

PEUGEOT 604/504



**AT PEUGEOT, WE'VE
BEEN MAKING CLASSICS
AS LONG AS WE'VE
BEEN MAKING CARS.**

While there have been hundreds of historic cars over the years, only a handful of them can truly be called classics.

Yet since Peugeot first began building cars in 1889 they've been producing classics in the truest sense.

Peugeot built the world's first station wagon in 1894, introduced the first taxicab in 1900. And built the world's first compact car in 1911.

But Peugeot didn't stop there. Because Peugeot was building light diesel engines some fifty years before domestic automakers started calling them the engines of the future.

Peugeot was also the first automaker to provide battery ignition. And one of the first to mass produce cars with independent front suspension. Features that have been adopted by virtually every car developed since then.

Lasting achievements like these didn't come from resting on our laurels. They come from improving on our cars. And from the constant search for better methods of production.

After all, you don't get to be the second oldest carmaker in the world, by making second-rate cars.



The world's first station wagon. The Peugeot Ranch Wagon of 1894.



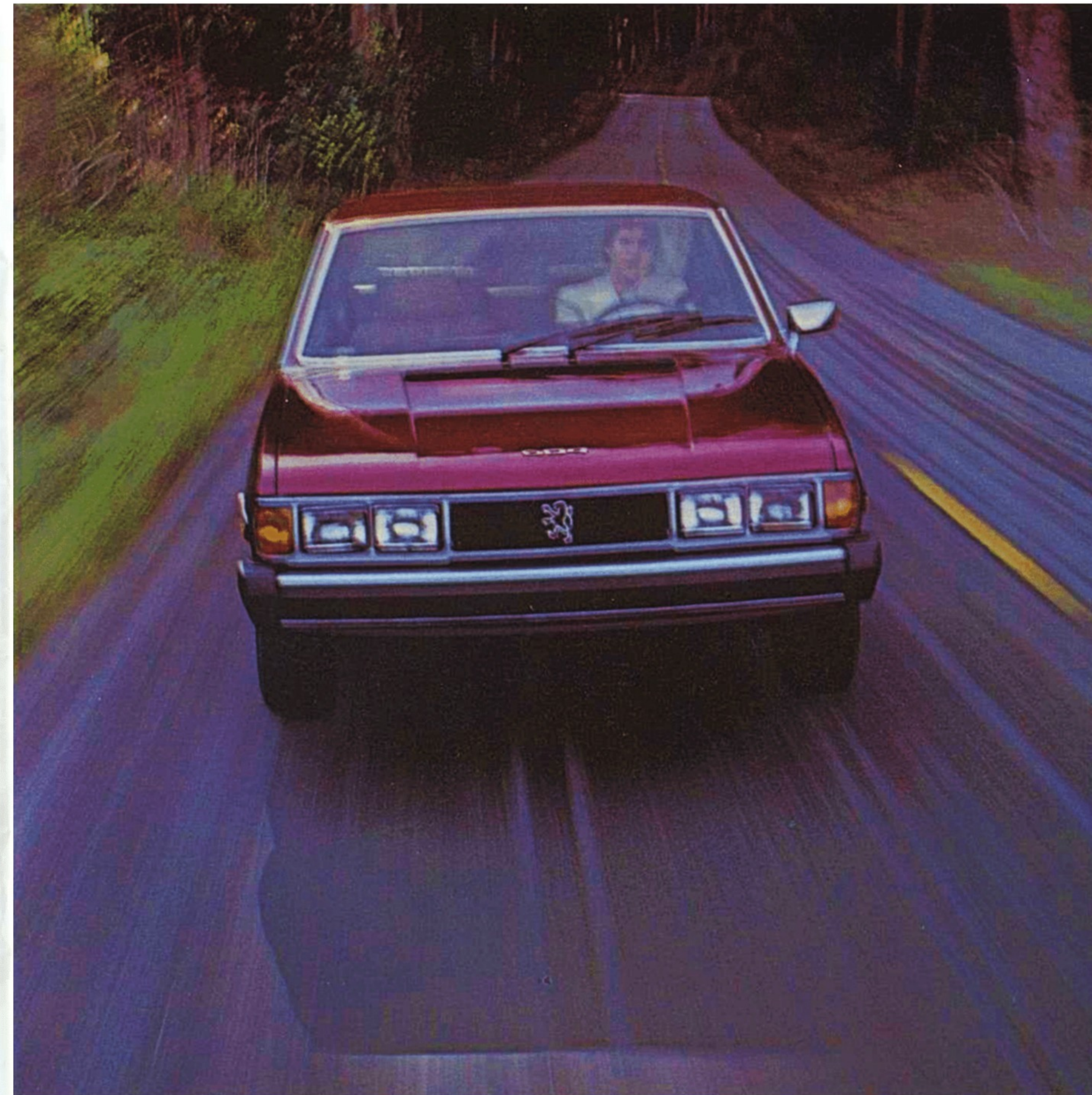
The world's first compact car, the popular Bébè Peugeot of 1911.



The aerodynamic Type 202 of 1938.



The 1938 Peugeot Delemon.



**THE PEUGEOT 604.
THE COMFORT IS
UNCOMPROMISED BECAUSE
THE ENGINEERING
IS UNSURPASSED.**

At Peugeot, we believe that the luxury of a car may best be measured by the precision of its engineering. And nowhere may this precision be more apparent than in the Peugeot 604.

For while the 604 affords the handling and performance few American cars can match, it provides the comfort few imports can equal.

Unlike most domestic cars, the 604 is designed with four-wheel independent suspension, a five-speed gear box, and power disc brakes on all four wheels. Combined with standard TRX Michelin tires; a new, larger more responsive engine; and power rack and pinion steering.

Unlike most imported cars, the 604 is designed with extra comfortable fully reclining bucket seats. Extra long shock absorbers to dampen the bumps. And an enclosed drive shaft to dampen the noise.

The 604 also provides such amenities as a footrest for the driver and a headrest for the passengers in back. Along with such luxuries as an optional 4 speaker AM/FM radio with automatic antenna and cruise control.

Of course, these civilities may not be the sort of features you'd expect in a performance car like a 604. But they're what we would expect of a Peugeot.

PEUGEOT WAS MAKING RACING HISTORY BEFORE MOST CARMAKERS WERE MAKING CARS.

Since auto racing first began, Peugeot cars have been making racing firsts.

Peugeot won the world's first recorded car race in 1894. Won the first Targa Florio in 1908. And is the only imported car in the history of racing to win the coveted "Indianapolis 500" three times.

Today instead of competing in races on the track, Peugeot cars compete in tortuous rallies on the road.

In recent years, Peugeot has won the famed Morocco Rally. The Bandama Rally. And defeated Porsche and Mercedes to win the grueling Safari Rally for an unprecedented sixth time.

However, races and rallies aren't the only tests of a Peugeot's performance. Because every Peugeot must prove itself in a final test track inspection, on a course that simulates some of the worst driving conditions in the world. A test run over bumps and ribs, around hairpin turns, under conditions you probably will never face during normal driving. After all, our performance depends on the cars we produce, so we have to produce cars that can really perform.



THE REMARKABLE PEUGEOT 504. DESIGNED FROM THE INSIDE OUT.

Most of the time you spend with your car is time you spend inside.

So before we asked Pininfarina to design an exterior that would please the eye, we asked our engineers to design an interior that would please the body. And a moment or two in the Peugeot 504 should convince you just how well they did their job.

For comfortable entrances, each of the doors swings open a full 70 degrees. And once inside the car, you'll relax in orthopedically designed seats that are actually tuned to the suspension.

For extra comfort, the front bucket seats automatically adjust for your height as you move them back and forth. And they're fully reclining to give you a wide range of comfort settings.

For extra convenience, there are power front windows, a sunroof, and four-wheel power disc brakes.

And for ease in handling, the 504 comes with power-assisted rack and pinion steering and four-wheel independent suspension.

Yet perhaps the most comforting thing about a 504, is simply knowing it's a Peugeot.

NO ONE BUILDS DIESELS LIKE WE BUILD DIESELS.

Economy is one luxury no luxury car should be without. Which is why so many luxury car owners are beginning to appreciate the advantages of owning a Peugeot Diesel.

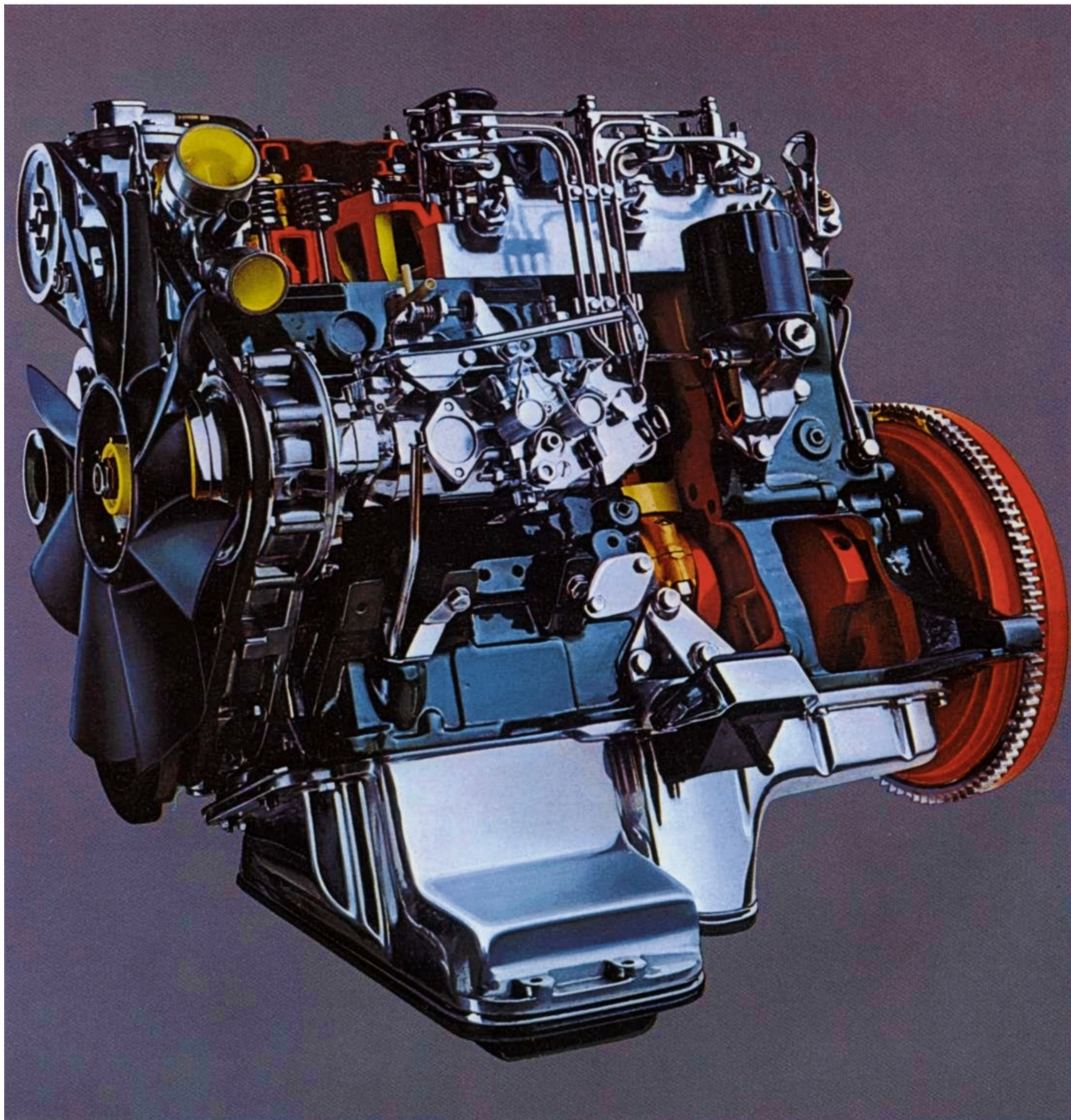
In recent EPA tests, the Peugeot Diesel achieved an estimated 28 miles per gallon. Most other luxury cars didn't even come close. (Manual 4-speed transmission. Remember: Compare this estimate to the 'estimated mpg' of other cars. You may get different mileage depending on how fast you drive, weather conditions, trip length and the condition of your car.)

The Peugeot Diesel engine also runs on fuel that nationally averages several cents per gallon less than unleaded gasoline. (Local prices may vary.)

And while some manufacturers are reworking gasoline engines to do a diesel's work, at Peugeot, we build our diesels to be diesels from the start.

Of course, there's no point in putting an engine that can take it into a car that can't. So we build our diesel cars with the same care and precision we put into our diesel engines.

All of which makes the Peugeot Diesel a car you'll appreciate for many years to come. Because it's worth holding on to a car that holds up.



THE LAST WORD IN STATION WAGONS FROM THE PEOPLE WHO INVENTED THE FIRST.

The problem with most station wagons is that they drive like one.

Fortunately, the Peugeot is different.

Unlike other wagons that are merely squared-off sedans, the 504 is a well-rounded machine. Built to be a wagon from the ground up. So it can handle more than a half a ton of passengers and cargo, and still handle like a car.

For that reason, the Peugeot Wagon features power-assisted rack and pinion steering. Power front disc brakes. And a turning radius that's shorter than that of most domestic compacts.

For extra cargo space, we made our wagon a full foot longer than our sedan. So with the rear seat folded down, the Peugeot Wagon offers an absolute maximum of 81.6 cubic feet of total volume.

Yet for all its practicality, luxury has not been neglected. Like our 504 Sedan, a Peugeot Wagon also comes equipped with reclining bucket seats, tinted glass and more.

And the Peugeot Wagon is available with your choice of either a gas or diesel engine. Which makes it one of only a few vehicles in the world that lets you combine the practicality of owning a wagon, with the economy of driving a diesel.



