



PEUGEOT

PRONOUNCED
"POOJ-OH"



Volume 4, Number 34

September, 1966

Newsletter

PEUGEOT SHOWS SHARP INCREASE IN FIRST SIX MONTHS OF '66



STILL LOOKING LIKE THE MERRY MAILMAN WHO THRILLED THE KIDDIES SOME YEARS BACK IS RADIO PERSONALITY RAY HEATHERTON WITH HIS LONG ISLAND BREAKFAST CLUB LADIES. HE IS THE SPOKESMAN FOR PEUGEOT ON L.I. AREA RADIO SHOW EVERY THURSDAY FOR AN HOUR-LONG PROGRAM. PEUGEOT'S MARJORIE MANTIUS AND JOHN BARBETTA HAVE BEEN FREQUENT VISITORS ON THE SHOW, TALKING ABOUT THE MERITS OF THE FRENCH CAR AND ITS ACCOMPLISHMENTS.

IN THE SPOTLIGHT — RAY HEATHERTON PEUGEOT'S PIED PIPER

by John L. Barbetta Magna Motors, Inc.

The one key to successful selling is how effective the message is communicated. With this in mind, we recently embarked on a rather unique project.

Mr. Ray Heatherton, long time TV, radio and stage personality, had organized a Breakfast Club composed of literally hundreds of women (and even a sprinkling of men). The show's format consists of top-name celebrity interviews, sing-alongs, band and vocal entertainment, specialty acts, surprise give-aways, and audience participation. The effectiveness with which Mr. Heatherton mixes these ingredients demonstrates clearly a polished professionalism and natural empathy with his audience which is seldom found.

I first attended the Breakfast Club on a rain swept Thursday morning, about three months ago. The Show begins at 11 o'clock, and is taped for rebroadcast on local Long Island radio on Saturday - early afternoon. I pulled up at 9:30, in order to give me plenty of time, or so I thought, to meet and discuss the program, its objective, the type of audience it reached, etc. Surprise! — No parking spaces were available near the theatre (keep in mind it is held in a Shopping Center). This was my first clue as to what kind of success the Show was enjoying. After a very wet walk back to the Theatre, I met Mr. Heatherton, who was already semi-inundated by middle aged housewives, all of whom he seemed to recognize and all of whom seemed to have a guy-next door attitude toward him. Coffee and breakfast cake were served. A lively discussion among the audience preceded the warm-up, and the whole group of some 500 seemed to meld into one homogeneous super-large family.

Suffice to say, Mr. Heatherton is now our Long Island spokesman for Peugeot, and doing an excellent job in making many friends among his vast number of fans, whom he regards as the "most beautiful girls in the world". We feel confident that as our association continues a lot more of them will be driving one of the most beautiful cars in the world, our Peugeot.



ONE OF THE FAMILY

Meet Carl LeVander, Art Supervisor at Rumrill-Hoyt, Peugeot's advertising agency. Carl designs all the Peugeot advertisements that appear in the New Yorker and other popular magazines. He lives in Stamford, Connecticut with his wife and four overly active (according to Carl) children. In his off hours, Carl's hobbies include photography and painting. Some of his paintings have been exhibited in galleries in New York and Long Island.

1966 MG 1000 MILE RALLY

Fifty-nine cars, domestic and foreign, with all manner of computerization, lined up outside the Stratford Motor Inn, Stratford, Conn. for the 14th Annual 1000-Mile International Rally of the MG Car Club of Long Island. The rally, longest of its kind originating in this country, meandered some 1,250 miles on its 4-day serpentine journey through the Northeast and into Canada.

The first-day stage carried the unwieldy caravan to the Syracuse Country House without mishap—other than the almost-midnight arrival of Car #54 (a Peugeot 403 manned by Mr. and Mrs. Wallace Hulthofer) which stopped to assist car #53 suffering from a broken water pump.

The Second Day stage lent the rally its international flavor by heading up to Mont Gabriel, Quebec, 40 miles north of Montreal. The very scenic rally route took the cars over the St. Lawrence and into Canada through Cornwall, New York, thence through the eastern corner of Ontario.



Veteran rally champions Roger and Kathryn Bohl jumped into the lead early in the rally with their Porsche 912, a lead they were never to relinquish. There was unusually keen rivalry for the women's cup this year—a mother and daughter, Ruth and Sally Jo Quinn, of Wilton, Conn. ran in the unequipped class in a Chevy while three other women's teams competed. School-teacher Mary Steigerwalt of Reading, Pa., drove her 1966 Sunbeam Tiger with Navigator Suzanne Roe's assist to win the Best Girl Team Award.

The Holmdel, New Jersey Bohls family sealed their win with an aggregate penalty of 212 points while second place was taken by Alec Lichtman of Kensington, Maryland, and Banks Mebane of Chevy Chase, in a Tr 2000 Sedan, 68 points behind.

A smooth rally with few mechanical problems—oh, yes—Car #54 (the Peugeot) still was helping #53 along at the end each day—even missed a filmed day-end sequence planned by CBC (Canadian Broadcasting) as #54 made sure its colleague nursed its water pump along. All ended well for the Good Samaritan—the Peugeot, won the Good Sportsmanship Award! (Let's not talk about "points", though!)

Look Who Just Bought a Peugeot!

Every so often a famous "personality" comes up in our record-of-delivery department. . . recently the name of Anton Dvorak made its appearance. . . not long ago Miss Eva LeGallienne purchased a 404 and famed artist Andrew Wyeth became an owner. . . there are many other renowned Peugeotologists that we are proud to recount from our files. We always make a mental note when someone like nuclear scientist Robert Oppenheimer buys one of our cars for after all it is the nicest form of endorsement that we can think of.

FLASH . . FLASH — DARES-SALAAM, TANZANIA:

If Stanley and Livingstone had lived long enough to become African flagmen, they would both say "Shankland and Rothwell, we presume." Mr. Shankland and Mr. Rothwell paired in a Peugeot have won the Tanganyika 1000 Rally for the 3rd time. . . this same pair also trimmed all opposition in the greatest race of the loincloth latitudes . . . the East African Safari. A fuel-injected Peugeot fired by Champion plugs shot down the competition.

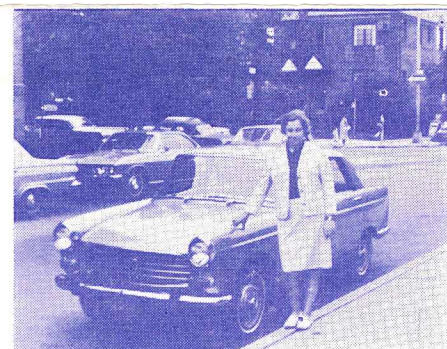
A recent announcement from Paris indicates that Peugeot sales and production figures for the first six-months of this year show an increase of 47.3% over 1965 figures for the same period. Production in the first half of 1966 jumped from 135,815 units last year to 200,006.

Sales in France accounted for 128,493 units, marking a 49% increase over the same period of 1965 whereas outside the country 70,395 units were sold, indicating a 22% increase over last year.

The millionth 404 came off the factory production line at Sochaux on June 21st. This model, first produced in 1960, is exported to over 120 countries of the world.

Total gross sales (including tax) showed a six-month gain of 491,000,000 French francs (\$100,200,000). Following transfers from various subsidiaries, the holding company for the Peugeot group of corporations increased its capital from 350 to 420 million francs (a gain of \$14,300,000).

In June the management divisions of Automobiles Peugeot moved into their new building at 75 Avenue de la Grande Armee in Paris. A modern air-conditioned office building and showroom, the new quarters are occupied by nearly 1,000 persons with garage facilities for 450 cars. A rather unusual feature, especially in France, is a supermarket within the building just for Peugeot personnel.



BRIGITTE VARANGOT, (above) CAME all the way from Paris to drive this 404 Peugeot. She also came to the U. S. to participate in the National Women's Amateur Golf Tournament in Sewickley, Pa. Winner of the British Women's Amateur Title in 1962 and 1965 and winner of the French Amateur Title for women, Brigitte enjoyed touring through the Pennsylvania Dutch Country of the U. S. in a 404 for several weeks before jetting back to Paris via Air France.

Would You Believe.....?



(The above photograph is a re-enactment of an actual happening in Stockholm, Sweden some years ago. We are happy to credit Johnson & Higgins, Insurance Brokers for the picture.)

DON'T FORGET TO POST PEUGEOT NEWSLETTER "EXTRA" IN YOUR SHOWROOM WINDOW.

PEUGEOT BULLETIN

BOOTH AUTOMOTIVE, Importers & Jobbers

FOREIGN AUTO PARTS

7819 AURORA AVE, NO. — SEATTLE 3, WASHINGTON, U. S. A.

Phone SUNset 2-0300



August 23, 1966.

PEUGEOT, Inc.,
97-45 Queens Boulevard,
Rego Park, 74, New York.

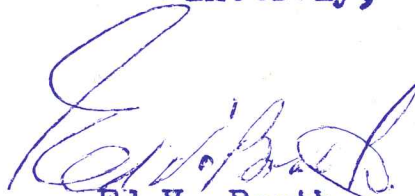
Gentlemen:

To answer the question: "Why did you buy a PEUGEOT?" ::

After 43 years in the Automotive business, the past nine importing and jobbing parts for foreign imports exclusively, and becoming acquainted with many, many well satisfied owners of Peugeot, yet selling exceptionally few parts, it was no problem to decide on the car to buy for permanent use when retiring from business the end of this year.

I believe that explanation covers everything,

Sincerely,



Ed V. Booth,
Booth Automotive.

RECEIVED

AUG 29 1966

PEUGEOT, INC.

PER _____