

The 1974 Peugeot 504



Introducing The 1974 Peugeot.

Cars are changing because people are changing. As we become more sensible about our cars, we are creating a whole new generation of automobiles.

A few of these new generation cars already are on the market. The Peugeot 504 is an outstanding example. It's a mature car... durable, taut, proportioned, balanced. A driver's car designed by engineers, not stylists.

Road Test Magazine:

"The 504 is not terribly startling at first glance. Rather it is a car you grow to love with its luxurious comfort, quiet operation, exceptional roadability and quite economical running costs."

Road & Track Magazine:

"Peugeot has come up with a car that handles very well and still rides like a dream. We've never driven a car that was affected less by bumps, digs, ridges or ruts when being driven hard."

Popular Science, reporting a comparison test of Volvo, Saab, Audi and Peugeot:

Norbye: "My choice is the Peugeot, for its unique combination of a well-cushioned ride, sure-footed handling and extra powerful brakes." Dunne: "I'll take the Peugeot too. I'm impressed with its quality and finish, comfort and quietness, performance and economy."



Introducing The Sensible Car.

Road & Track Magazine:

"Peugeot is distinctively handsome in appearance, comfortable to ride in, a pleasure to drive; its durability is legendary and it both handles well and stops well."

Road Test Magazine:

"The Peugeot 504 is an example of what a compact sedan should be. Roomy and quiet, blessed with a fantastic ride and exceptional roadability, it has almost everything one could desire in a family car and then some more."

Road Test Magazine:

"The entire interior is fully padded, covered and carpeted, and the features, material and workmanship would look right in place on luxury cars costing thousands more."

Car Magazine (England):

"It is an extremely good vehicle that combines generous load carrying capabilities with refined suspension, excellent road holding and handling and superior economy."

Road Test Magazine:

"On driving it away you immediately notice a solid, carved-out-of-one piece feel, the kind you'd expect to find in a Mercedes and other more expensive cars."

Among the many standard features on the Peugeot are independent suspension, disc brakes, steel-belted radial tires, reclining bucket seats and, on the sedan, a sliding sunroof.



DIMENSIONS AND SPECIFICATIONS	504 SEDAN	504 STATION WAGON
MODEL NUMBERS	504 A91 (Standard) 504 A93 (Automatic)	504 D91 (Standard) 504 D93 (Automatic)
BODY STYLE	4-Door Sedan with Manual Sliding Roof	5-Door Station Wagon
DIMENSIONS		
Wheelbase	108"	114"
Overall Length	182.4"	194.4"
Overall Width	66"	67"
Overall Height	57"	61"
Curb Weight	2,860 Lbs.	3,105 Lbs.
Sedan Trunk & Station Wagon Carrying Capacities	20 Cu. Ft.	66 Cu. Ft.
CAPACITIES		
Fuel Tank	14.8 Gallons	15.8 Gallons
Engine Crankcase Cooling System	4 1/4 Quarts	4 1/4 Quarts
Including Heater	8 1/2 Quarts	8 1/2 Quarts
STEERING		
Type	Rack & Pinion	Rack & Pinion
Ratio	22.2 to 1	22.2 to 1
Turning Circle	35'10"	37'5"
Steering Turns, Lock-to-Lock	4 1/2	4 1/2
TIRES		
Type	Michelin Steel Belted Radial	Michelin Steel Belted Radial
Size	175 HR x 14	185 SR x 14
BRAKES		
Hydraulic with compensator cable control on rear wheels		
Front	Disc	Disc
Rear	Disc	Drum



DIMENSIONS AND SPECIFICATIONS	504 SEDAN	504 STATION WAGON
4-CYLINDER ENGINE		
Type (XN-1)	Overhead Valve	Overhead Valve
Bore & Stroke	3.46 x 3.2	3.46 x 3.2
Piston Displacement	120.3 Cu. In.	120.3 Cu. In.
Compression Ratio	7.6 to 1	7.6 to 1
Rear Axle Ratio	3.9 to 1	4.11 to 1
Main Bearings	5	5
TRANSMISSION (Automatic Optional)		
Type	4-Speed Synchronesh	4-Speed Synchronesh
Rear Axle Ratio	3.9 to 1	4.11 to 1
ELECTRICAL SYSTEM		
Type	12 Volt 65 Ampere/ Hour Battery, Three Phase Alternator (750 watt max. output)	12 Volt 65 Ampere/ Hour Battery, Three Phase Alternator (750 watt max. output)
SUSPENSION		
Front	Independent	Independent
Rear	Independent	Rigid Rear Axle with 4 Coil Springs and Telescopic Shocks
Anti-sway Bars	Front & Rear	Front & Rear
BODYWORK	All-Steel, Monocoque Construction	All-Steel, Monocoque Construction
INSTRUMENTATION	120-mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock. Warning lights: oil pressure, choke on, brake wear, parking brake, brake pressure, high beam, directionals, flashers. Equipment: manual choke, anti-theft steering lock, two-speed windshield wipers, electric washer pump, tinted glass.	

