



PEUGEOT
504



The 504 SL Sedan

Designed by engineers instead of stylists.

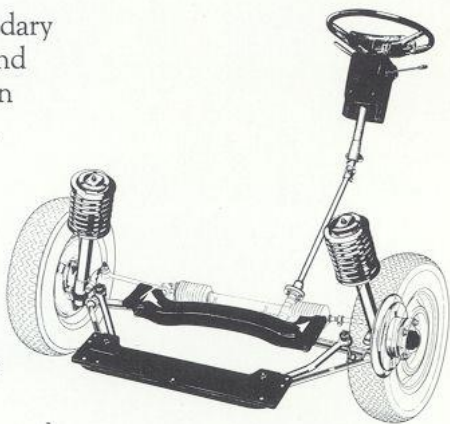
We believe a car should get you where you want to go—as smoothly, comfortably, and safely as possible.

That's why our cars are the handiwork of skilled engineers who believe luxury is something you build into a car.

Part of the Peugeot's luxury is its legendary smooth ride. A ride that 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."

The reasons behind the ride are no secret. Independent four-wheel suspension that absorbs bumps and thumps. Our own patented shock absorbers, designed to be good for at least 60,000 miles of normal driving. And Michelin steel-belted radial tires that consistently grip the road.

We also equip every Peugeot with rack and pinion steering—the most direct type of steering available. Then for quick, steady stops we put in power-assisted disc brakes on all four wheels.



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

Although the Peugeot may look like a compact on the outside, your body will notice an immediate difference on the inside. You'll find it has practically the same



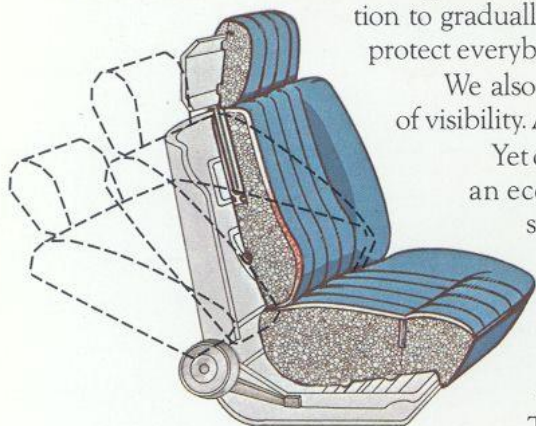
The 504 GL Sedan

The same engineering with fewer standards for fewer dollars.

head room, front and rear leg room, 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.



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

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

And to take economy one step further, we offer our sedan in two models. The SL, with quite a few standards that are optional on many other cars. And the

GL model, with a few less standards. For less money. But it's built with the same uncompromising Peugeot engineering and durability.

We give you quite a few standards — and just a few options.

Standard features.

1. Fully-reclining front bucket seats.
2. Child-proof rear door locks.
3. Sliding steel sun roof (on SL and diesel sedans only).
4. Power disc brakes on all four wheels. (Station wagon has front discs only.)
5. Power steering (on SL only).
6. Spare tire mounted under the car for extra trunk room.
7. Electric front windows (on SL and diesel sedans only).
8. Electric rear window defroster.
9. Michelin steel-belted radial tires with bolted-on hub caps.
10. Electric clock with sweep second hand.
11. Full carpeting.

Optional features.

1. Station wagon divider shelf.
2. 3-speed automatic transmission (not on diesel models).
3. Station wagon luggage rack.
4. Variable speed air-conditioning.
5. Radios: choice of AM, AM-FM, AM-FM Stereo, or AM-FM stereo with 8-track player.

See your dealer for the complete list of options.



The 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.

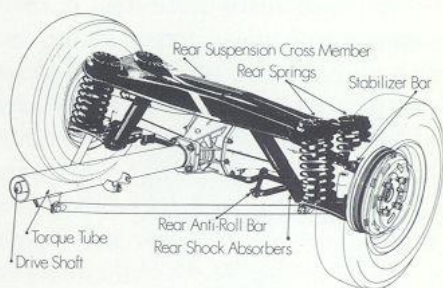
When you put it up against our sedan, you can see a little of what we mean. The Peugeot wagon is a whole foot longer than our sedan, with a six-inch longer wheelbase.

And when you look underneath, you can see a little more of what we mean. There are four coil springs in back instead of just two. A heavy-duty solid rear axle. And heavy-duty Michelin steel-belted radial tires.

But while our wagon has the muscle of a truck, it doesn't drive like one. Its handling is almost indistinguishable from our sedan. And its ride is equally comfortable, even fully loaded.

Like the Peugeot sedan, the Peugeot wagon is essentially a driving car. With power-assisted rack and pinion steering (not available on diesel wagon), anti-sway bars front and rear, and power-assisted brakes that resist fading.

Of course, the main reason you buy a wagon is for room. Our top-hinged tailgate opens to a full 67 cubic feet of cargo space. The rear platform area is 80 inches long and 42 inches wide. And the back seat conveniently folds down from either side.





Peugeot Quality Control

Practically every part is inspected—and every car is test driven.



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

We make most major parts right in our own factories. And subject them to a rigorous system of checks and inspections. Practically every single part of every single Peugeot is inspected at least once after it's made. Safety-related parts are inspected at least three times. Even parts we don't make are subjected to rigorous inspections.

But that's not all. Because when a Peugeot 504 comes off the assembly line, we don't just drive it off to the nearest parking lot.

We take every single Peugeot for a little ride on a devilishly-designed test track outside our factory.

Not just a few Peugeots picked at random, *but every single one of them*. What exactly do we test? Practically everything.

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.

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

And the whole time we're testing to make sure everything works, we're listening to make sure nothing rattles.

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.





The 504 Diesel Sedan

It goes farther on a dollar's worth of fuel.

In 1923, we built our first diesel powered prototype. 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 examining practically every single part, this was their conclusion:

"Judging from what we have observed during this test and teardown, owners of the Peugeot 504 diesel that service them by the book can have full expectations of watching their odometers turn 100,000 miles without having to do anything major to the car except replacing the clutch."

They then went on to say, "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 504 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 is

it runs on diesel fuel that generally costs several cents a gallon less than gasoline (depending on state and local taxes).

And because diesel fuel produces more useable energy per gallon than gasoline, you get much better mileage. 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

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



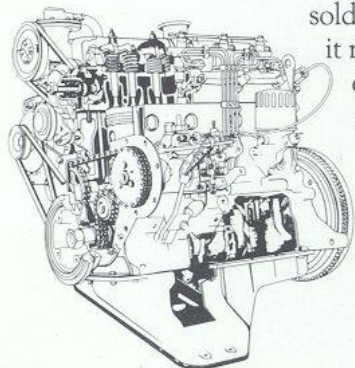
1. Coil 2. Distributor



3. Spark Plug



4. Carburetors





The 504 Diesel Wagon

The only diesel station wagon sold in America.

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 more 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 3000 miles. And while you probably won't have to, you may want to change the glow plugs after 100,000 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.

If you do a lot of driving you have some very practical reasons to consider driving a diesel.

And you have some very practical diesels to choose from.

Our diesel engine is available in the 504 sedan. Or the 504 station wagon. Our diesel wagon, by the way, is the only car of its kind sold in America.



peugeot504.info

Dimensions & Specifications

Model	504 SEDAN SL & GL	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 (SL with manual sliding sun roof)	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"
Sedan Trunk & Station Wagon Carrying Capacities	20 cu. ft.	67 cu. ft. (Rear seat folded down)	20 cu. ft.	67 cu. ft. (Rear seat folded down)
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	SL Power Assisted Rack & Pinion GL Rack & Pinion	Power Assisted Rack & Pinion	Rack & Pinion	Rack & Pinion
Ratio	SL 17 to 1 GL 22.2 to 1	17 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	SL 3½ GL 4½	3½	4½	4½
Tires				
Type	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial	Michelin Steel-Belted Radial
Size	SL 175 HR x 14 GL 175 SR x 14	185 SR x 14	175 HR x 14	185 SR x 14
Brakes				
		Hydraulic with compensator. Cable control on emergency brake		
Front	Disc	Disc	Disc	Disc
Rear	Disc	Drum	Disc	Drum
Engine				
Model Type	XNUSA Overhead Valve		XD 4.90 Overhead Valve	
Bore & Stroke	3.46 x 3.19		3.54 x 3.26	
Piston Displacement	CC/CU in. 1971/120.3		CC/CU in. 2112/128.9	
Compression Ratio	8.0 to 1		22.4 to 1	
Max. HP @ 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	
Main Bearings	5		5	
Carburetion/Fuel Injection	Solex, 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: 1st 0.281, 2nd 0.475, 3rd 0.732, 4th 1.0 Automatic: 1st 0.403, 2nd 0.676, 3rd 1.0		0.273, 0.461, 0.710, 1	
Final Drive Ratio	3.889	4.111	3.889	4.222
Electrical System				
	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			
1976 EPA Mileage*				
Highway Driving	24 mpg	24 mpg	35 mpg	35 mpg
City Driving	17 mpg	17 mpg	27 mpg	27 mpg
Combined	20 mpg	20 mpg	30 mpg	30 mpg

*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, see 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.

For information on European delivery write Peugeot, Inc., Dept. B, 300 Kuller Road, Clifton, New Jersey 07011

