



Peugeot 504



82 YEARS AGO the first Peugeot was introduced to the world in Paris, making it one of the oldest names in automotive history. Since then, Peugeots have raced and won at Indianapolis, rallied and won in the deserts and mud flats of East Africa. No wonder Peugeot was voted "Car of the Year" when it was first introduced in 1968.



It starts with four doors that open wide. That swing out a full 85 degrees and hold there.

So, it's no trick to get in or out of the front or back of a Peugeot 504. A sliding roof opens to the sky to let in plenty of sunshine and fresh air. Unlike most cars built today, the spare tire doesn't take up valuable space in the trunk—but is locked

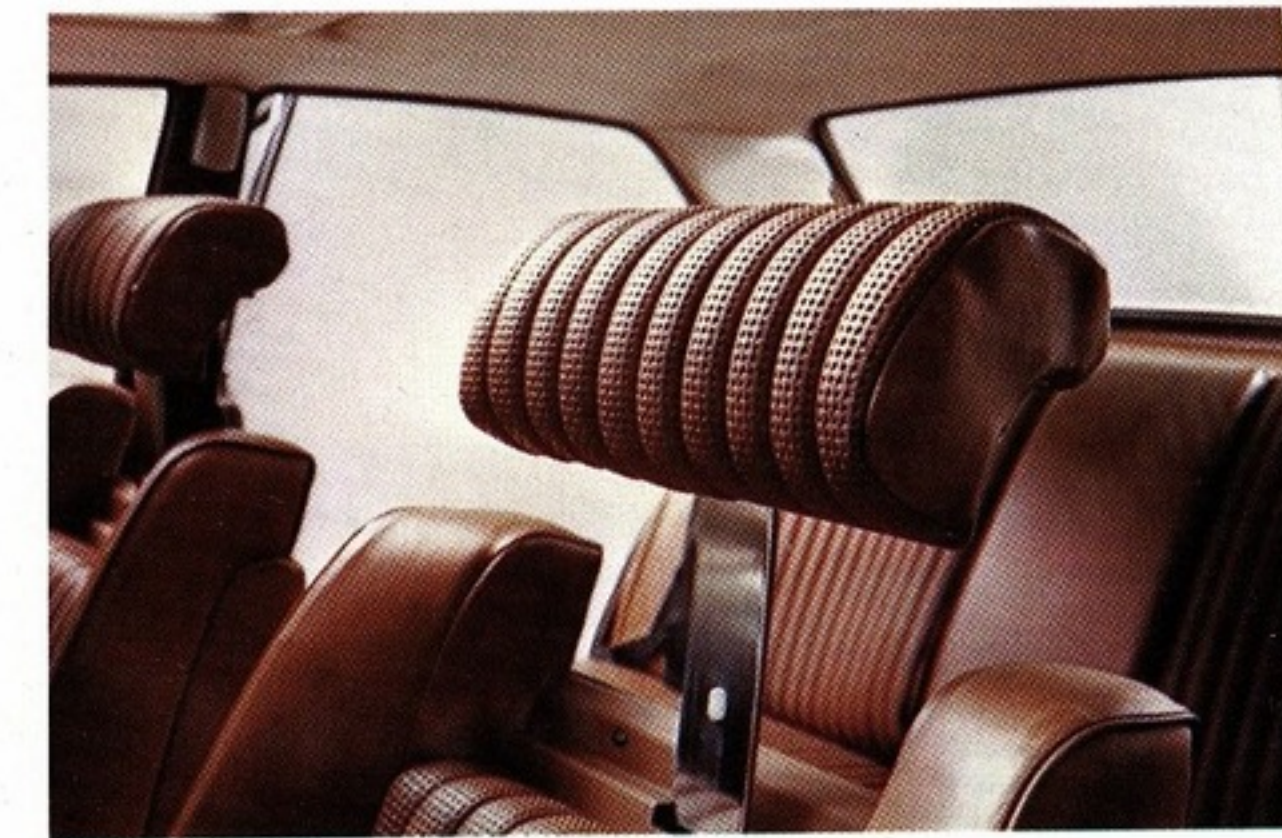
in place underneath the trunk floor. So, you get additional room for baggage.

The front bucket seats are fully reclining, so you can stretch out—even go to sleep if you like when the day's driving is done.

Three adults can sit comfortably in back. Or, put the armrest down and you've got two luxurious lounge chairs.



Peugeot 504 Sedan, styled by Pininfarina.



Retractable head restraints

Fully adjustable for individual height, Peugeot's unique head restraints hide-away for better rear view visibility when the front passenger seat is empty. Plus seats can be lowered into a fully reclining position with no head restraint to get in the way.

More ways to move the seats

All cars have a front seat that moves back and forth. Peugeot's bucket seat does more. When brought forward, closer to the wheel, the seat moves up higher to give maximum comfort and lateral support for shorter persons. When moved back, away from the wheel, the seat lowers down to make taller people more comfortable.

Between seats storage

Besides a huge glove box on the dashboard, there's a convenient little compartment underneath the padded center armrest between the front bucket seats. It lifts open for maps, tissues, toll change, etc.

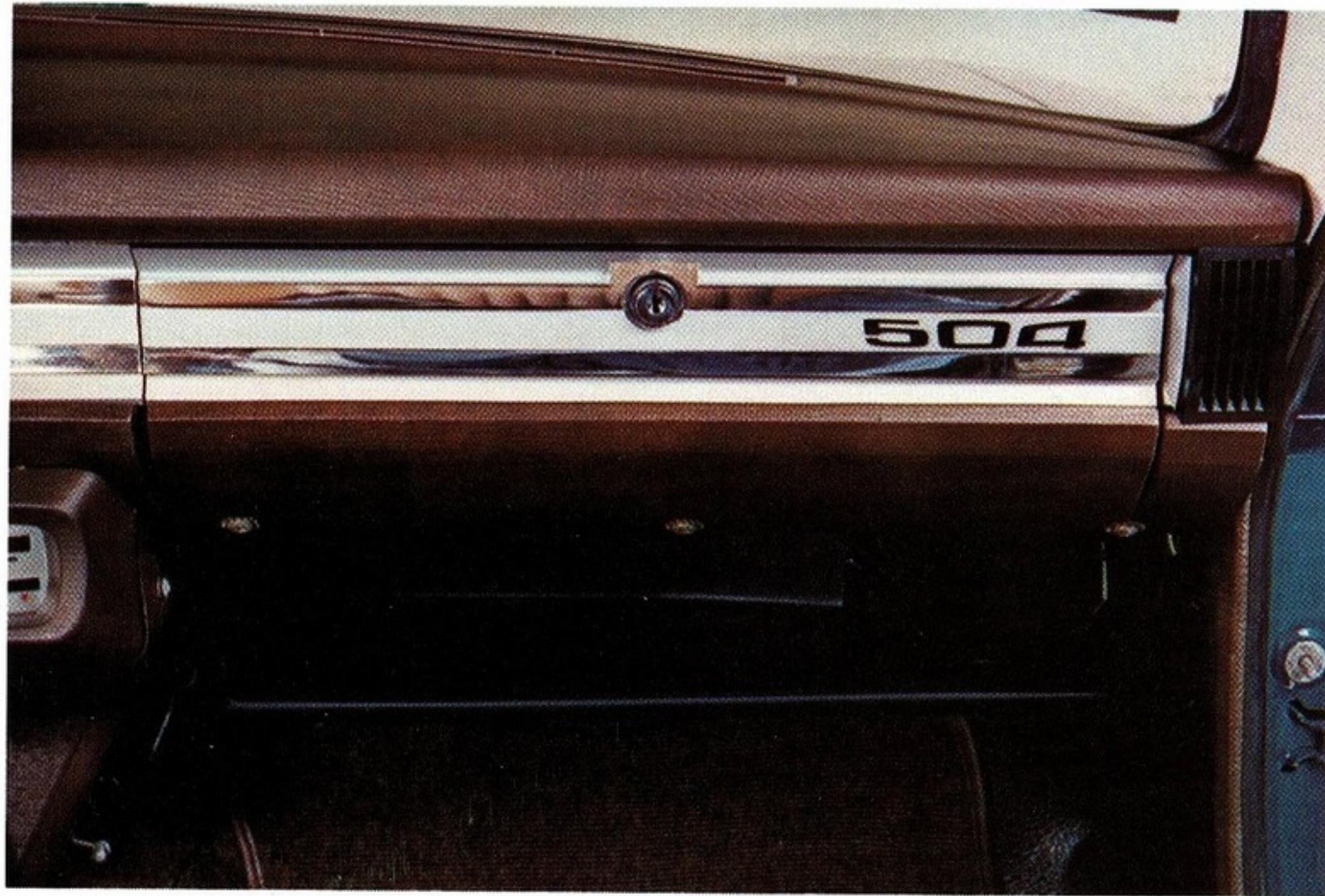
Leatherette upholstery

All this spaciousness would be for nothing if the seats weren't thickly padded. One look, one sit and you'll see and feel the big difference between the Peugeot 504 and a lot of other imports. Peugeot's leatherette, basketweave upholstery is self-ventilating, making those long drives so much more comfortable.

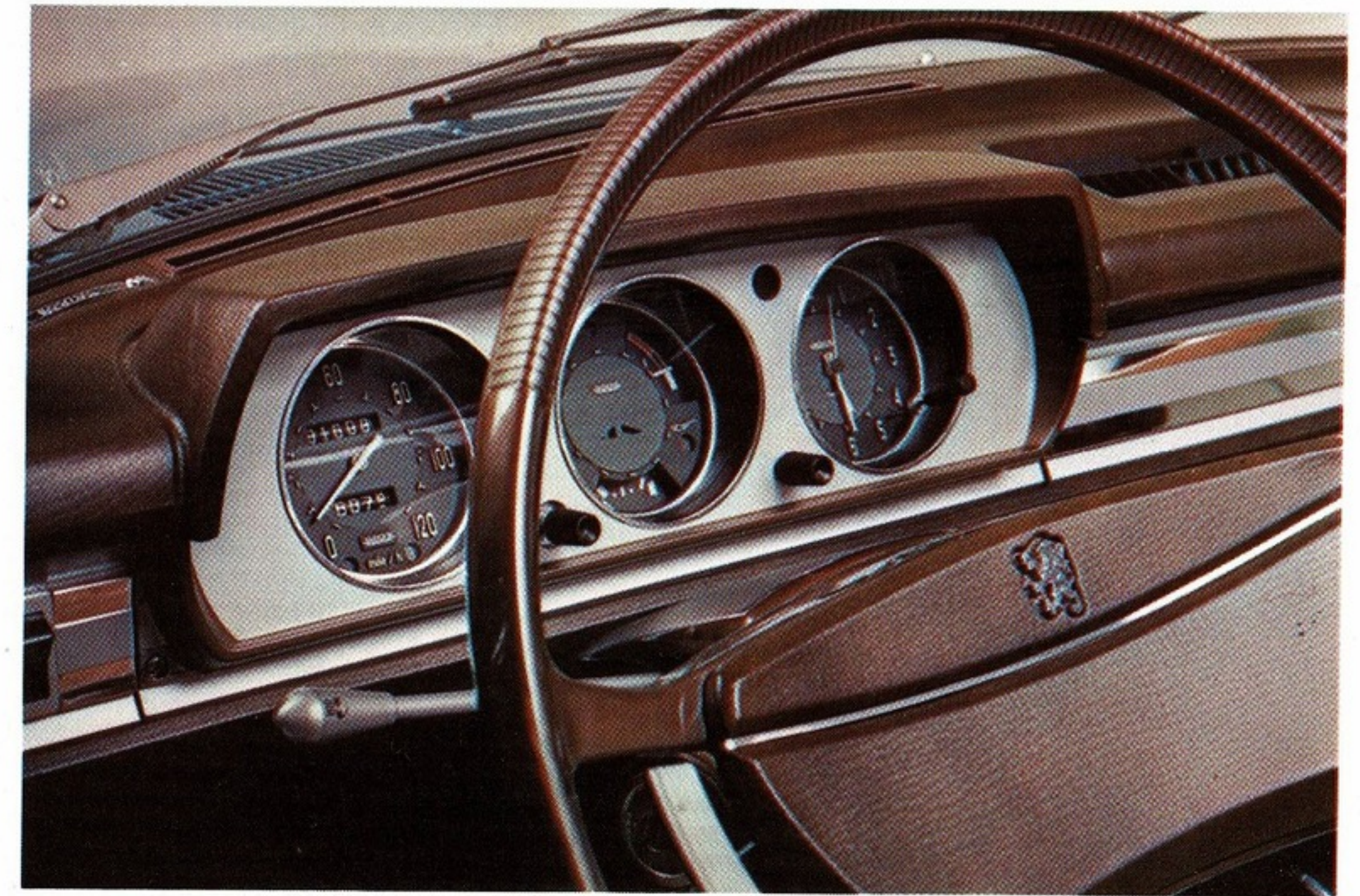
331° angle of visibility

A wrap-around panoramic windshield and curved rear and side windows provide nearly a full circle of visibility.

The Peugeot space program



Lockable glove box compartment and handy parcel shelf underneath



All informative, anti-glare instrument panel includes transistorized electric clock with second hand, trip gauge, voltmeter, choke warning light plus all other standard gauges, meters and warning lights.



Optional ZF automatic transmission
(Standard transmission stick shift is floor mounted)



Four wheel disc brakes

Most cars with disc brakes only have them on the front wheels. Peugeot not only has disc brakes on all four wheels, but also has the greatest brake surface area of any car in its class. All four discs are power-assisted too. In a panic stop, Peugeot leaves a greater margin for human error.



Four wheel independent suspension

A lot of cars have independent suspension. But only on the front wheels. In the rear they give you a rigid axle. And it behaves like a seesaw. When one wheel bounces up, the other slams down. Peugeot's four wheel independent suspension gives you a flexible rear axle. Just like a Rolls Royce. When one wheel rides over a bump or dips into a pothole, the other never knows it. Neither will you.

Here's how the Peugeot 504 keeps the road from getting to you.

Peugeot improves your living conditions on the road by being more than just a roomy, comfortable car.

The Peugeot 504 is also a safe car.

But a safe car shouldn't just protect you in case of an accident. It should help you prevent that accident from happening in the first place.

That's why Peugeot doesn't just add on protective features required by law, like collapsible steering columns, seat belts, and head restraints. Peugeot helps keep you safe with preventive features that are built-in:

Balanced weight distribution

Front-heavy cars are tough to steer at low speeds. Rear-heavy cars are no better. On sharp curves, the tail end tends to swing out. You can lose control. The Peugeot 504 is designed with an ideal weight distribution — neither front-heavy nor rear-heavy. So there's no need to oversteer, understeer or over-react.

Long wheelbase and low center of gravity

The longer the wheelbase, the smoother the ride and the less sway in gusty side winds. The wheelbase of the 504 is longer than on most cars in its class. What's more, it has a low center of gravity and anti-sway bars—front and rear—which help keep the wheels on the ground even in sharp turns.

Rack and pinion steering and Michelin radial tires

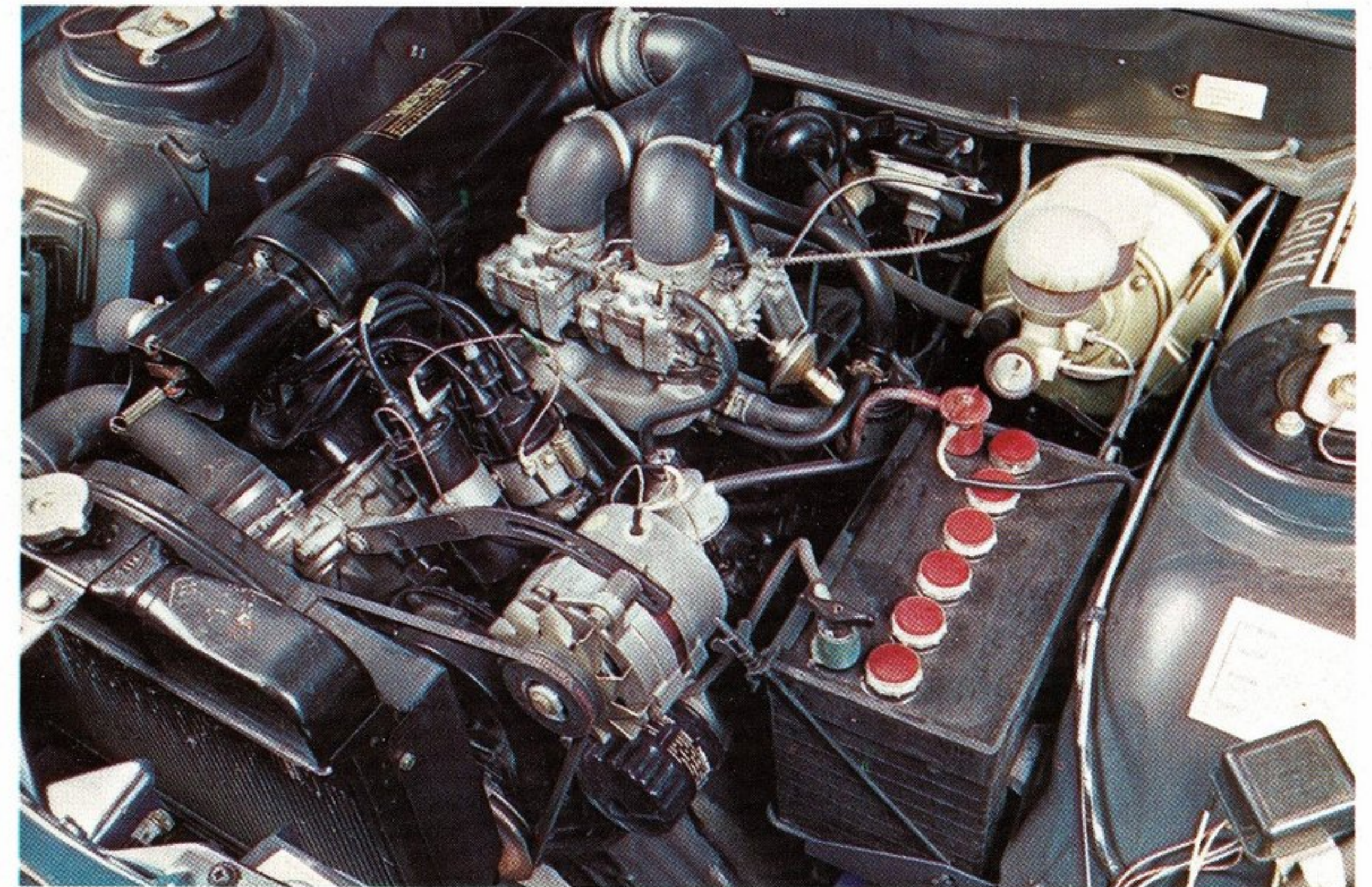
Steering doesn't have to be powered to be light and easy. Rack and pinion steering (used on racing cars) lets you keep the feel of the road. Turning is precise. Never a struggle. Add Michelin radial tires and you've got a real grip on wet pavements.

Passing power

Sometimes the best way to avoid a trouble spot is to pass it. Yet, with many imports, at 60 mph the accelerator is already floored. Not with a Peugeot 504. Its new 1971cc engine tops 100 mph, and has improved acceleration between 60 and 80 mph.

Exceptional visibility, child-proof rear door locks—these and a lot more are standard Peugeot safety features.

Face it, if you want to improve your living conditions on the road, start driving a Peugeot 504.



The New Peugeot 504 Station Wagon

An imported Station Wagon that's really comfortable

If you think comfort and luxury belong only to the big domestic, gas-eater wagons, come look inside the new Peugeot 504 Station Wagon.

Its roominess can't be measured by cubic feet alone. Nor can its luxury and comfort be truly judged by these pictures.

You've got to sit inside the real thing. Particularly in the cushioned, leatherette rear seat. That's the best place to experience the wide open spaces of the new Peugeot 504 Station Wagon.

Now make a note of some of the important features: four doors (not two, as with a lot of other import wagons); fully reclining, leatherette front bucket seats; disappearing head restraints; four combined lap and shoulder seat belts; two large courtesy lights on the center pillars; and a glovebox armrest between the front bucket seats. (Most of the luxury features in the Peugeot 504 Sedan are in the 504 Station Wagon).

That back seat you're sitting on folds-away and turns the rear baggage compartment from family-size to king-size. And for those king-sized hauls, the rear wheels are supported by multiple coil springs on each wheel to help keep things from bouncing around.

When you get to the driver's seat and hopefully out on the road for a test drive, you'll discover the 504 Station Wagon is a safe, sure-handling wagon.

The road doesn't control this car. You do. Rack and pinion steering and Michelin radial tires help get you through mud, rain and snow. Disc brakes up front and heavy-duty drum brakes in the rear combine to bring the 504 Station Wagon to a quick, even halt.

The new Peugeot 504 Station Wagon. Look at it. Touch it. Sit in it. Open the hood. Lift the tailgate. But most important, test drive it. By yourself, and with the whole family along.



Multiple coil springs on the rear wheels help keep baggage from bouncing around.



Total baggage area: 66 cu. ft. Tailgate hinged at top for easy loading.



Over-sized, heavy-duty rear bumper guards. De-foister clears rear window quickly.



Peugeot 504 Station Wagon, styled by Pininfarina.

PEUGEOT 504 SPECIFICATIONS

Dimensions	Sedan	Station Wagon
wheelbase	108.00"	114.80"
overall length	177.00"	189.00"
overall width	66.50"	66.50"
overall height (unladen)	57.50"	61.00"
front track	56.50"	56.50"
rear track	53.50"	53.50"
trunk	20 cu. ft.	
Station Wagon compartment		66 cu. ft.
curb weight	2650 lbs.	2925 lbs.

Capacities	Sedan	Station Wagon
fuel tank	14.8 gallons	15.3 gallons
engine crankcase	4 1/4 quarts	4 1/4 quarts
cooling system incl. heater	8 1/2 quarts	8 1/2 quarts

Tires	Sedan	Station Wagon
size	175 x 14"	185 x 14"
type	Michelin high speed radial tires	Michelin high speed radial tires

Brakes	Sedan	Station Wagon
type	4-wheel disc brakes, power assisted with brake equalizer	power assisted disc-drum
lining	438.34 sq. in. swept area	400.97 sq. in. swept area

Suspension	Sedan	Station Wagon
type	4-wheel independent suspension; trailing arms, telescopic struts incorporating helical springs with double acting shock absorbers (Peugeot make). Anti-sway bars front and rear.	Front wheel independent suspension; rigid rear axle, multiple coil springs; telescopic struts with helical springs, double acting shock absorbers (Peugeot make). Anti-sway bars front and rear.

Steering	Sedan and Station Wagon
type	rack and pinion
ratio	22.2 to 1
turning circle	35' 10"
steering turns, lock-to-lock	4 1/2

4-Cylinder Engine	Sedan and Station Wagon
type	in-line overhead valve
bore	3.46"
stroke	3.19"
displacement	1971 cc. (120 cu. in.)
max torque	119.3 ft. lbs. @ 3000 rpm
compression ratio	7.6 to 1
main bearings	5
speed (max.)	101 mph
carburetion	2 single barrel Solex

Transmission & Drive	Sedan and Station Wagon
type	4-speed synchromesh floor mounted stick
rear axle	hypoid reduction 3.89 (hypoid reduction 4.22—Station Wagon)

transmission ratio	TOP	3RD	2ND	1ST	REV.
	1.0	.732	.475	.281	.275

6-position optional ZF automatic transmission (park, reverse, neutral, 3, 2, 1), with torque converter and planetary gears with 3 forward speeds.

Electrical System	Sedan and Station Wagon
type	12 volt 65 ampere-hour battery, three phase alternator

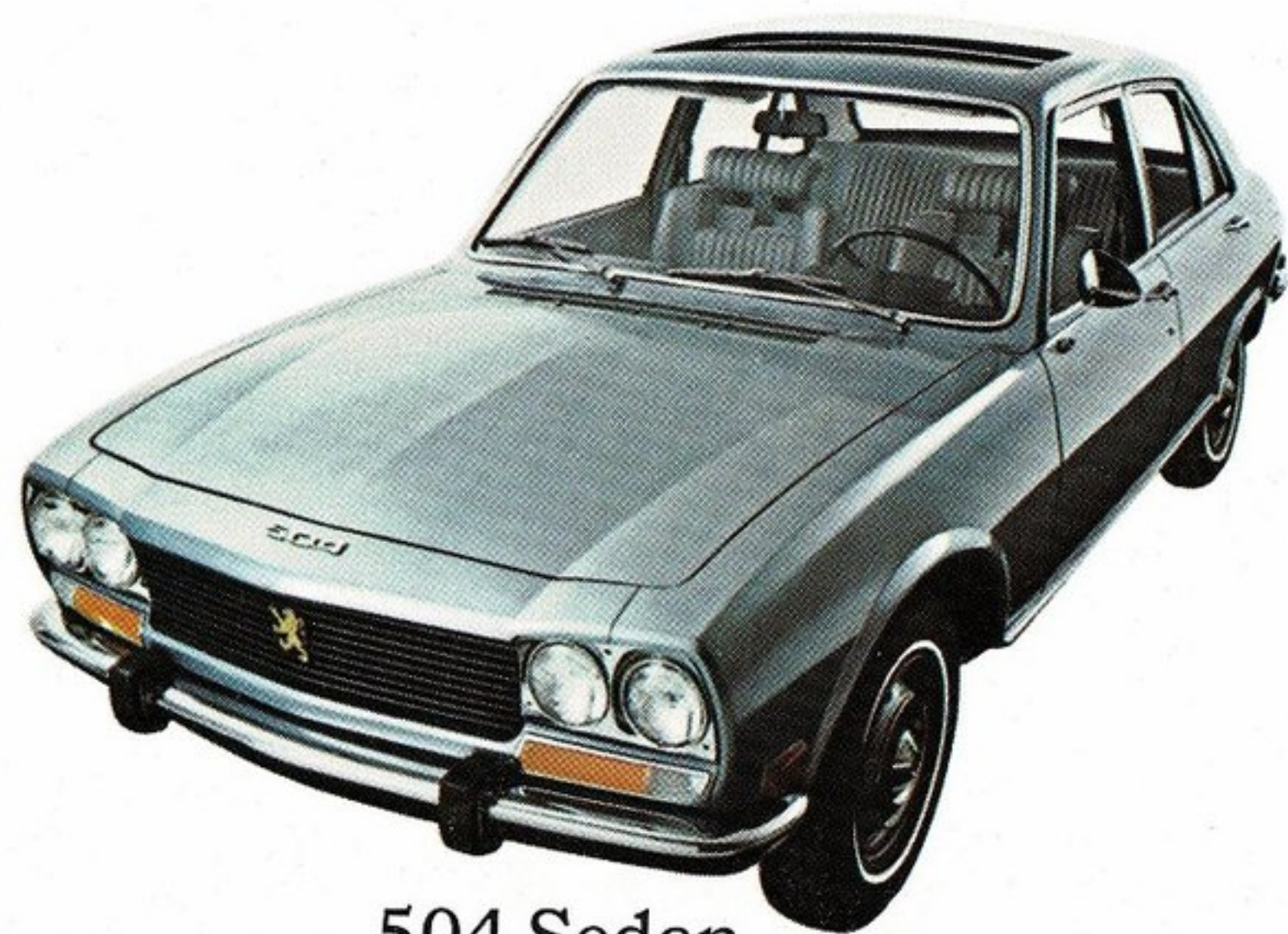
Bodywork	Sedan and Station Wagon
type	All-steel, monocoque construction with priming by electrophoresis. Solid steel sliding sunroof. (Sedan only).

Instrumentation	Sedan and Station Wagon
type	120-mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock. Warning lights: oil pressure, choke on, high beam, directionals, flashers. Also: manual choke, anti-theft lock, two speed windshield wipers, electric washer pump.



Peugeot 504 Station Wagon

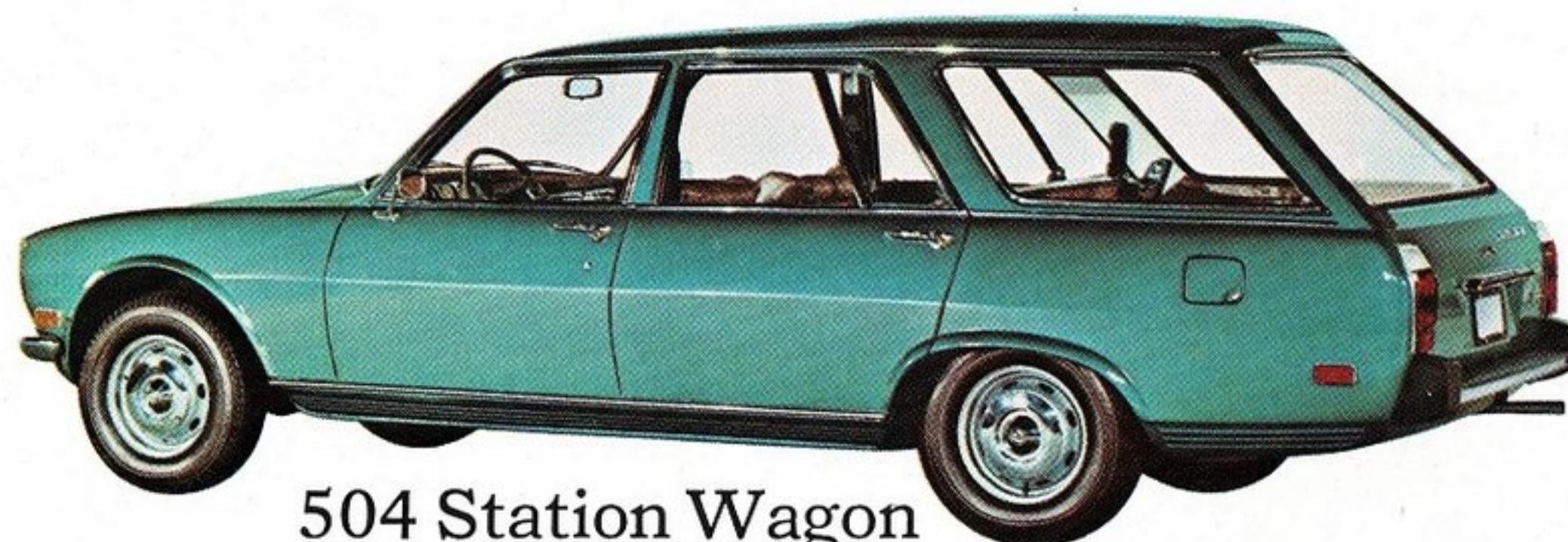




504 Sedan



304 Sedan



504 Station Wagon



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