



PEUGEOT

PRONOUNCED
"POOJ-oh"



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Newsletter

Peugeot Scores in 12th Int'l Mobil Economy Run

Chas. Nesbitt Named Peugeot Service Head

Charles C. Nesbitt has been recently appointed to the position of Service Manager of Peugeot, Inc. Mr. Nesbitt was formerly associated with the Rover Co. as District Service Manager. In Europe he was an active racing enthusiast with Formula III along with being in the business of race-car preparation. He also competed extensively in international rallying throughout Yugoslavia, Bulgaria, Italy, France, Belgium and Holland.

Married and the father of five children, Mr. Nesbitt came to the U.S. two years ago.

Under his direction, the Peugeot service activities will emphasize distributor, dealer and customer relations.

SALES ARE UP!

Retail sales for Peugeot rose nationally by 11.1% over the corresponding first four months period last year. Magna Motor reports sales up 8% plus for the period, while Peugeot New England indicates a 13% rise over their previous figure for the period. Since Peugeot Western Distributors, Inc. has taken over distribution on the West Coast, sales are up 66% in that area.

THE 1900 PEUGEOT: POETRY vs. PRACTICALITY

The French writer, Baudry de Saulnier, waxed poetic on the subject of Peugeot automobiles around the turn of the century.

"It is incontestable," he wrote, "that Peugeots are distinguished by their elegance and their light appearance — the motor gathered up in the rear and well concealed in the chassis — the handlebars, curving gently inward and garnished with vertical grips —"

However, he found the business of operation more down-to-earth. "How do you start the Peugeot motor? When the burners are in full force, the oil output has been verified and the gasoline has free flow into the carburetor, you stand in the rear of the vehicle. With the *left hand*, you pull toward you a ring located to the left under the body. With the *right hand*, you turn the crank. . ."

And with the left foot. . . ?



PHAMOUS PHABLES...

Mister Tortoise accepted a dare

For a race with the swift Mister Hare,

But he got so much "go"

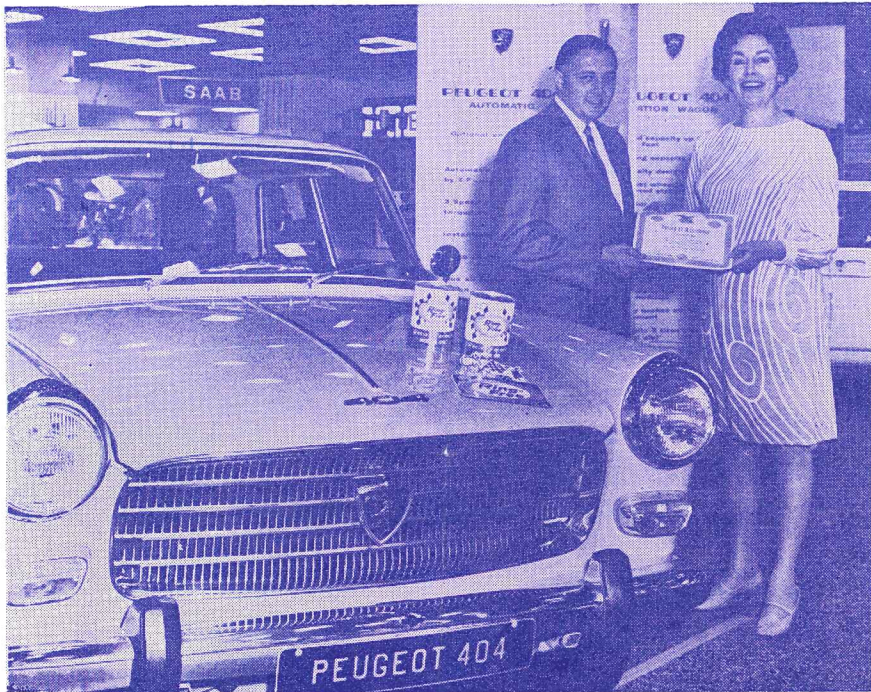
That he won it with nary a care.

In his speedy Peugeot.

More PR Western Style

YOU JUST CAN'T say we at Peugeot don't really try harder. . . we do at all costs! Recently, our Peugeot Western Distributor personnel (Jim McLaughlin, Ed Richard and Jacques Gougeon) hopped into their 404 down in Long Beach and drove 250 miles to make a presentation to the Lompoc Valley Automotive Association. The audience of 300 members and 25 officials enjoyed an evening all about Peugeot. After what Jim McLaughlin terms a "very successful meeting in all aspects", they drove back the same distance.

You may be wondering what the Lompoc group has to deserve such attention. . . well, it's a Federal Correctional Institute with 300 inmates who expressed interest in Peugeot and our people were more than happy to visit them with movies and auto talk. As McLaughlin added: "Now I can honestly say I have gone to prison for Peugeot." A very nice public gesture, fellas, and we're sure it was appreciated.



A TIME FOR SMILES . . . so says MacMillan Ring-Free Oil's Executive Vice President Tom Nasca as he and Peugeot's Advertising & Public Relations Director Marjorie Mantius examine 10,000 mile Award of Excellence from American Rodding Magazine. Award made at the recent International Automobile Show at the New York Coliseum was based on an exhaustive 10,000 mile certified test of the Peugeot 404 and involved the use of MacMillan Ring-Free Oil. The Peugeot was lauded as the "best imported sedan under \$3,000" by American Rodding's Executive Editor Lyle Kenyon Engel.

Love Letter

Peugeot, Inc.
Forest Hills,
New York

Dear Sirs:

It occurred to me, after filling-out the enclosed form, that you might be interested in a bit more detail about why I bought a Peugeot.

I drove a "403" for 7 years (after begrudgingly re-learning how to drive, since I had driven only the automatic transmission.)

Then, due to a confusing set of circumstances, I owned 3 other cars for a short period of time each.

Now that Peugeot has an automatic trans. (and the fact that my business is prospering) I am delighted to again be a Peugeot owner. As a single woman (divorced, two children) I need reliable transportation. As a business woman, I need a presentable looking car. This is exactly what I have now, and I love it.

Since I am in advertising and public relations myself, I know the value of an unsolicited testimonial. My Peugeot is really its own best ad. . . I'm continually stopped and asked about the car, and continually give it rave notices.

It may be of interest to note that the Peugeot gives me far better mileage than the 1965 Cortina Deluxe Automatic that I traded in. Besides, of course, the added weight for freeway driving, comfort and easy handling. It's really a great car.

Sincerely,
Pat Reynolds
(Mrs. Patricia W. Reynolds)

We received the above Love Letter from Tiburon, California. It speaks for itself.

How the Giraffe Got his Neck

In his Peugeot sat Mister Giraffe,
With a short stubby neck like a calf;
To admire the view,
Stretched his neck the roof through;
Now his form evokes many a laugh.

Peugeot's recent participation in the 12th International Mobil Economy Run took a Mobil Trophy for the 404 Diesel with drivers Georges Molina and Alain Grand dominating the Diesel group in all categories. The 404 Injection sedan scored with Lageneste and du Genestoux in the "energetic" efficiency test.



Two classifications ran on the Bugatti circuit at LeMans, called the "test bench" of production cars, for a period of ten hours each on April 22 and 23. One called for efficiency and the other for what was called "energetic" efficiency (performance).



All cars were checked out by two technicians prior to the run for proper homologation. Tire pressure was left to the choice of participants this year. Speed was a top factor, depending on the number of cylinders. Over a tough course variable weather (wet and windy) was also a factor affecting gas consumption. Speeds showed a 5% increase this year.

Of the 38 vehicles entered there were 9 makes sharing triumphs with Peugeot in the Run.



In case statistical data is your dish, we have a few late bulletins on what Peugeot has up its sleeve re its air pollution device. At the present time a Peugeot 404 sedan with 4,000 miles on its speedometer is rounding out its first certification test at Ypsilanti, Michigan. It is doing very nicely, according to the latest word.

Meanwhile back in France, 2 other 404 sedans have just completed a 50,000 mile test through Paris with 93 traffic lights, through suburban areas and country hillocks with additional traffic lights. These tests were conducted over a period of eight hours per day, six days per week. The total daily distance in excess of 600 miles breaks down as follows: 6% city driving; 14% town driving; 80% suburban and country driving.

A 50,000 mile car is due for its final certification by the Health Education Welfare (HEW) in Ypsilanti by the end of May. This will make Peugeot one of the first European makes to be so certified for the new air pollution system requirement.

NEW DEALERS LISTED

The following new Peugeot dealers have been appointed around the U.S. in the past two months:

- Guy Burns, Jr. — Tucson, Arizona
- Moritz European Cars — Santa Barbara, Calif.
- Bruce Boyle, Inc. — Pompano Beach, Florida
- Grubbs Garage, Inc. — Gulfport, Mississippi
- Garage de France — Ithaca, New York
- 309 Compact City — Ambler, Pa.
- Village Sales & Service — Charleston, West Virginia



FROM THE EAGLES NEST — the 1967 Auto Show presented a colorful panorama for spectators on the balcony. The Peugeot exhibit dead-centered in the show this year and enjoyed heavy traffic throughout the ten-day event.

Results of Performance

Class V: 1600 - 2000 cc

- 1) Peugeot 404 Inj.
- 2) Peugeot 404 Inj.
- 3) Citroen 1D 19
- 4) Audi Super 90
- 5) Peugeot 404 Inj.
- 6) B.M.W. 2000
- 7) Volvo 144 S
- 8) Volvo 144 S
- 9) Audi 72

Special Class: Diesel Cars

- 1) Peugeot 404 D
- 2) Peugeot 404 D
- 3) Mercedes 200 D

Results of Efficiency Run

Class V: 1600 - 2000 cc

- 1) Citroen 1D 19
- 2) Audi Super 90
- 3) Peugeot 404 Inject.
- 4) Peugeot 404 Inject.
- 5) Peugeot 404 Inject.
- 6) Peugeot 404 Inject.
- 7) Peugeot 404 Inject.
- 8) Audi 72
- 9) B.M.W. 2000
- 10) Volvo 144 S
- 11) Volvo 144 S

Special Class: Diesel Cars

- 1) Peugeot 404 D
- 2) Peugeot 404 D
- 3) Mercedes 200 D

PEUGEOT BULLETIN

SERVICE TIPS

IT IS IMPERATIVE WHEN TOWING 404 AUTOMOBILES EQUIPPED WITH AUTOMATIC TRANSMISSION THAT THE CAR IS TOWED FROM THE REAR WITH THE WHEELS OFF THE GROUND. UNDER NO CIRCUMSTANCES SHOULD THE CAR BE TOWED FROM THE FRONT.

IF THE CAR IS TOWED FROM THE FRONT, DAMAGE TO THE TRANSMISSION MAY OCCUR, DUE TO THE FACT THAT THE FRONT PUMP IN THE TRANSMISSION IS INOPERABLE.