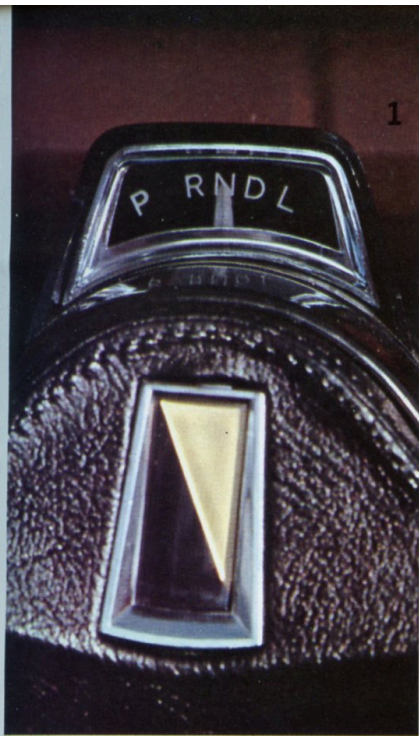


**THE TOUGHEST BARGAIN
YOU CAN DRIVE**

PEUGEOT







Peugeot gives you more features than any other car in its price range. Optional 3-speed torque converter automatic transmission (1) or new standard 4-speed synchromesh transmission. Solid steel sliding sunroof that locks in any position, can be adjusted while driving (2). Airliner-type reclining seats

that adjust to more than 100 different positions and easily convert into comfortable beds (3). Sporty, non-glare dashboard (4). "Breathable" leatherette upholstery (5). Big, fully carpeted trunk (6). And only Peugeot gives you more than two dozen extras that don't cost you extra: door-to-

door carpeting, windshield washers, automatic fan clutch, fresh air ventilating system and sliding sunroof. And don't overlook the many safety features that are built into Peugeot—extra thick body steel, child-proof locks on rear doors, padded sun visors and dash, solid rack-and-pinion steering,

power brakes, 4-way flasher lights and many more. And in 1968 we're giving you our exclusive "Coppolair" anti-smog system that won't drain your horsepower. Look into Peugeot, the toughest bargain you can drive. 500 authorized dealers in the United States, Canada and Mexico.

Here are the attractive colors available on 1968 models:

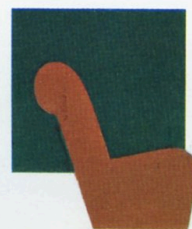
Black with red interior



Light green with red interior



Dark green with beige interior



Burgundy with beige interior



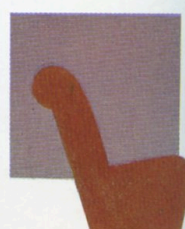
Off white with red interior





Aquamarine with turquoise interior



Metallic beige with beige interior (sedan only)








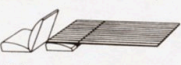
Peugeot's durability is a fact, not a claim. For two years running, Peugeot has been awarded American Rodding Magazine's "Toughest Car in the World" trophy. Peugeot has been a consistent winner in the East African Safari, the tortuous 3,000-mile rally that very few cars can even finish, let alone win. And Peugeot has also won the "Best Imported Sedan Under \$3,000" award.  Peugeots are tough because they're still built the way cars used to be built. Body steel is extra thick. Bumpers and trim are stainless steel, not chrome. Every car built is individually road tested. Each car undergoes some 5,000 inspection procedures. Steering is precise rack-and-pinion.  1968 Peugeots give you more for your money. \$500 worth of extras that don't cost extra. Advanced safety features and a unique anti-smog system called "Coppolair" that exceeds Federal requirements. Test drive the Peugeot 404 Sedan or Peugeot 404 Station Wagon. You couldn't drive a tougher bargain.



A tradition of quality since 1889

SPECIFICATIONS—PEUGEOT 404/PEUGEOT 404 STATION WAGON

DIMENSIONS

	404 4-Door Sedan		404 Station Wagon
Wheelbase	104.3"		111.8"
Overall length	174.0"		180.0"
Overall width	64.0"	Driver and five passengers; exceptional room for luggage or packages. Distance between tail-gate and rear seat—51".	64.0"
Overall height (unladen)	57.1"	Driver and two passengers; large area available for transporting goods. Distance between tail-gate and raised rear seat—75".	58.3"
Front track	53.14"		53.0"
Rear track	49.25"		51.2"
Trunk	24 cu. ft.	Driver and two passengers; the rear seat back folded over the cushion gives greater loading length. Distance between tail-gate and front seat—84".	—
Curb weight	2405 lbs.	Driver only; passenger seat temporarily removed or fully reclined gives maximum loading length and volume for awkward loads. Distance between tail-gate and dashboard—115½".	2535 lbs.
Useful cargo length	—		51"-75"-84"-115½"
Useful loading area	—		12.9-23.7-28 sq. ft.
Useful capacity	—		38.8-66-81.2 cu. ft.
Loading capacity	—		1100 lbs.

4-CYLINDER ENGINE

	404 4-Door Sedan	404 Station Wagon
Type	In-line overhead valve	
Bore	3.31"	
Stroke	2.87"	
Displacement	98.7 cu. in.	
Horsepower	80 @ 5600 rpm	
Max. torque	97.5 lb.-ft. @ 2500 rpm	
Compr. ratio	8.3 to 1	
Main bearings	five	
Speed (max.)	94 mph	90 mph

CAPACITIES

	404 4-Door Sedan	404 Station Wagon
Fuel tank	14½ gallons	13¼ gallons
Engine crankcase	4¼ quarts	
Cooling system (incl. heater)	8½ quarts	

TRANSMISSION & DRIVE

	404 4-Door Sedan					404 Station Wagon				
Type	Four speed synchromesh									
Rear axle	Underslung, worm gearing, reduction 4.2					Hypoid, reduction 4.63				
Transmission ratio	Top	3rd	2nd	1st	Rev.	Top	3rd	2nd	1st	Rev.
Overall ratio	1.0	.693	.446	.250	.231	1.0	.693	.446	.250	.231
	.238	.165	.106	.058	.055	.216	.150	.096	.054	.050

Automatic transmission is optional at extra cost.

BRAKES

	404 Sedan	404 Station Wagon
Type	Now fitted with power-assisted disc brakes on front and drum brakes on rear. The dual braking system incorporates a signaling device indicating any malfunction in the brakes.	Drum brakes on all wheels, dual braking system incorporates a signaling device indicating any malfunction in the braking system.
Lining	304.7 sq. in. (swept area)	223.2 sq. in.

TIRES

404 4-Door Sedan / 404 Station Wagon	
Size	5.90 x 15
Type	Michelin X

ELECTRICAL SYSTEM

404 4-Door Sedan / 404 Station Wagon	
Type	12 volt, 55 ampere/hour battery 400-watt alternator system

SUSPENSION

404 4-Door Sedan
Full reflex system. <i>Front</i> : 2 coil springs with anti-sway bar and direct double acting Peugeot-patented telescopic shock absorbers. <i>Rear</i> : 2 coil springs with stabilizing bar and direct double acting Peugeot-patented telescopic shock absorbers.
404 Station Wagon
Full reflex system. <i>Front</i> : 2 coil springs with anti-sway bar and direct double acting Peugeot-patented telescopic shock absorbers. <i>Rear</i> : 4 coil springs with stabilizing bar and direct double acting Peugeot-patented telescopic shock absorbers.

STEERING

404 4-Door Sedan / 404 Station Wagon	
Type	Rack and pinion
Ratio	18.6:1
Turning Circle	32' 35' 2"

ACCESSORIES—NO EXTRA CHARGE

404 4-Door Sedan / 404 Station Wagon

Dual braking system, sliding sunroof and power brakes (sedan only), reclining seats, highbeam warning light, four-speed transmission, turn indicator, water temperature gauge, oil pressure warning light, stainless steel trim, fuel gauge, trip mileage counter, voltmeter, two-speed electric windshield wipers, windshield washers, manual choke, automatic fan clutch, "Coppolair" exhaust emission control device, ashtrays front and rear, lighted glove compartment, electric clock, heater-defroster, cigarette lighter, deluxe stainless steel wheel covers and bumpers, outside mirror, luggage rack mounting brackets, dual-padded sun-visors, padded dashboard, full leatherette upholstery, locks on all four doors, child-proof locks on rear doors, tail pipe extension, Michelin X tires, front center arm rests, rear seat arm rest (sedan only), anti-freeze to -35°F, door-to-door carpeting, front and rear seat belts and attachments, vanity mirror, tool kit, fresh air ventilating system, luggage compartment light (sedan only), hazard warning lights, back-up lights, side marker reflectors, day-night mirror.



PEUGEOT

See your local dealer for U. S. sales and overseas deliveries

PEUGEOT, INC., 107-40 QUEENS BOULEVARD, FOREST HILLS, NEW YORK