a crash. Both front and rear ends are designed to collapse gradually on impact and absorb energy that would otherwise be transferred to people inside the car.

The passenger compartment, on the other hand, is designed to form a rigid cage for better protection of the people inside.

And that includes beams in the doors to provide extra protection in a broadside collision. And child-proof locks in back so your kids can't accidentally open the rear doors.

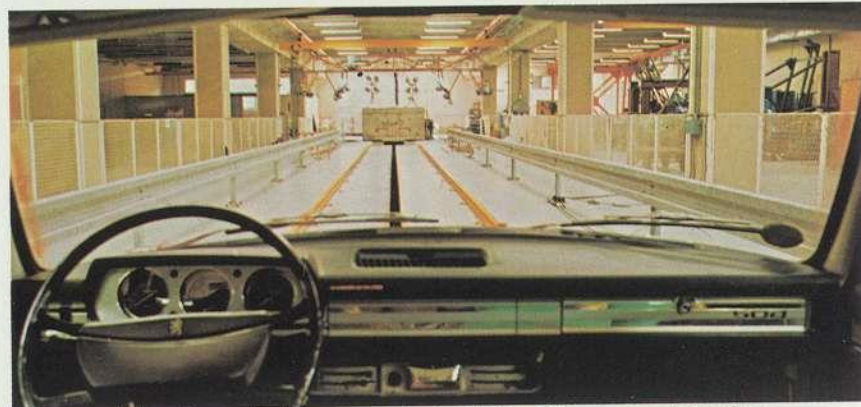
Of course, a Peugeot has impact-absorbing bumpers, a padded dash, headrests, a collapsible steering column and front and rear seat belts that give you all the restraint a system can, yet still give you freedom to move.

But it also has safety features you won't find required by law. Like wide windows and strong, slim roof pillars. So you have a full 331 degrees of visibility—with virtually no blind spots.

At Peugeot, we think there's no such thing as a car that's too safe.



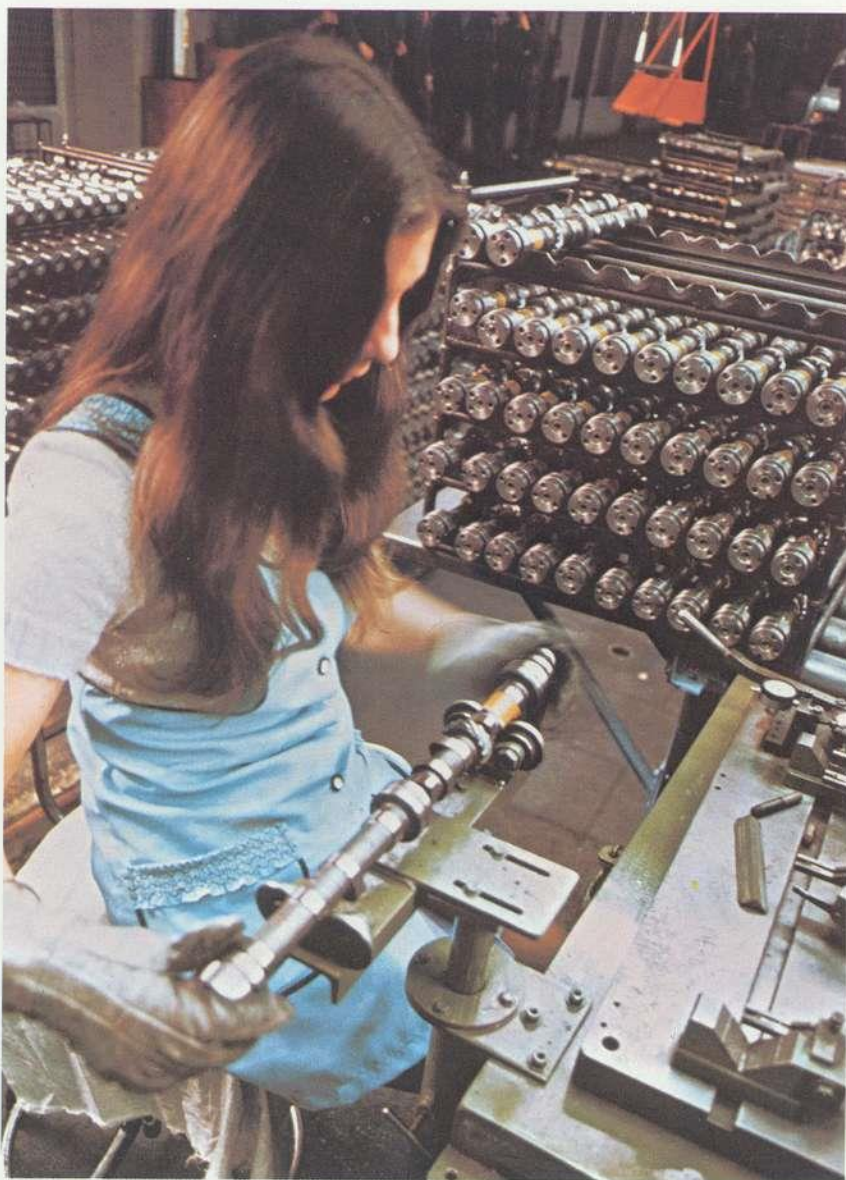
At the beginning of a test crash both car and dummies are wired for readings.



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.



Every camshaft is stamped with the hallmark of its inspector.



We put every car through a complete dynamometer test.



We drive every car over bumps and ribs and cobblestones.



We check the suspension system for ride and handling.

We check almost every part of every Peugeot—and double-check every car on a test track.



Most automobile makers just spot check their cars. Peugeot is a lot more exacting. We poke, probe and peer into every car we make.

One out of every ten people working in the Peugeot factory works in quality control. And they're a very critical group. That's why we're extremely fastidious about the parts that make up our car.

We make most major parts right in our own factories. And subject these parts to a rigorous system of checks and inspections. If the part is safety-related, we inspect it at least three times. Visually. Under ultra-violet light. And electronically to expose any flaw that can't be seen with the naked eye.

Even parts we don't make are subjected to rigorous inspections.

And every part that's inspected is signed, stamped, or logged by the inspector who inspected it.

But that's not all.

Every engine is bench-tested for 12 minutes. And every transmission is sound-tested in a special booth by an inspector whose hearing is tested—every day.

We even measure the thickness of the car's paint. And an inspector goes over the entire job with white gloves. If he finds any flaws, the car is taken off the inspection line, repainted, and inspected again.



In fact, a long section of each assembly line is devoted entirely to inspection.

That's how determined we are to give you a flawless car.

An hour-long last look

And still our work isn't done. Because when a Peugeot comes off the assembly line, we don't just park it in the nearest lot.

We take it for a drive on a specially-designed test track. Not just a few Peugeots, but every single one of them. That way we make sure everything that's supposed to work works the way it's supposed to.

We test the electrical system from the headlights to the taillights—and everything in between.

We check the gauges on the dash and test the speedometer for accuracy. We listen for wind whistles around the windows and doors. And for any strange sounds rising out of the transmission.

We test the turn signals to make sure they turn off after completing a turn.

We test the engine for acceleration. And the brakes for deceleration. At 50 mph, with no hands on the wheel. (If the car doesn't stop straight, we check it out and test it again.)

We test the steering system around a few wicked curves. And the suspension system over more than a few bumps, ribs and cobblestones.

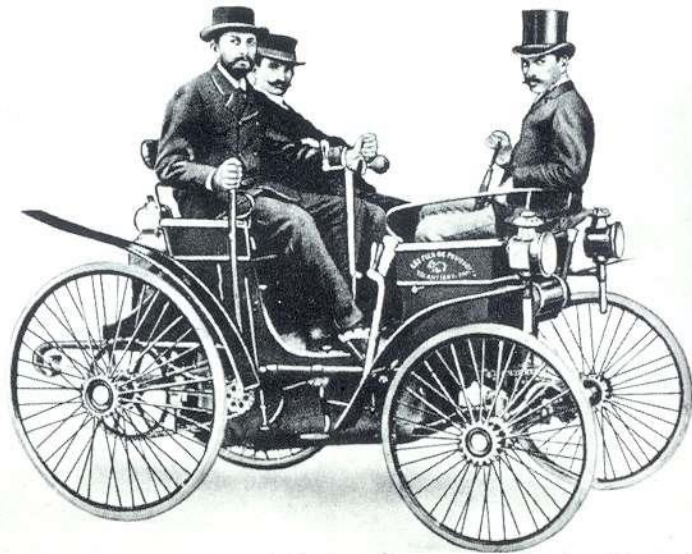
Then we drive it into a special building where we check the car for wheel alignment and engine tune. And where we right any wrongs that showed up in testing. And when we're all done we drive every Peugeot through a special rain tunnel to make sure nothing leaks.

It's not easy to become a Peugeot. But we're hard on our cars for a reason. We don't want them to give you a hard time on the road.





Peugeot won the world's first recorded auto race in 1894-
and we're still winning them today.



The 1891 Peugeot—acclaimed “the least dangerous, easiest handling and most economically running vehicle” in the world’s first recorded auto race.

At Peugeot, we’re not content to just test our cars on a test track. So we test them in some of the world’s most grueling endurance races.

Because when you find out how a car stands up on dusty roads, jungle trails and mountain passes, you learn a lot about its performance and durability.

A new world’s record

In 1975 Peugeot won the world’s three most brutal tests of an automobile—the African rallies. It’s the first time any automobile manufacturer has swept all three events in one season. Here is a brief breakdown of each rally:

The Bandama. A Peugeot 504 finished first in all seven categories—where it’s an achievement just to finish. The cars traveled cross-country through Africa’s Ivory Coast over more than 3,000 miles of some of the worst roads in the world. Out of 52 entries only seven finished the race. Three were Peugeots.

East African Safari. Experts call it five days of the world’s most

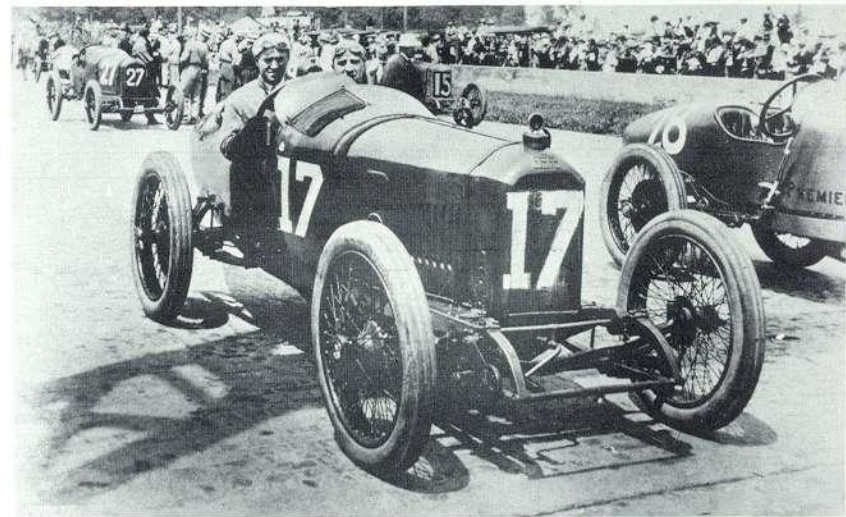
rugged driving. The winner: a Peugeot 504 sedan. Eighty-six starters began in Nairobi, only 14 finished. Since the first East African Safari in 1953, Peugeot has won 19 trophies, including four outright victories. That’s more than any other car in the world.

Moroccan Rally. Peugeot placed first and second, once again proving its spectacular performance. The 5-day rally was so grueling that out of the 102 starters in Casablanca, only 15 crossed the finish line. Seven of them were Peugeots.

But racing has always stirred our blood, beginning back in 1894 when a Peugeot won the world’s first recorded auto race for being “the least dangerous, easiest handling and most economically running vehicle.”

Today we race Peugeots where flat-out speed is not the only consideration. Because today it’s more important for an automobile to be able to perform well over thousands of miles of bad roads.

When a car can stand up to conditions like that, it shouldn’t let you down on the highway.



The 1913 winner of the Indianapolis 500. Of the five European cars ever to win this race, three were Peugeots.



The Peugeot 504 SL sedan.
It's designed by engineers instead of stylists.

We believe a car should get you where you want to go—as smoothly, comfortably, and safely as possible.

That's why the Peugeot 504 SL is a luxury car that's the handiwork of skilled engineers. We believe luxury is something you build into a car. So that many items that are optional on other cars and send the price soaring are standard on the 504 SL.

But you can't just look at the Peugeot to fully appreciate it. You also have to drive it. Peugeot's smooth ride is legendary. It's a ride that's impressed America's major automotive magazines.

The reasons are no secret. Independent four-wheel suspension that absorbs bumps and thumps. Special shock absorbers patented and built by Peugeot. And Michelin steel-belted radial tires. The 504 SL is essentially a driving car, so it has power-assisted rack and pinion steering for precise handling. And power-assisted disc brakes on all four wheels to guarantee quick, steady stops.

Comfort without cramps

But Peugeot engineering doesn't stop with good handling. It's part of our car's complete concept. Consider comfort.

Although the 504 SL may look like a compact on the outside, your body will notice an immediate difference on the inside. It has practically the same headroom, front and rear legroom, and trunk room that's in most full-size cars.

The Peugeot has orthopedically designed seats that custom-fit your body and treat it respectfully, no matter how high or wide you fit the seat. That's because they adjust to your own size. We also put in wide door openings to make your entrances and exits graceful rather than gawky.

Then for comfort of mind we engineered in safety. A strong unit body construction to gradually absorb the impact of a collision and protect everybody inside.



Our efficient use of space provides the same comfort you find in most full-size cars.

We also put in windows for 331 degrees of visibility. And child-proof locks on the rear doors.

Yet despite its luxury features the 504 SL is still an economical car. With a built-in money saver. An efficient 4-cylinder engine that uses less fuel (for EPA mileage estimates, see specifications page). And saves you money on tune-ups.

We've been building cars since 1889, so we've had over eight decades of experience in learning how to build a better car.



The trunk holds 9 pieces of luggage.



Luxury cloth upholstery is standard.



The Peugeot 504 wagon.
It's not just a squared-off sedan.



Unlike wagons that are little more than modified sedans, the Peugeot wagon has been engineered from the ground up to be a wagon.

When you put it up against our sedan, you can see a little of what we mean.

The Peugeot wagon is a whole foot longer than our sedan, with a six-inch longer wheelbase.

We also gave it a roof that's higher in back than in front, to give you all the room we could possibly give you.

When you look underneath the two cars, you can see a little more of what we mean.

The Peugeot sedan has fully independent suspension. The Peugeot wagon has a heavy duty solid rear axle.

The Peugeot sedan has two coil springs in back. The Peugeot wagon has four.

As a result, the Peugeot wagon has the brawn to carry 1290 pounds of just about anything.

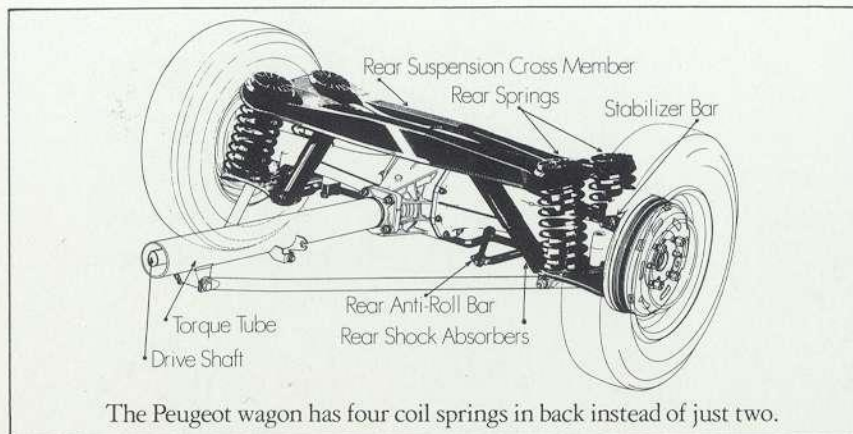
A wagon that handles like our sedan

But while the Peugeot wagon has the muscle of a truck, it doesn't drive like one.

Quite the contrary.

In fact, its handling is almost indistinguishable from that of our sedan.

And its ride is equally comfortable. Even fully loaded.



Because like the Peugeot sedan, it's essentially a driving car. With power assisted rack and pinion steering, Michelin steel-belted radials, anti-sway bars front and back, and power assisted brakes that resist fading—even in a panic stop.

A big interior without a big exterior

Of course, the main reason you buy a wagon is for room. And there again, the Peugeot wagon is an eye opener.

The top-hinged tailgate opens up to a full 67 cubic feet of cargo space.

The rear platform area is 80 inches long and 42 inches wide.

The four other doors open wide for easy loading from five different directions.

And the back seat conveniently folds down from either side of the car.

As a special consideration we put the spare tire under the car instead of in it.

So you have more room to carry things and so you don't have to unload everything to get at the spare.

We also put in fully-reclining front seats, a rear-window defroster and child-proof locks on the rear doors.

But hauling, handling and convenience aren't the only virtues of the Peugeot 504 wagon. It's also built to hold up.



We make sure of that by making most of our major parts right in our own factories. And by inspecting practically every single part at least once. Whether we make it or not.

And then we take every single Peugeot for a drive over a specially-designed test track to make sure everything that's supposed to work works the way it's supposed to.

We know it sounds like our wagon promises a lot.

But we made the world's first station wagon back in 1895. So we've had plenty of time to learn about delivering the goods.



A loaded argument for the Peugeot wagon. Each car contains 16 bags of cement.



The Peugeot 504 diesel wagon.
The only diesel station wagon sold in America.



The Peugeot 504 diesel sedan.
With a few small exceptions, it goes farther on a dollar's worth of fuel than any car sold in America.



The editors of Road Test magazine drove this Peugeot diesel 50,000 miles, then completely tore it apart.

In 1923, we built our first diesel powered passenger car. Since then, we've done a lot of refining.

The 504 diesel, unlike some of its competitors, is more than just a modified gas engine. It was designed from the start to be a diesel.

Recently the editors of Road Test magazine drove a Peugeot 504 diesel 50,000 miles and completely tore it apart. After inspecting virtually every part, they came to this conclusion: "The concept of a lifetime automobile is a great one, and if any car should be on top of the short list of those cars, the Peugeot diesel is it." Of course, this is the opinion of one group of automotive experts and should not be taken as a lifetime guarantee. No company could claim that. But all claims aside, we do believe there are some very objective reasons for owning a Peugeot diesel.



35 mpg highway, 27 mpg city.* A

Peugeot diesel goes farther on a dollar's worth of fuel than all but a few cars sold in America. One reason: diesel fuel generally costs several cents a gallon less than gasoline, depending on state and local taxes. So you not only get more miles to the gallon, you get more gallons to the dollar. But you don't have to be a long distance driver to justify a diesel. At idle it burns about one-fourth the fuel a gas engine burns—perfect for city driving (*See specifications page for EPA statement.)

No costly tune-ups. A diesel is basically a less complex machine than a gas engine so you can forget about costly tune-ups—forever. Because there's practically nothing to tune up. No spark plugs, points or condenser—not even a carburetor. We do recommend, however, that you change the oil every 3,000 miles.

A vote for clean air. The diesel engine is an increasingly popular answer to the problems of environmental pollution. It runs cleaner than gasoline engines. Because the diesel combustion process is essentially complete. There's almost no carbon monoxide in the exhaust, so there's no need for an expensive catalytic converter.

The Peugeot diesel. It just could be the most practical car you've ever owned.

Parts you won't find in the Peugeot diesel engine.



1. Coil 2. Distributor



3. Spark Plug



4. Carburetors



Our engineers give you an instrument panel that's simple, functional and easy to read.

We put warning lights where there should be warning lights and gauges where there should be gauges.

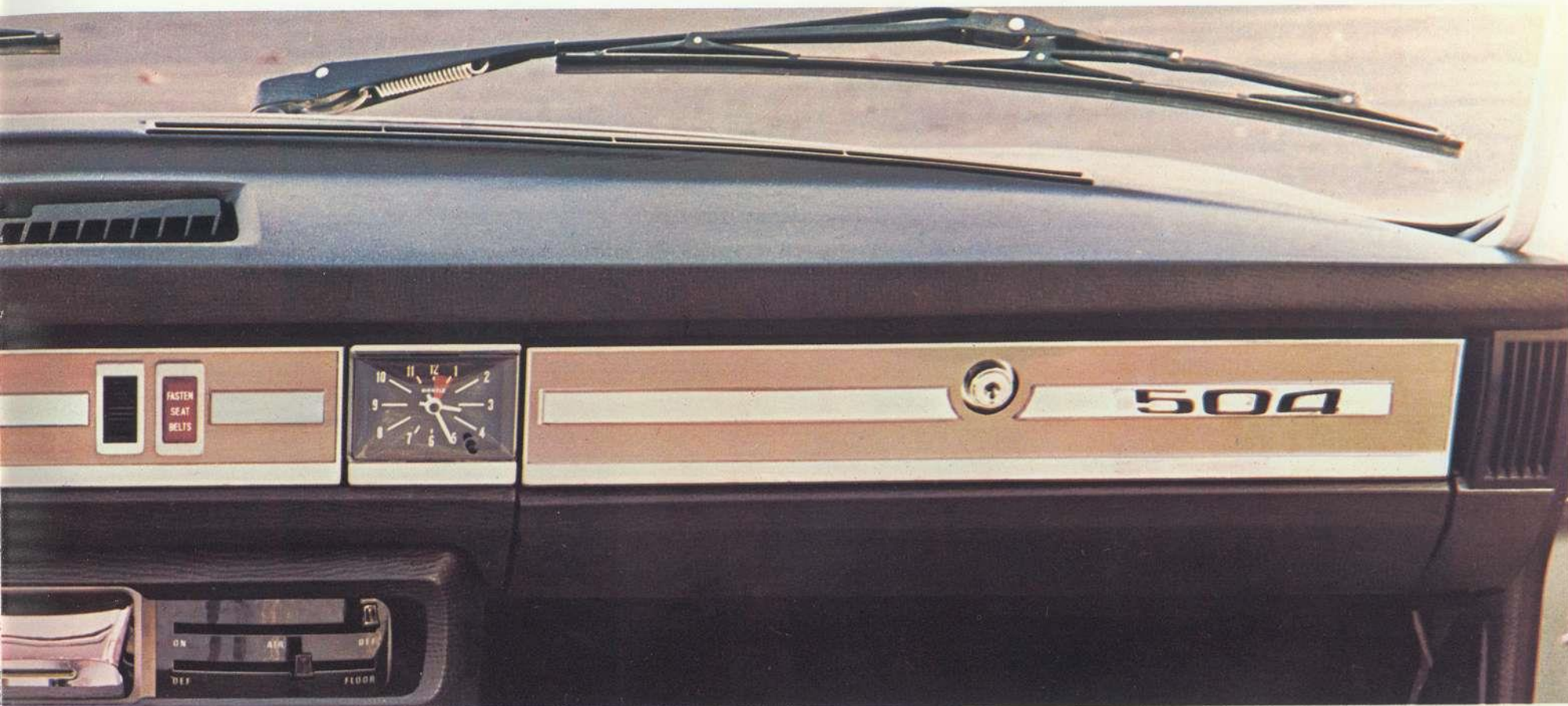
The small control switches on the Peugeot are different than you may be used to. But they're designed with the same simplicity and logic. We use two stalks on the steering column.

The stalk on the right is for the turn signals and horn.

The stalk on the left controls the windshield washer (you can also use it as a manual intermittent speed on the wiper), the parking lights, headlights and bright lights. So you never have to worry about your foot hitting the clutch instead of the bright light switch.

When you drive a Peugeot you have every convenience you could want—right at your fingertips.

The Peugeot dash—it gives you function, not frills.



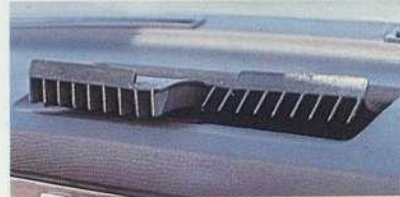
Power steering (SL and gas station wagon).



Center console and hand brake.



4-speed transmission.



Fresh-air ventilating system has adjustable louvers.



Manual choke (gas only).



Instrumentation includes tachometer (except on diesel and GL models) and trip odometer.



Electric front windows (on SL and diesel sedans only).



Fully-reclining front bucket seats.



Child-proof rear door locks.



Sliding steel sun roof lets the sun shine in (on SL and diesel sedans only).



Electric clock with sweep second hand.



Power disc brakes.



Electric rear window defroster.



The spare tire is mounted under the car.



Michelin steel-belted radial tires.

We give you quite a few standards



Directional air conditioning ducts are strategically spaced across the dash.



3-speed automatic (except on diesel models).

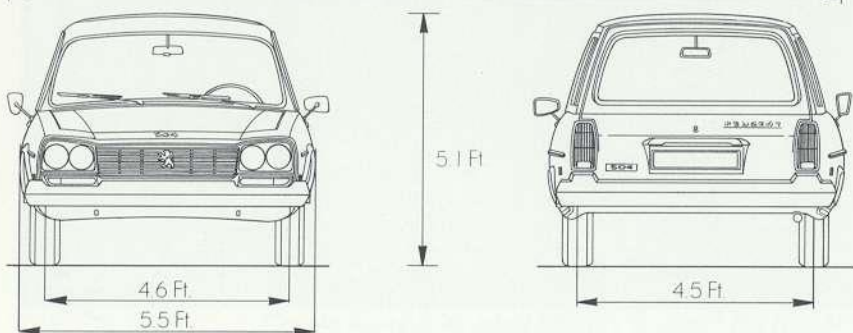
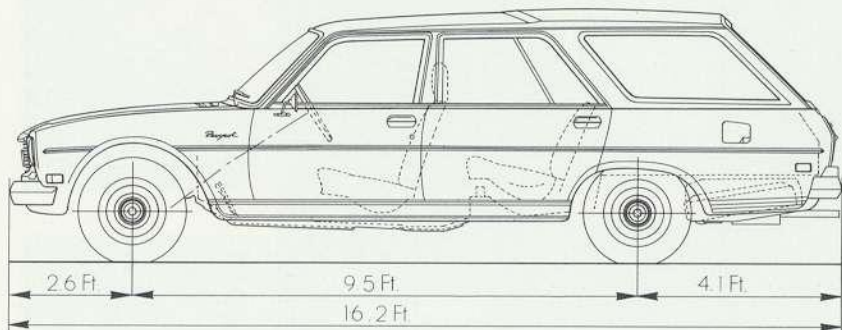
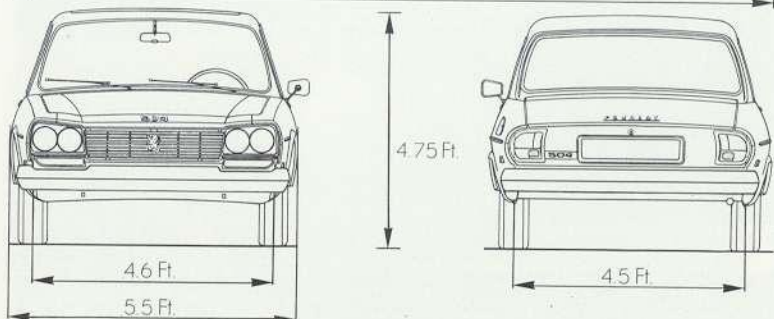
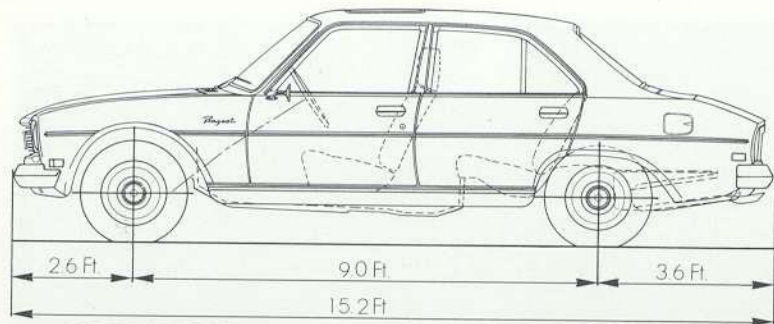


Station wagon luggage rack.



Radios: A choice of AM, AM-FM, AM-FM Stereo, or AM-FM stereo with 8-track player.

-and just a few options.



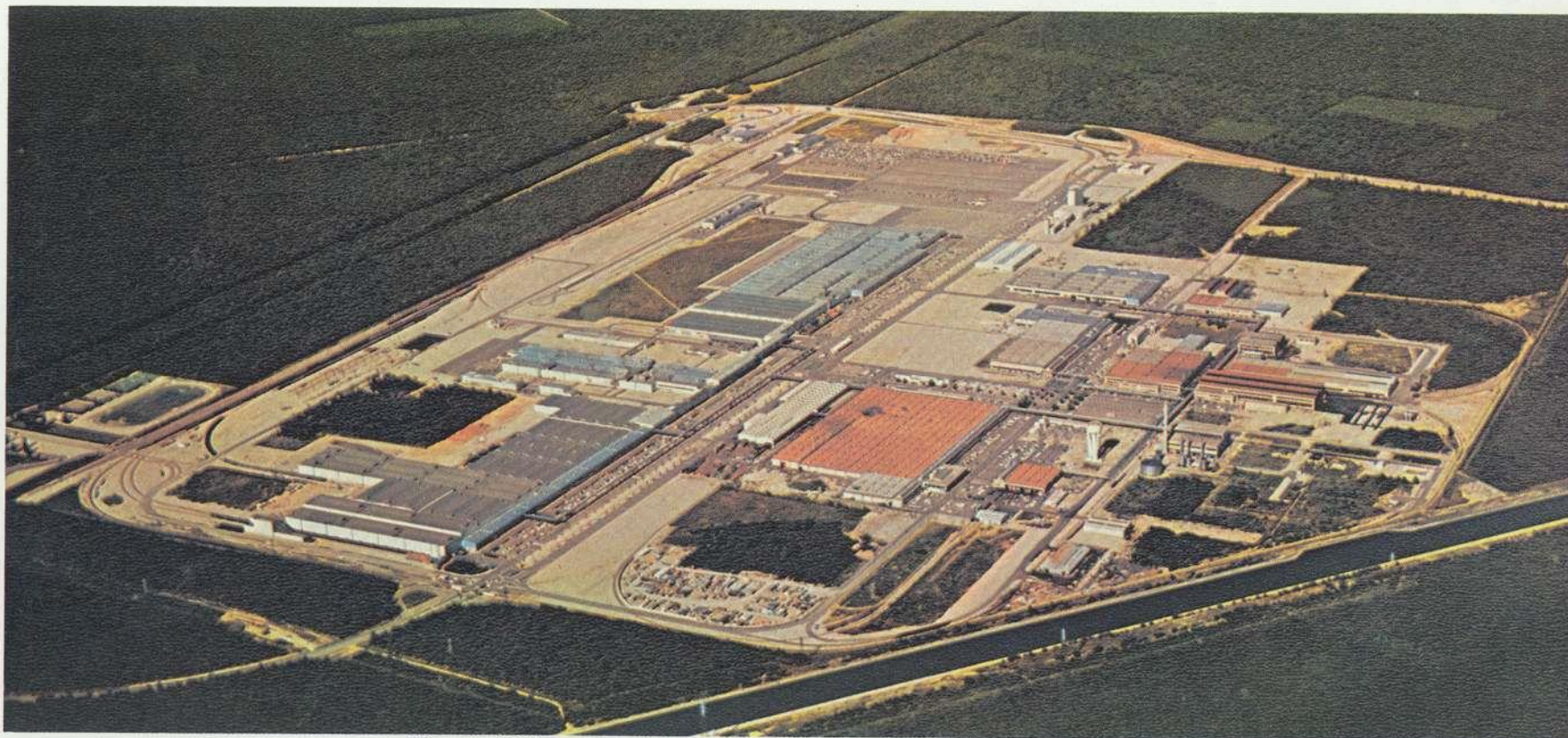
MODEL	MODEL NUMBERS	BODY STYLE	DIMENSIONS
504 SL SEDAN EPA MILEAGE* 24 mpg highway 17 mpg city 20 mpg combined	504 A91 (Standard) 504 A93 (Automatic)	4-Door Sedan with Manual Sliding Roof	Wheelbase 108" Overall Length 182.4" Overall Width 66.7" Overall Height 57" Trunk Capacity 20 cu. ft.
504 GL SEDAN EPA MILEAGE* 24 mpg highway 17 mpg city 20 mpg combined	504 A91 (Standard) 504 A93 (Automatic)	4-Door Sedan	Wheelbase 108" Overall Length 182.4" Overall Width 66.7" Overall Height 57" Trunk Capacity 20 cu. ft.
504 STATION WAGON EPA MILEAGE* 24 mpg highway 17 mpg city 20 mpg combined	504 D91 (Standard) 504 D93 (Automatic)	5-Door Station Wagon	Wheelbase 114" Overall Length 194.4" Overall Width 66.7" Overall Height 61" Carry Capacity 66 cubic feet (Rear seat folded down)
504 DIESEL SEDAN EPA MILEAGE* 35 mpg highway 27 mpg city 30 mpg combined	504 A90 (Standard)	4-Door Sedan with Manual Sliding Roof	Wheelbase 108" Overall Length 182.4" Overall Width 66.7" Overall Height 57" Sedan Trunk & Station Wagon Carrying Capacities 20 cu. ft.
504 DIESEL WAGON EPA MILEAGE* 35 mpg highway 27 mpg city 30 mpg combined	504 D90 (Standard)	5-Door Station Wagon	Wheelbase 114" Overall Length 194.4" Overall Width 66.7" Overall Height 61" Sedan Trunk & Station Wagon Carrying Capacities 66 cu. ft. (Rear seat folded down)

*These results were obtained with a manual transmission using a dynamometer to simulate highway and city driving conditions. Actual mileage depends on how and where you drive, optional equipment, car maintenance, and other variables. For California EPA results, check your dealer.

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.

CAPACITIES	STEERING	TIRES	BRAKES	ENGINE	TRANSMISSION	ELECTRICAL SYSTEM	SUSPENSION	BODY WORK
Fuel Tank 14.8 gals. Engine Crankcase 4.25 qts. Cooling System including Heater 8.5 qts.	Power Assisted Rack & Pinion Ratio 17 to 1 Turning Circle 35' 10" Steering Turns, Lock-to-Lock 3.5	Michelin Steel-Belted Radial 175 HR x 14	Hydraulic with compensator. Cable control on emergency brake. Front Disc Rear Disc	GAS Type (XNUSA) Overhead Valve Bore & Stroke 3.46 x 3.19 Piston Displacement CC/CU in. 1971/120.3 Compression Ratio 8.0 to 1	Manual (Standard) 4-Speed Synchromesh, 1st 0.281, 2nd 0.475, 3rd 0.732, 4th 1 (Direct) Automatic (Optional) 3-Speed with Torque Converter, 1st 0.403, 2nd 0.676, 3rd 1 Final Drive Ratio 3.889	12 Volt 65 Ampere/Hour Battery, Three Phase Alternator (750 W max. output)	Front Independent Rear Independent Anti-sway Bars Front & Rear	All-Steel Unit Body Construction
Fuel Tank 14.8 gals. Engine Crankcase 4.25 qts. Cooling System including Heater 8.5 qts.	Rack & Pinion Ratio 22.2 to 1 Turning Circle 35' 10" Steering Turns, Lock-to-Lock 4.5	Michelin Steel-Belted Radial 175 SR x 14	Hydraulic with compensator. Cable control on emergency brake. Front Disc Rear Disc	Max. HP at rpm (SAE net) 88 at 5,500 rpm Max. Torque at rpm (SAE net) 110 ft. lb. at 2,900 rpm Main Bearings 5 Carburetion Solex, 2-one barrel Fuel Requirements Regular leaded 91 RON	Manual (Standard) 4-Speed Synchromesh, 1st 0.281, 2nd 0.475, 3rd 0.732, 4th 1 (Direct) Automatic (Optional) 3-Speed with Torque Converter, 1st 0.403, 2nd 0.676, 3rd 1 Final Drive Ratio 3.889	12 Volt 65 Ampere/Hour Battery, Three Phase Alternator (750 W max. output)	Front Independent Rear Independent Anti-sway Bars Front & Rear	All-Steel Unit Body Construction
Fuel Tank 15.8 gals. Engine Crankcase 4.25 qts. Cooling System including Heater 8.5 qts.	Power Assisted Rack & Pinion Ratio 17 to 1 Turning Circle 37' 5" Steering Turns, Lock-to-Lock 3.5	Michelin Steel-Belted Radial 185 SR x 14	Hydraulic with compensator. Cable control on emergency brake. Front Disc Rear Disc	DIESEL Type (XD 4.90) Overhead Valve Bore & Stroke 3.54 x 3.26 Piston Displacement CC/CU in. 2112/128.9 Compression Ratio 22.4 to 1	Manual (Standard) 4-Speed Synchromesh, 1st 0.281, 2nd 0.475, 3rd 0.732, 4th 1 (Direct) Automatic (Optional) 3-Speed with Torque Converter, 1st 0.403, 2nd 0.676, 3rd 1 Final Drive Ratio 4.111	12 Volt 65 Ampere/Hour Battery, Three Phase Alternator (750 W max. output)	Front Independent Rear Rigid Rear Axle with 4-Coil Springs and Telescopic Shocks Anti-sway Bars Front & Rear	All-Steel Unit Body Construction
Fuel Tank 14.8 gals. Engine Crankcase 5.25 qts. Cooling System including Heater 10.5 qts.	Rack & Pinion Ratio 22.2 to 1 Turning Circle 35' 10" Steering Turns, Lock-to-Lock 4.5	Michelin Steel-Belted Radial 175 HR x 14	Hydraulic with compensator. Cable control on emergency brake. Front Disc Rear Disc	Max. HP at rpm (SAE net) 65 at 4,500 rpm Max. Torque at rpm (SAE net) 87.5 ft. lb. at 2,500 rpm Main Bearings 5 Fuel Injection Bosch Mechanical Fuel Requirements Diesel Fuel - Type 1 or 2	Manual 4-Speed Synchromesh, 1st 0.273, 2nd 0.461, 3rd 0.710, 4th 1 (Direct) Final Drive Ratio 3.889 to 1	12 Volt 90 Ampere/Hour Battery, Three Phase Alternator (750 W max. output)	Front Independent Rear Independent Anti-sway Bars Front & Rear	All-Steel Unit Body Construction
Fuel Tank 15.8 gals. Engine Crankcase 5.25 qts. Cooling System including Heater 10.5 qts.	Rack & Pinion Ratio 22.2 to 1 Turning Circle 37' 5" Steering Turns, Lock-to-Lock 4.5	Michelin Steel-Belted Radial 185 SR x 14	Hydraulic with compensator. Cable control on emergency brake. Front Disc Rear Disc		Manual 4-Speed Synchromesh, 1st 0.273, 2nd 0.461, 3rd 0.710, 4th 1 (Direct) Final Drive Ratio 4.222 to 1	12 Volt 90 Ampere/Hour Battery, Three Phase Alternator (750 W max. output)	Front Independent Rear Rigid Rear Axle with 4-Coil Springs and Telescopic Shocks Anti-sway Bars Front & Rear	All-Steel Unit Body Construction

504 SL AND GL SEDANS. 130 mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock, tachometer (SL only). Warning Lights: oil pressure, choke on, high beam, brake (wear, pressure, hand brake application, low fluid level), directionals, emergency flashers. Also: manual choke, anti-theft steering lock, two-speed windshield wipers, electric washer pump, front electric windows (SL only). **504 DIESEL SEDAN AND 504 DIESEL WAGON.** 130 mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock. Warning Lights: oil pressure, pre-heater, high beam, brake (wear, pressure, hand brake application, low fluid level), engine overheating, directionals, emergency flasher. Also: anti-theft steering lock, two-speed windshield wipers, electric washer pump, front electric windows (sedan only). **504 STATION WAGON.** 130 mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock. Warning Lights: oil pressure, choke on, high beam, brake (wear, pressure, hand brake application, low fluid level), directionals, emergency flashers. Manual choke, anti-theft steering lock, two-speed windshield wipers, electric washer pump.



The new Mulhouse complex currently under development in France—just one part of a network of 24 factories in 17 countries throughout the world.

As of 1974, Peugeot was the eleventh largest automobile company in the world, employing some 90,000 people.

In America, Peugeot sales for 1975 were up 54 percent over the previous year. Making Peugeot one of three of the fastest growing imported cars in America.

We build cars that range from small and economical to large and economical (the 504, of which we've just made our millionth, is only one of 6 series we make). And we know the kind of work it takes to build and service them.

To make sure you have the parts you need, we have a comput-

erized parts inventory system that checks our stock. It lets us know when to restock a part 4-1/2 months in advance. We even have a final alert system. Every day our computer publishes a list that tells us what parts will run low within the month.

Then to make sure we have the parts you need where you need them, we have warehouses in strategic areas throughout America. In fact, we recently doubled our warehouse facilities to keep pace with our rapid growth. In 1976, we'll double them again.

When you buy a Peugeot, you don't just get a car. You get a company that stands behind you.

Now you know why the name Peugeot stands for fine engineering, durability and performance.

