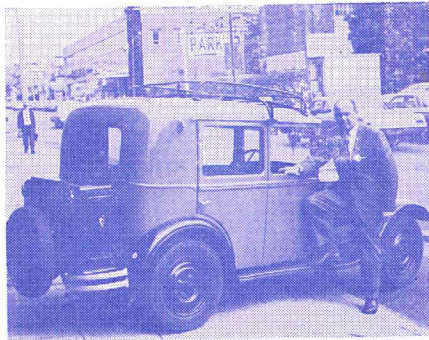


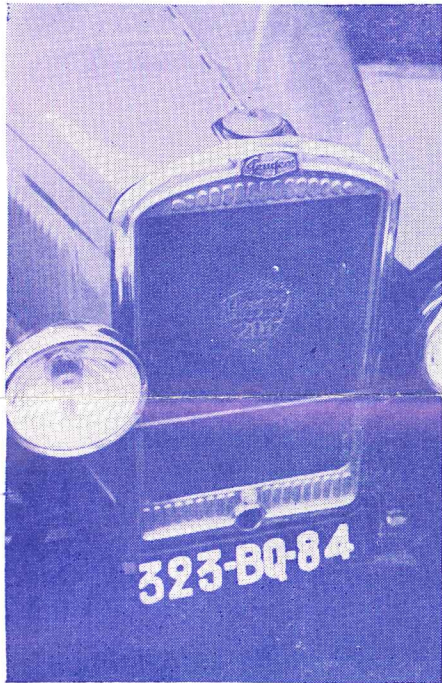


★★ Peugeot 404 Certification Details Released ★★



Everything's Relative

201? No, not the safety requirement, this time — but a model from yesteryear. This 6-CV four door 1931 Peugeot 201 is shown above with proud owner, Roger Bravay, in Queens, N. Y. Roger, formerly with Peugeot, Inc. as a technician, is visiting New York with his mint-condition collector's item after touring across France (Avignon to LeHavre), to ship his 201 by boat for the U.S. Still bearing its French license plate (below) the bright blue sedan created quite a stir on N. Y. City streets en route to the Peugeot garage for a visit.



Its model insignia is displayed on the rear fender in the French colors of red, white and blue. During World War II this vintage compact was carefully hidden from invading Germans by hay bales in an old barn. Another claim to fame by a 201 is its gruelling saga in making a 3,000 mile endurance trek across the Sahara Desert in 1931.

With 59,000 kilometers on its speedometer and still getting 30 miles per gallon, this hardy 201 is looking for an American home — who's the highest bidder?

NOTA BENE:

PLEASE DISPLAY YOUR AWARD OF EXCELLENCE FOR THE PEUGEOT 404 TO ADVANTAGE — YOURS! A RECENT SURVEY OF SOME DEALERSHIPS REVEALS THAT PROMOTIONAL AIDS ARE NOT ALWAYS DISPLAYED! WE CAN HELP BUT YOU MUST DISPLAY THE MATERIAL!



Statement From H. E. W. Secretary:

Secretary of Health, Education, and Welfare John W. Gardner announced recently that five automobile manufacturers have met Federal air pollution control standards for 1968 models and predicted that all will do so in time to meet production schedules. The 1968 models are the first to which Federal standards apply.

The five manufacturers who have been certified as in conformity with the standards are: Toyota Motor Co., Limited; Dr. Ing. H.C.F. Porsche K.G.; Nissan Motor Co., Limited; S.I.C. Automobiles Peugeot and Ford Motor Co.

The certification applications of 35 other manufacturers are in various stages of completion, awaiting submittal of additional test data by the manufacturers.

In announcing the issuance of certificates of conformity to the first five firms, Secretary Gardner said:

"Automobiles contribute significantly to our country's total air pollution problem. We are now taking a first step in controlling pollution from motor vehicles on a nationwide basis. As time passes and more and more existing vehicles are replaced by new ones manufactured in accordance with Federal standards, the increasing benefits of this program will aid State and local air pollution control efforts in every part of the Nation."

The Federal regulations, which were issued March 30, 1966, govern air pollution emissions from gasoline-powered automobiles and light trucks, beginning with 1968 models. They limit two major pollutants produced by such vehicles — carbon monoxide and hydrocarbons. Carbon monoxide is a lethal gas; hydrocarbons are prime ingredients of smog.

The regulations require complete elimination of hydrocarbon blow-by emissions from the motor vehicle crankcase and significant reductions in hydrocarbon and carbon monoxide emissions from the tailpipe.

Since the amount of pollution each vehicle produces depends on engine size and type of transmission, each engine-transmission combination offered by a manufacturer is certified as a unit.

The certificates issued today cover 108 engine-transmission combinations submitted by the five companies: six from Toyota; one from Porsche; six from Nissan; two from Peugeot and 93 from Ford.

* * * * *

Federal standards for the control of air pollution from new motor vehicles, which were published in the Federal Register on March 30, 1966, apply to gasoline-powered automobiles and light trucks beginning with the 1968 model year.

The standards require total control of hydrocarbon blow-by emissions from the motor vehicle crankcase and significant reductions in hydrocarbon and carbon monoxide exhaust emissions from the tailpipe. The volume of emissions from this latter source varies greatly with engine size. The three engine size categories to which the standards apply cover all imported and domestic gasoline-powered passenger cars and light trucks offered for sale in the United States.

Engines of more than 140 cubic inches cylinder displacement are limited to an average of 275 parts per million of hydrocarbons and 1.5 percent carbon monoxide over a vehicle life of 100,000 miles. For engines of 100 to 140 cubic inches, the limitations are an average of 350 parts per million of hydrocarbons and 2.0 percent carbon monoxide. Engines of 100 cubic inches and larger generally emit between 600 and 975 parts per million of hydrocarbon and 3.0 to 3.6 percent carbon monoxide.

For smaller engines of 50 to 100 cubic inches cylinder displacement, which include those used in most small imported cars, the limitations are an average of 410 parts per million hydrocarbons and 2.3 percent carbon monoxide. Without controls, these engines put out 700 to 1600 parts per million of hydrocarbons and 2.0 to 5.0 percent carbon monoxide.

Under the Secretary's regulations, it is unlawful to offer 1968 model motor vehicles for sale unless they comply with the Federal standards.



PEUGEOT 404's again achieved an outstanding victory in the 14th Shell Rally in Madagascar May 12 - 14th, taking three out of the first four positions in the overall classification. The Malagasy Safari represented 2068 miles for the event, with 14 finishers from a field of 34 entries. First overall was a 404 injection with Mahaison and Sasaka, second a 404 injection with DeVilleneuve and Karmaly, fourth was a 404 carburetor fitted with Sam Fat and Sam Wo. The "other" vehicle pictured above fording a stream during the rally can be assumed as DNF in the results.

ONE OF THE FAMILY

Photos (left and right) are schizophrenic sides of Peugeot's Charles (Chuck) Nesbitt, national service manager for the French vehicle. At left facing the camera in his white shop robe, he oversees an adjustment on the ZF transmission. Chuck Nesbitt (right) at his desk in the main office presents a different view in the world of Peugeot.

Born in London, Chuck and his wife, Pat, with their five children have lived till recently in Harrisburg, Pa.; now are residents of Stony Brook, L. I. In the U.S. for nearly three years, Nesbitt was formerly with Rover as a service representative. He holds an F.I.A. license, has raced and rallied in the Big Ones (the Liege, Tulip, R.A.C. in Britain, the Welch, the London, the Acropolis and the East African).

His prime objective in life at the moment is building a stronger service organization throughout the country and visiting every Peugeot dealer as soon as possible.

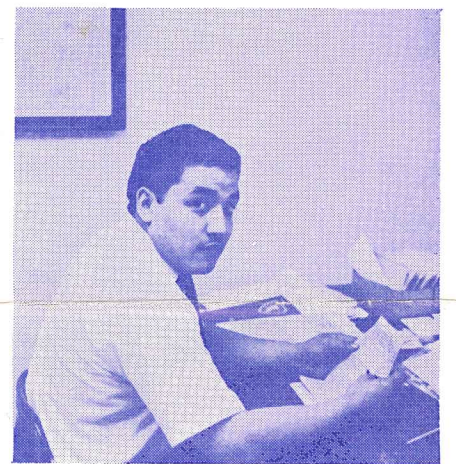
Washington, D. C. — The French Peugeot recently received its official certification in Ypsilanti, Michigan from the federal laboratory of the Health, Education and Welfare Department, in accordance with the U.S. Law governing 1968 models on air pollution control devices.

Fourth in the world among automotive manufacturers to hold such certification, Peugeot is the first European manufacturer to receive this distinction with a device other than an air pump, ahead of any of the American manufacturers who are mostly using the air pump.

The Peugeot-invented anti-pollution system, called "Coppolair", employs a controlled opening to reduce the vacuum normally built up in the inlet side of the engine, thereby reducing considerably the emission of carbon monoxide. Early certification assures the presence of Peugeot in the U.S. market in 1968, in full compliance with the U.S. air pollution and safety requirements.

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At press time, it is learned that Peugeot had just received certification of its "Coppolair" system from the State Motor Vehicle Pollution Control Board of California.

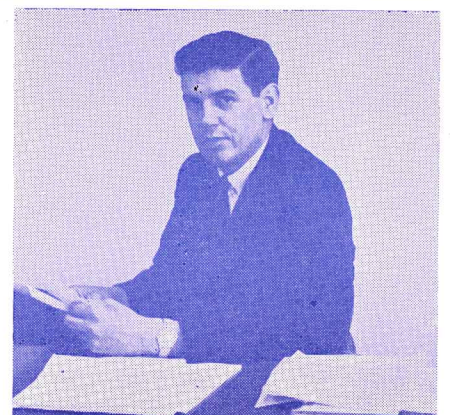


Ramon Montalvo of Peugeot's service department departed recently for Army service, reporting to Ft. Hamilton for processing on July 21. A resident of Queens Village, Ramon was with Peugeot, Inc. just over a year, handling warranty in the service department. Good luck, Ramon!

INTRODUCTION MEETINGS SET

Peugeot, Inc. with its distributors is planning a series of dealer meetings in late August and early September introducing the 1968 Peugeot models. Cocktail parties, luncheons, golf tournaments, and business meetings will highlight the sessions from Pebble Beach, Calif. to Miami, Florida, with points between. Attending from Peugeot, Inc. will be Henri B. Combe, Executive Vice President; Joseph Thome, Assistant General Manager; Marjorie Mantius, National Advertising and Public Relations; Charles Nesbitt, National Service Manager.

Promotional aids and dealer drive-always are scheduled as key points of the 1968 model year introduction. A national mailing to the press will be made just prior to the meetings, describing the 1968 Peugeot with specifications in line with 1968 safety requirements prominent among the changes on the compact Peugeot.



PEUGEOT BULLETIN

SERVICE TIPS

ZF Automatic Transmission

During The Free 600 Mile Inspection It Is Extremely Important That The Pan Is Removed And The Filter Screen Is Thoroughly Cleaned And Blown Out With Compressed Air. The Attaching Bolt Should Be Retorqued To 7 Ft. Lbs. And The Pan Bolt To 5 Ft. Lbs.