

# PEUGEOT

## 504

*If one could fall in love  
with a machine...*



## **More than a man can touch**

The parts are only part of it; and the splendid new styling is, after all, only that which can be seen.

But beyond sight and beyond touch is the most magnificent, most significant thing about the glorious 504; the very rare, very special concept itself.

For this is the vehicle engineered primarily to be an extension of its driver. So the machine has been made to fit the man, to be as comfortable and as intimately useful as the clothes he wears. This, we are proud to say, is the automobile one puts on like a glove. Other vehicles may surround you, the 504 seems to become part of you.

If one could fall in love with a machine, it would have to be this almost human 504.

## **How high the style?**

Very high because the silhouette is lower. In so many ways, 504 is an all new Peugeot. Much sleeker, very up to the second. Someone's already called it the "Now" car. But, don't let that fool you. 504 is with it the way any finely styled thing is with it. But there's no striving for effect, no bizarre touches, no phony racer trim. This is no toy designed for the child-in-everyman. This is a quietly perfect car, made for the man-in-everyman, the man who has had the pleasure before (and sometimes pain) of owning other vehicles. 504 is for the owner sophisticated enough to know really good from merely flash. But of course that's strictly in the Peugeot tradition. It's just that 504 seems more Peugeot than any Peugeot that came before it. We just get better at doing our own very special thing. And with 504 we've outdone ourselves completely!

## **Engineering Excitements . . .**

New, more responsive (power assisted) 4 wheel disc brakes, new improved suspension, better performance. And more, of course: the quieter ride of Monocoque (unitized) one-piece, body construction. Making for less rattle, longer life and a car that's more of a pleasure to drive. Electrophoresis painting . . . every nook 'n cranny gets its proper primer coat thanks to electrolytic action. Also: the elegant touch of stainless steel bumpers, hub caps and trim—never rust. Look better, last longer than their chrome-clad counterparts.

We include many other engineering niceties: rack and pinion steering for surer control. And a quiet army of small superiorities designed purely to add to driver and passenger comfort. Plus a few features mostly for pleasure: a sliding sunroof to let in the sun—and the stars. Very easy to open and lockable in any desired position.

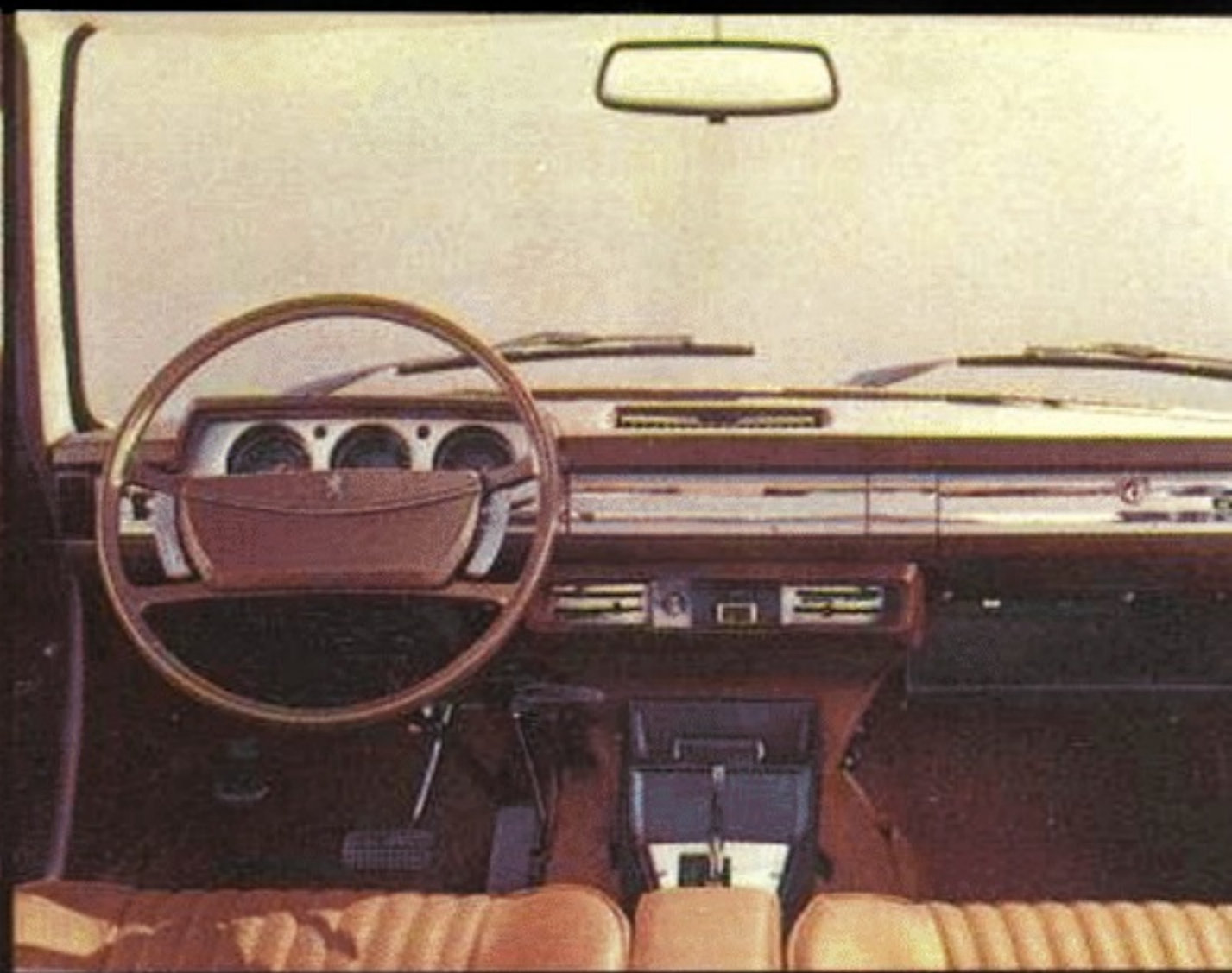
## **You have to drive it to believe it!**

This new 504 has a proud heritage going back in an unbroken line to the first Peugeot (1889). It's a very proud heritage of machines that have given long and devoted service (100,000 miles is not uncommon). But this 504, this new machine, is the best we have made . . . with new achievements incorporated into established greatness. It is truly an automobile you have to experience: you do have to drive it to believe it.

**PEUGEOT 504**



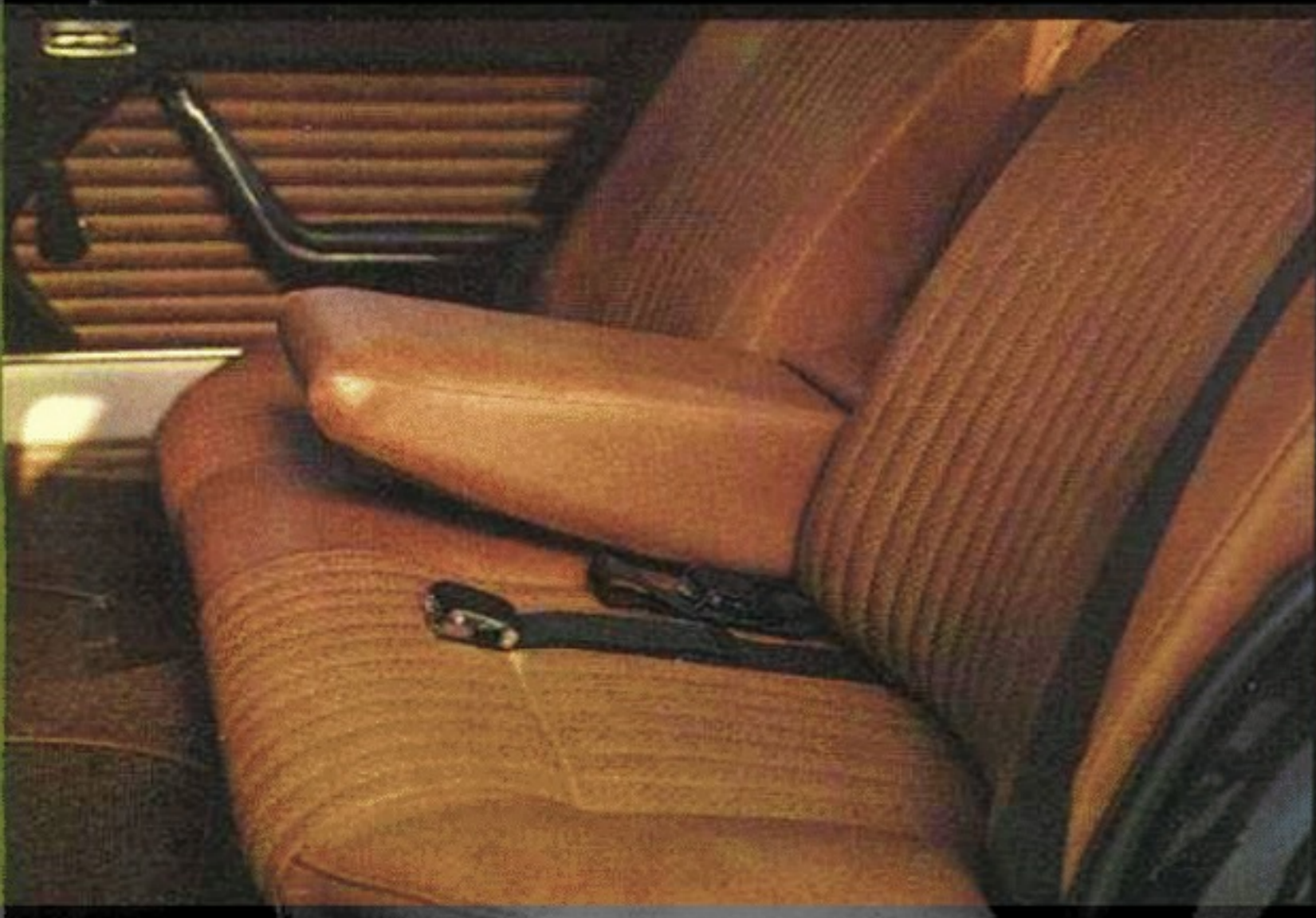




What we have here is a simple choice. Pick the type of transmission that fits your driving: Automatic ZF (pictured above) on the floor with 6 positions. OR 4 speed forward, fully synchromesh, (extra smooth in all gears) mounted on the steering column.

The nice thing about our headrests is that they retract right into the seats (driver's rearward vision need not be obstructed). The seats are fully reclinable (non-retractable headrests prevent this), and our head rests themselves are adjustable to various heights.

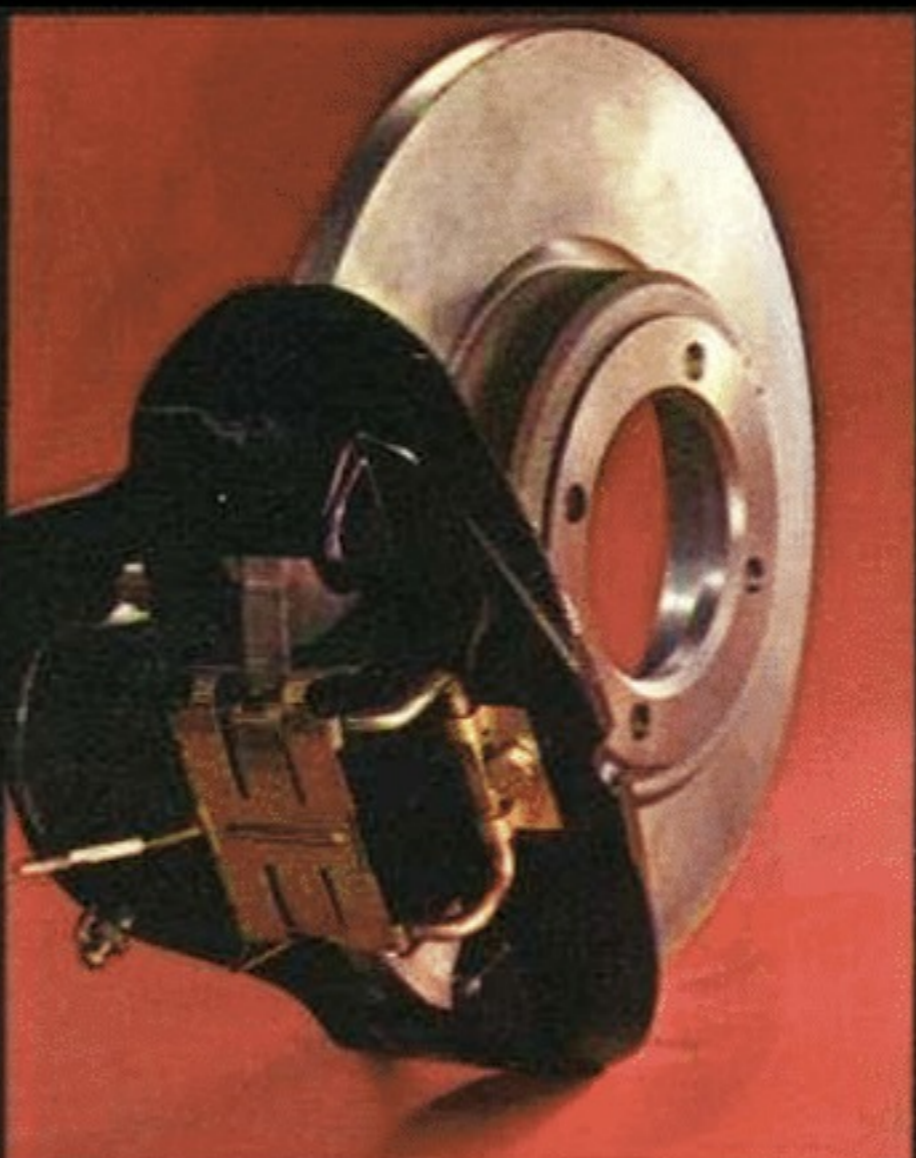
The command module is highly practical. Very visible instruments include both clock and convenient trip mileage counter. Also shown: the lockable glove compartment, and conveniently placed heater/fresh air controls.



We show this view of the rear seat really just to point out the 504's arm rest. Generous enough to accommodate the elbows of both rear seat passengers, it still folds up inconspicuously into the rear seat's back when desired for extra passenger room.

The front seat storage compartment is right between driver and passenger. Just the place for all those maps, gloves, tissues, and toll coins, that should always be within reach.

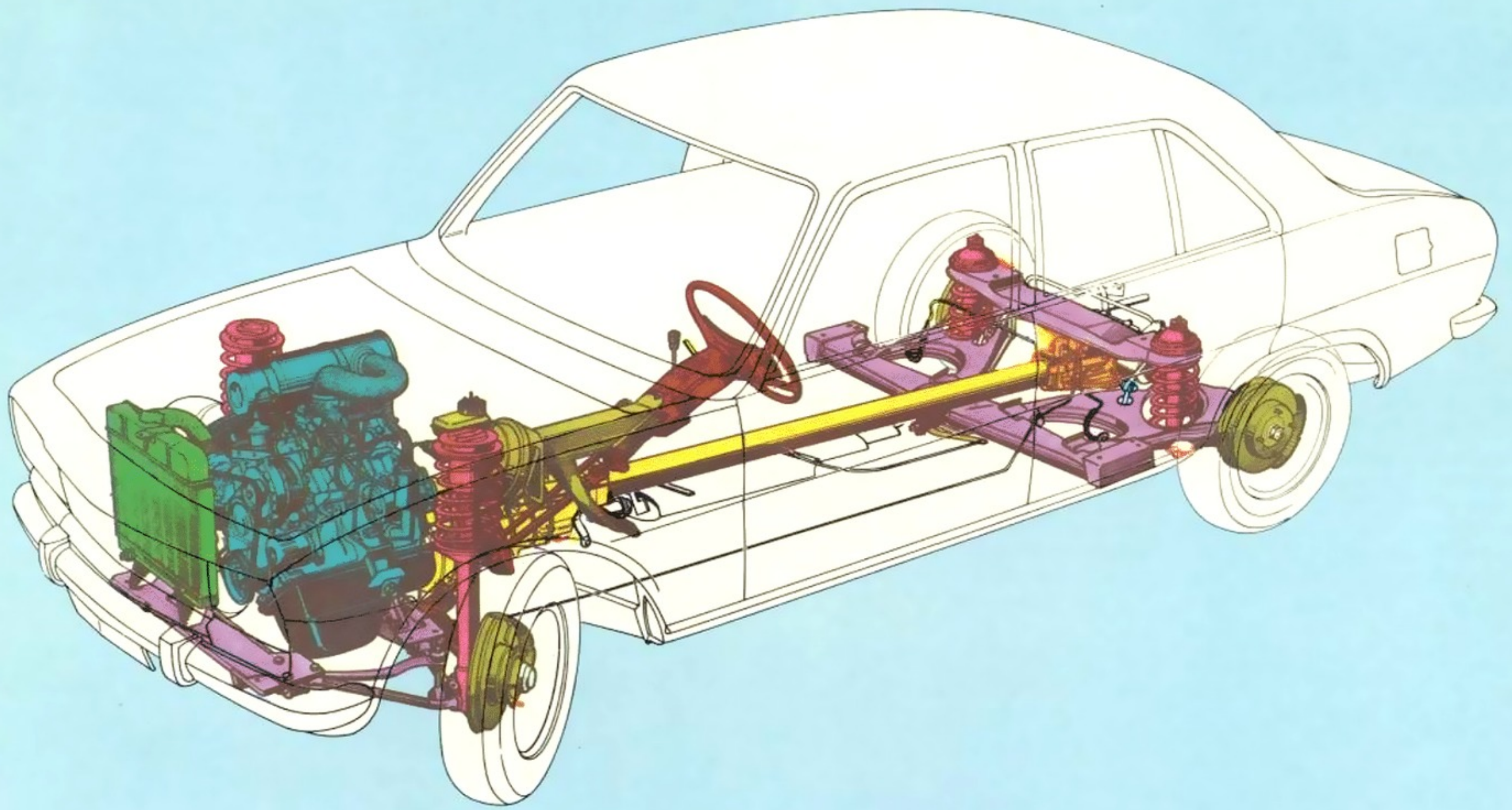
When we say fully reclined seats...we mean flat out! Retractable headrests make this possible. Front seats slide back and forth on curved rails (ball bearings, spring return), automatically adjusting to the height of all size drivers.



With its 20-count them-20 cubic feet of storage, the trunk is really something to behold. Plenty of room for 8 average size pieces of luggage, or several golf bags filled with full sets of clubs plus some fishing tackle and you name it!

The 504 has power assisted 4 wheel disc brakes, plus a load compensator. Extra weight won't alter braking efficiency, feel or lock brakes. A very important feature.

At the rear: fully separate systems for tail lights, turn signals and emergency flashers, brake lights, back up lights. Rubber covered bumper guards. Spare tire on rack beneath trunk is accessible from exterior (no need to unload trunk).



**Four wheel independent suspension...**to know how good it is, you have to know what goes into it. 504's suspension includes McPherson type struts, anti-sway bars and telescopic, double action shock absorbers (Peugeot patent). But there's still more to suspension ...so read further.

**Helical coil springs,** mounted independently on all 4 wheels are vital to this suspension system. The overall result is tremendous riding comfort, greatly reduced driver fatigue, exceptional road handling on all roads, in all weather. Making the 504 one of the world's great touring cars.

**There are power assisted disc brakes on all four wheels,** with braking forces distributed front and rear by a load compensator that is sensitive to changes in weight and deceleration. This prevents brakes locking due to extreme loads. Hand brake is connected by cable to rear wheels.

**Transmissions...you have a choice:** 4 speeds forward, fully synchromesh (extra smooth in all gears), mounted on steering column. Diaphragm type clutch with ball type thrust bearing, hydraulically controlled. Automatic ZF, floor console. 6 positions. Rigid link tube encloses drive shaft.

**The differential aids and abets** the 504's road holding ability thru its suspended hypoid rear axle. The wheels, mounted on this axle by jointed drive shafts, are able to maintain the best angle to the road surface. And the 504 hugs the road even in ridiculously sharp, very high speed turns.

**Steering is very sure,** very smooth and precise...but it's also nice and easy thanks to the low gearing of the rack and pinion steering system. The machine handles like a dream in town, or flat out on the open road, or twisting thru mountain curves...anywhere in fact, you let it take you.

**The 1796 cc engine** is mounted on a 45° angle, has aluminum head, hemi combustion chambers, 5 main bearings, comes with wet sleeve cylinder liners. Very rugged, efficient, silent running. Coppolair (Peugeot patent) above standard anti-pollution device. And Peugeot quality right down to the least of its parts.

**The thermostatically controlled cooling system** is a vital feature... The fan engages only when needed, such as in overheating stand-still traffic where a conventional fan just adds to the overheat. Which you might say is the 504's way of helping you out of a jam! Disengages at higher speeds when not needed.



**Over 275 dealers and 7 parts warehouses** are spread across the country, providing factory trained service, and genuine factory parts no matter where in the U.S.A. you happen to be at any particular time.

# PEUGEOT

PEUGEOT, Inc., 107-40 Queens Blvd., Forest Hills, N.Y. 11375  
See your dealer for U.S. sales and overseas delivery.

We will continue to add improvements and modifications (without notice) just as soon as they have been achieved and fully tested out to Peugeot standards. This is not only our right, it is our duty.