The Peugeot 504 SL Sedan.

The Peugeot 504 Station Wagon.

The Peugeot 504 SL Sedan.

Luxuries For The Sake of Comfort, Not Appearance. Every automaker has a list of priorities. At Peugeot, the passengers definitely come first. So in building the luxurious Peugeot 504 SL, comfort was our main concern.

The 504 SL provides much of the same interior roominess as a full-sized car, despite its compact exterior. That's because the 504 SL is designed from the inside out, not the other way around.

Our specially designed orthopedic seats gently cushion your back, providing support even during sharp turns and on bumpy roads.

We build every 504 SL with extra-long shock absorbers and four-wheel independent suspension to handle the worst road without discomfort to the passengers.

For effortless driving, without losing the feel of the road, our steering and four-wheel disc brakes are gently power-assisted. And to make driving even more pleasurable, we equip every 504 SL with power front windows, childproof door locks, a sliding sunroof and an electric rear window defogger.

One test drive and you'll know why automotive experts, without exception regard the Peugeot 504 SL as one of the most comfortable cars in the world.

At Peugeot, total luxury begins with total comfort.

The Peugeot 504 Station Wagon.

It's Not Just Shaped Like A Wagon, It's Built like One. The real test of a wagon's versatility isn't just in its size and shape, but also in its ability to work like a truck without handling like one.

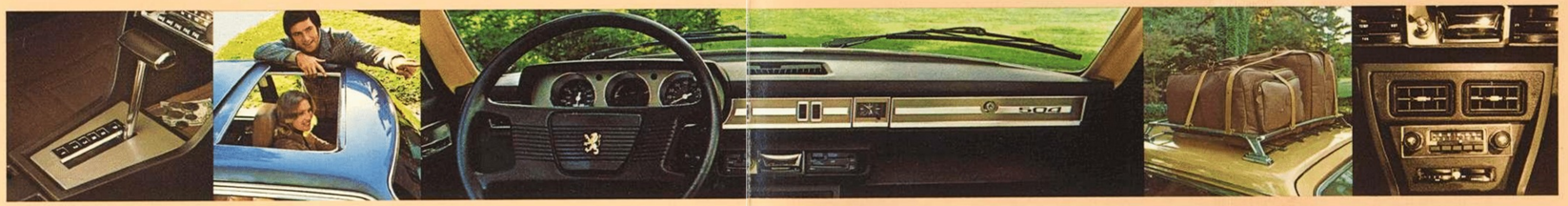
So while all other station wagons are little more than squared-off sedans, we built the Peugeot 504 Wagon from the ground up to do heavy work without heavy handling.

We built the 504 Wagon a full foot longer than our sedan. So with the back seat folded down, there's a cavernous 81 cubic feet of total cargo volume. And by designing the 504 Wagon with a raised roofline in back, we not only made it more attractive, but the rear opening is big enough even for problem loads.

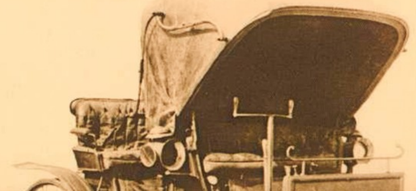
For proper weight distribution, the 504 Wagon has a wheelbase six inches longer than the sedan. Then, for extra strength, we added a heavy-duty solid rear axle. With not one but two coil springs over each wheel.

The net result of this unique wagon design philosophy is a station wagon that can handle well over a half ton of cargo with ease. And yet, all of this muscle is contained in an automobile with Peugeot's styling flair and world famous handling.

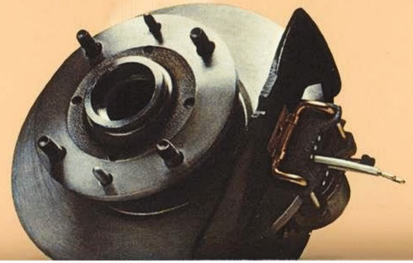
The Peugeot 504 Wagon. We didn't make it a wagon as an afterthought, it was designed to be a wagon in the first place.



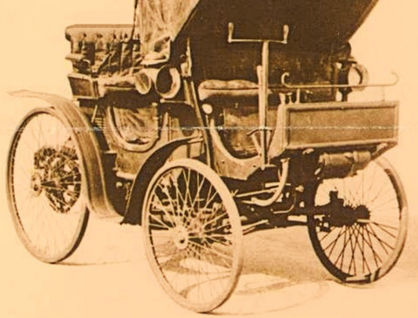
No one builds cars thway Peugeot builds cars.



One out of every eight employees is in quality control. Every critical part is inspected at least once; safety related parts at least three times. In total, every 504 is subject to some 46,000 inspections.



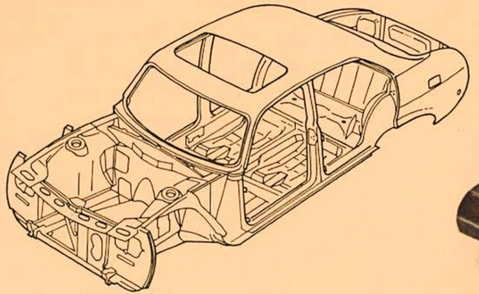
The combination of rack and pinion steering, Michelin steel-belted radials, specially designed and patented Peugeot shock absorbers, heavy-duty springs and long suspension travel give the 504 handling characteristics usually found only in sports cars.



We've been building fine cars since 1889. In fact, the oldest car running in the U.S. is a Peugeot.

We enter (a n) African endurance rallies. More impo , what we learn from them helps us ma ur car more durable.

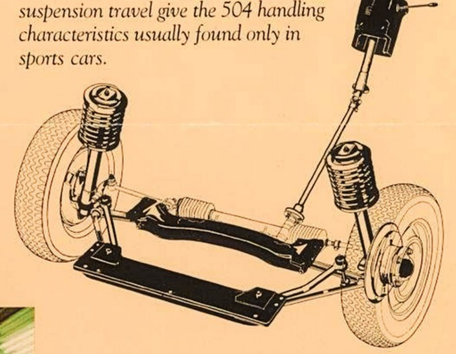
We crash an average of 3 Peugeots a week. Even though they are already among the safest cars on the road, we're constantly looking for ways to make them safer.



Over 7,000 welds give the 504 a strong, safe unit-body construction that won't ever squeak or rattle.

We forge m rts instead of stamping them out. This is expensive, but forged parts are much st r.

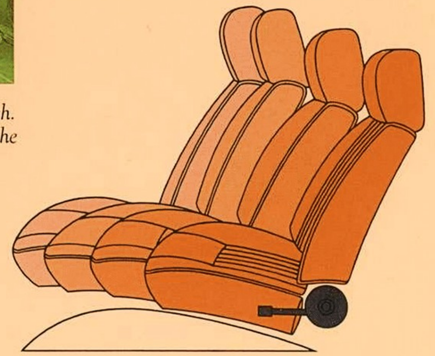
We invented a disc brake with calipers mounted outside of the rim. This allows brakes to cool faster and fade less, thus assuring quicker, safer stops.



The 504's suspension travel give the 504 handling characteristics usually found only in sports cars.

Every 504 receives a six stage protective finish. The last two are applied by hand, and then the completed finish is also inspected by hand.

The 504's seats are orthopedically designed to support your body even on sharp turns and bumpy roads. And they're actually tuned to the suspension to reduce vibration and noise.



PEUGEOT