



Peugeot 304



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 fields of East Africa. No wonder the Peugeot 504 was voted "Car of the Year" in 1968.

From this tradition of excellence in automobile craftsmanship comes the new Peugeot 304. The car that handles like a sports car, yet has everything you'd expect in a luxury sedan. A perfectly balanced machine.

Peugeot 304: The Sports Car.

Turn the key in the ignition. Release the hand brake. Grasp the stick on the floor. Clutch down. Slip into first gear. The fun and pure enjoyment of driving is back.

You know you're in a sports car with the first curve you handle. Peugeot's rack and pinion steering makes turning light, easy, and most important, precise. You feel confident on the most winding course because you keep the feel of the road in your hands.

And with Michelin radial tires gripping the road, you'll find yourself leaving the free-ways and heading for the backroads.

A sudden stop? No panic. Peugeot's power-assisted front disc and rear drum brakes seize control and bring you to a halt evenly, quickly. Perhaps the greatest sport of owning a Peugeot 304 is front wheel drive.

With the entire weight of the transverse engine over the drive wheels there's more traction in mud, ice and snow. And better traction means better stability in tight cornering situations and gusty side winds. Plus better, more precise steering. You climb mountain roads, pull out of snow banks and mud holes without a struggle.



Four speed all synchromesh gearbox with floor mounted stick shift



Fully reclining bucket seats



Front wheel drive

Four wheel independent suspension

Peugeot 304: The Luxury Sedan.

You can see and feel the richness throughout the Peugeot 304 Sedan. Take the dashboard for instance. It's finished in a beautiful, wood-like veneer. And the instrumentation is complete: no empty ovals where a clock should be.

Then, the bucket seats. Plush to touch, firm to sit in, luxurious to look at, Peugeot's seats have long been famous for excellent comfort on the road. The seats, backrests and headrests are all thickly padded. The cloth with leatherette trim upholstery is self-ventilating—so important for those long drives in warm weather.

Speaking of long trips, the front bucket seats are fully reclining. Just pull off the road, flick a lever at the side of the seat and lean back into any sleeping position you like.

Peugeot's comfort isn't just inside where you can see it. It's built into the car where you can feel it.

When one wheel dips into a pothole, the other wheels never know it. Neither will you. Peugeot's four wheel independent suspension is the best suspension system there is. It's the same system you get on a Rolls Royce.

Combined with Peugeot's low center of gravity, wide stance and ideal weight distribution, you ride in total comfort under any driving condition.



Four wide-opening doors. They're especially convenient when you take the children along. And there's no worry about them accidentally springing open. All four doors have zero torque safety locks which keep them shut even under heavy impact. In addition, the rear doors are child-proof. They can't be opened from the inside.



Big 15.7 cu. ft. trunk. More usable space because there's no spare tire to get in the way. And no need to unload baggage in case of a flat. Spare is stored underneath, locked in place from inside the trunk.



Standard safety equipment. From four-way flashers to anti-glare windshield wipers, you can't get more safety features than there are on the Peugeot 304.



More visibility. With the engine mounted sideways, the hood is shorter so you see more of the road. What's more, a wrap-around panoramic windshield and large rear and side windows provide a 310° angle of visibility. No blind spots.

Peugeot 304: For better living conditions on the road.

To help keep you safe on the road Peugeot doesn't just keep within the limits of the requirements set by law. Besides head restraints, seat belts, collapsible steering columns and four-way flashers, the Peugeot 304 has additional safety features you should know about.

For instance, when you suddenly have to apply the brakes, a Braking Force Compensator automatically distributes pressure between the front disc and the rear drum brakes. The compensator responds to the load supported by the front and rear wheels. When there is more weight in the back, the rear brakes work harder so the car stops evenly and quickly. The braking system also includes a warning light on the dashboard which indicates when the brake fluid level is low or the brake pads have worn too much. The light also comes on when the hand brake is applied.

All door panels, window rims, and armrests are fully padded. Door handles are recessed. Child-proof rear door locks are standard equipment.

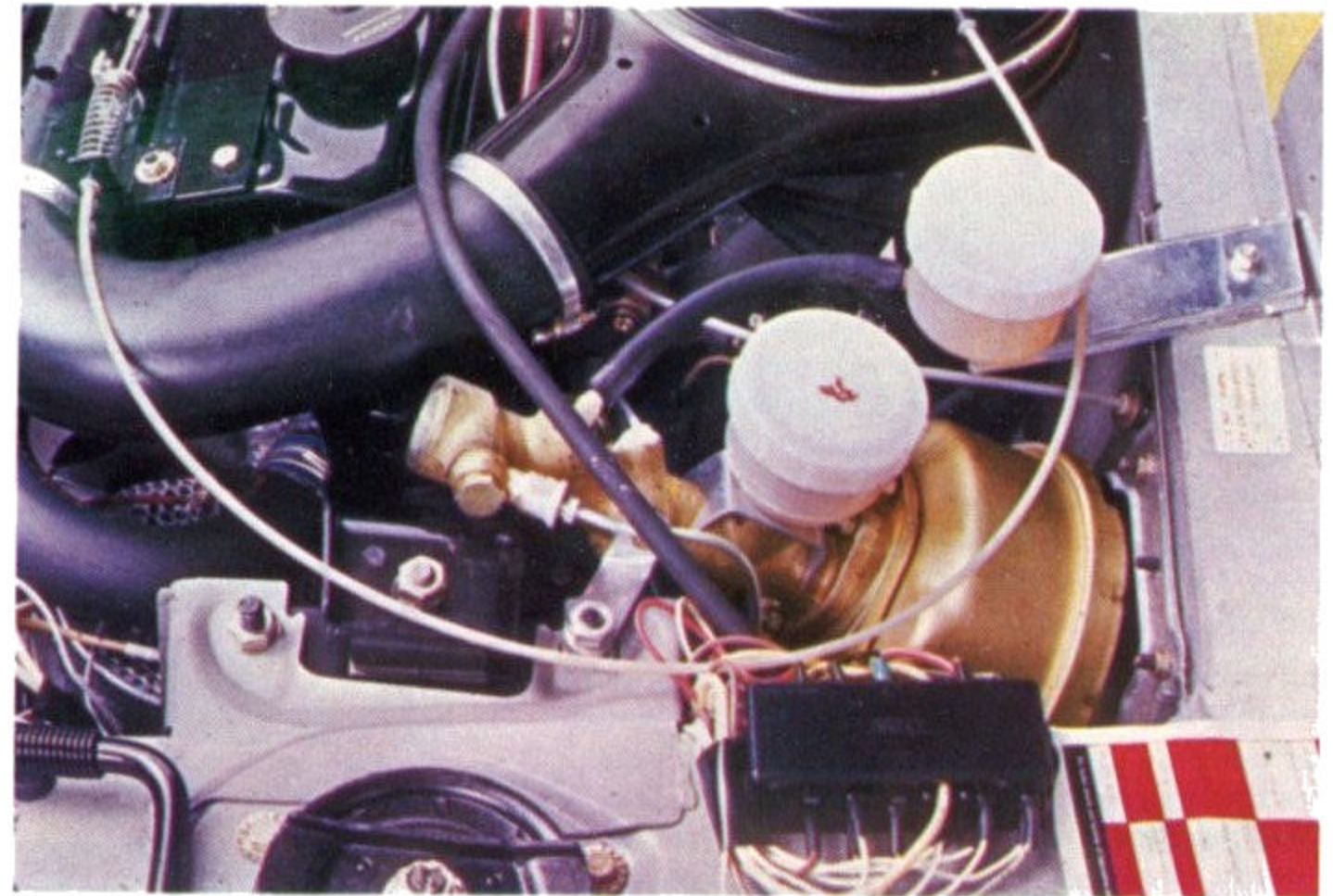
The 304's "Monocoque" body is made from 0.9mm anti-corrosion ribbed steel. The one-piece construction is composed of inter-locking steel components with an undeformable center passenger compartment.

A less obvious, but still important safety feature is the 304's incredibly tight turning circle. Sometimes you have to make a U-turn, quick!

Then there is Peugeot's ventilation system that maintains fresh air in the car through three different ventilating circuits to keep you alert and comfortable.

The headlight and high-beam control is on the steering column, as close to your hand as possible. The same lever also contains the horn signal. Again, for fast application.

Comfort in a Peugeot is not only for your body. It's for your mind as well.



Transverse Overhead Cam Engine: 30 Miles Per Gallon!

The Peugeot 304 has a 1288 cc engine. Transversely mounted, the four-cylinder engine features an overhead camshaft controlling the exhaust and intake valves. It has a one-piece cylinder block of pressure die-cast aluminum with removable wet-type liners. Five main bearings help give the engine a longer life. Cruising at a steady 60 mph, the 304 will go 30.3 miles on a gallon of gas.

Peugeot 304: Station Wagon

It doesn't just take good care of your luggage, it takes good care of you.

Just because our station wagon is a tough worker doesn't mean it looks like a warehouse inside.

Quite the contrary. Every luxury feature in the 304 Sedan has been retained in the 304 Station Wagon: wear-resistant carpets, thickly padded, fully reclining bucket seats and handsome wood-like veneer dashboard. They're all there.

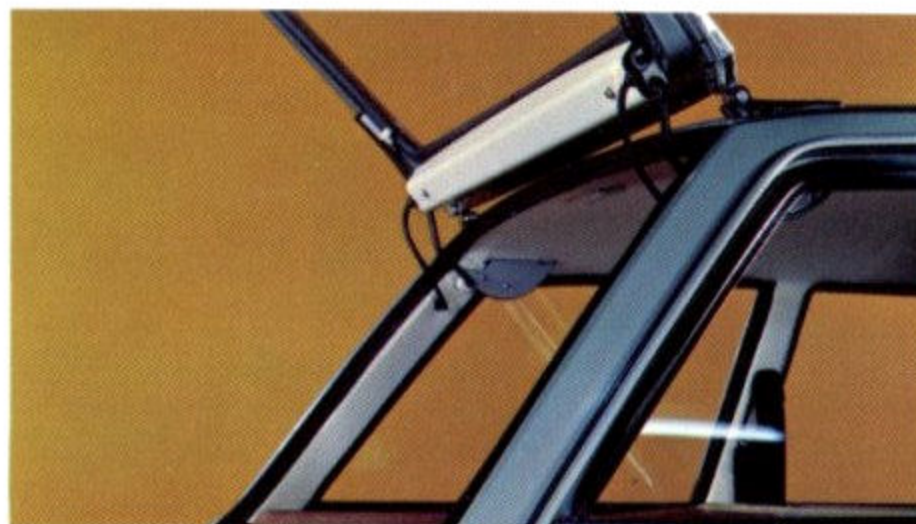
Plus front wheel drive for rain, sleet and snow driving conditions. Front disc and rear drum brakes for sure stopping, four wheel independent suspension for tight cornering and pot-holed backroads, and rack and pinion steering and Michelin radial tires for a positive feel of the road.

Even inside the station wagon compartment no short cuts have been taken. Notice the beautiful hardwood floor and sidings with the rust-proof, stainless steel rib supports.

So you can load without a lot of lifting and shoving, the rear door is hinged at the top. A defroster clears the rear window in less than a minute. Plus your baggage has less chance of bouncing around because the independently suspended wheels are directly underneath. No overhang. It's a beautiful little bundle. The new Peugeot 304 Station Wagon.



Independently suspended rear wheels keep baggage from bouncing around.



Length: 57" Width: 47" Height: 33"



Door hinged at top for easy loading. Defroster clears rear window quickly.



Total baggage area: 52 cubic feet.

PEUGEOT 304 SPECIFICATIONS

Dimensions	Sedan	Station Wagon
wheelbase	101.88"	101.88"
overall length	162.96"	157.08"
overall width	61.80"	61.80"
overall height (unladen)	55.44"	56.28"
front track	51.96"	51.96"
rear track	49.56"	49.56"
trunk	15.7 cu. ft.	
Station Wagon compartment		52.1 cu. ft.
curb weight	1920 lbs.	2094 lbs.
useful floor length		2.91 ft. to 4.75 ft.
useful area		8.61 sq. ft. to 16.14 sq. ft.
useful height		2.88 ft.

Steering type	rack and pinion	rack and pinion
steering turns, lock-to-lock	3 3/4	3 3/4
turning circle	33.34 ft.	32.8 ft.
steering ratio	18.6 to 1	19.15 to 1

Sedan and Station Wagon

Tires size type	145 x 14" or 145 x 355 Michelin radial ply steel cord				
Brakes type lining	front disc/rear drums, power assisted with brake equalizer, 282 sq. in. (swept area)				
4 Cylinder engine type	transversally inclined 20° towards front in-line overhead valve, overhead cam				
bore	2.99"				
stroke	2.80"				
displacement	1288 cc (78.5 cu. in.)				
max. torque	64.8 ft. lbs. @ 3500 rpm				
compression ratio	7.5 to 1				
main bearings	5				
speed (max.)	93 mph				
fuel tank	11 gallons (9.18 gallons, Station Wagon)				
engine crankcase cooling system, incl. heater	7 pints				
Transmission & Drive type	4-speed synchromesh (floor-mounted stick) front wheel drive				
transmission ratio	TOP	3rd	2nd	1st	Rev.
	1.014	.689	.451	.274	.253
Electrical system type	12 volt 40 ampere/hour battery, 3 phase alternator				
Suspension	4-wheel independent suspension with highly flexible front and rear anti-roll bars, Peugeot front and rear hydraulic, telescopic, double-acting shock absorbers				
Bodywork	All-steel, monocoque construction body with priming by electrophoresis. Solid steel sliding sunroof (sedan only)				
Instrumentation	120-mph speedometer, 99,999 odo, 999.9 trip odo, water temperature, voltmeter, fuel level, clock. Warning lights: oil pressure, high beam, directionals, four-way flashers, hand brake/pressure drop. Also: manual choke, anti-theft lock, two speed windshield wipers, and electric washer pump.				



**Peugeot 304
Station Wagon**





504 Sedan



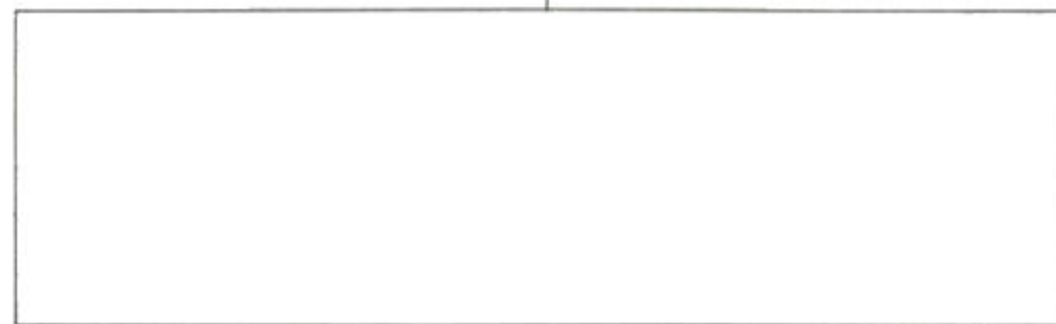
304 Sedan



504 Station Wagon



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Peugeot Consumer Information Data is available upon request by writing to Peugeot, Inc. 300 Kuller Road, Clifton, New Jersey 07015