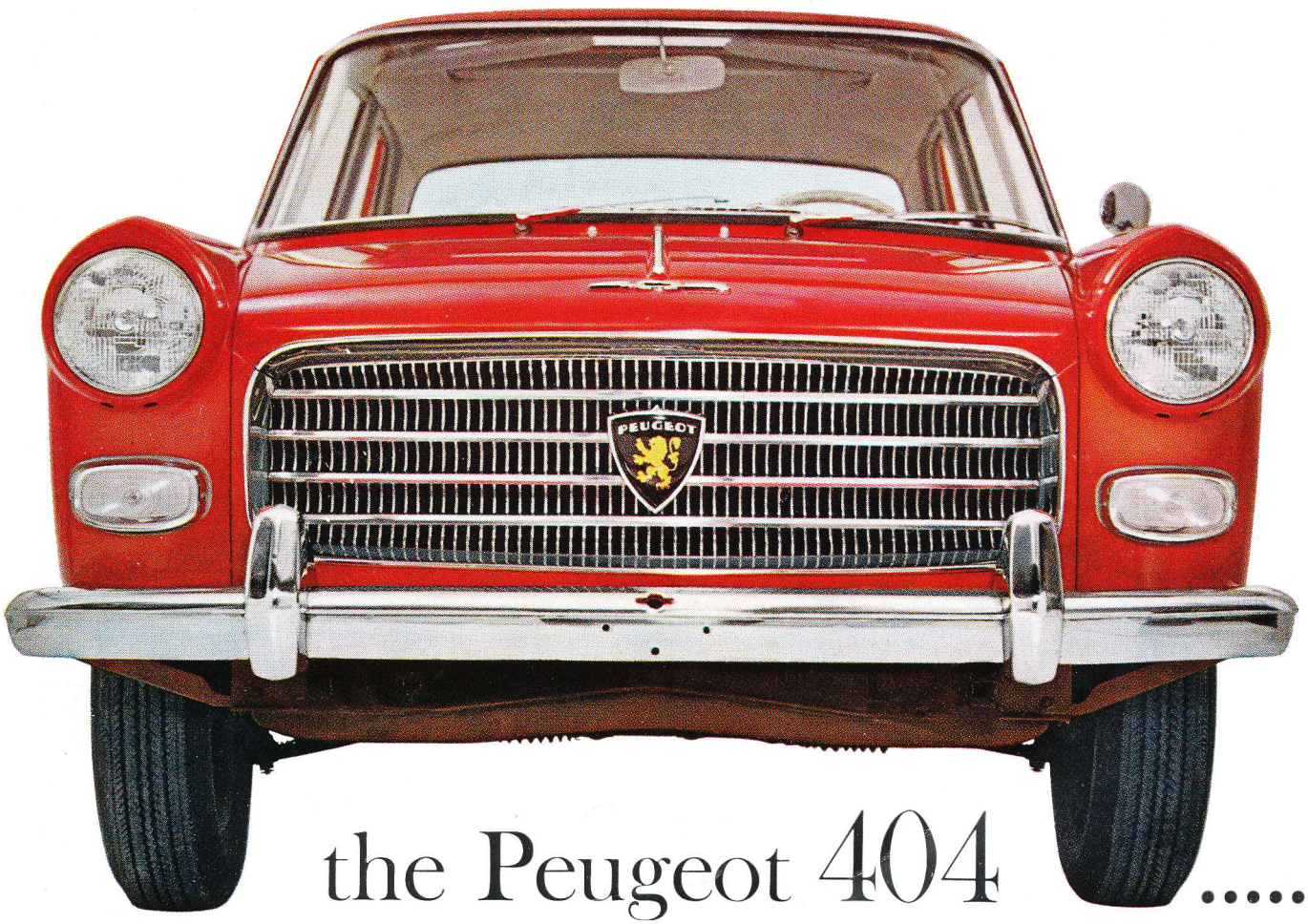
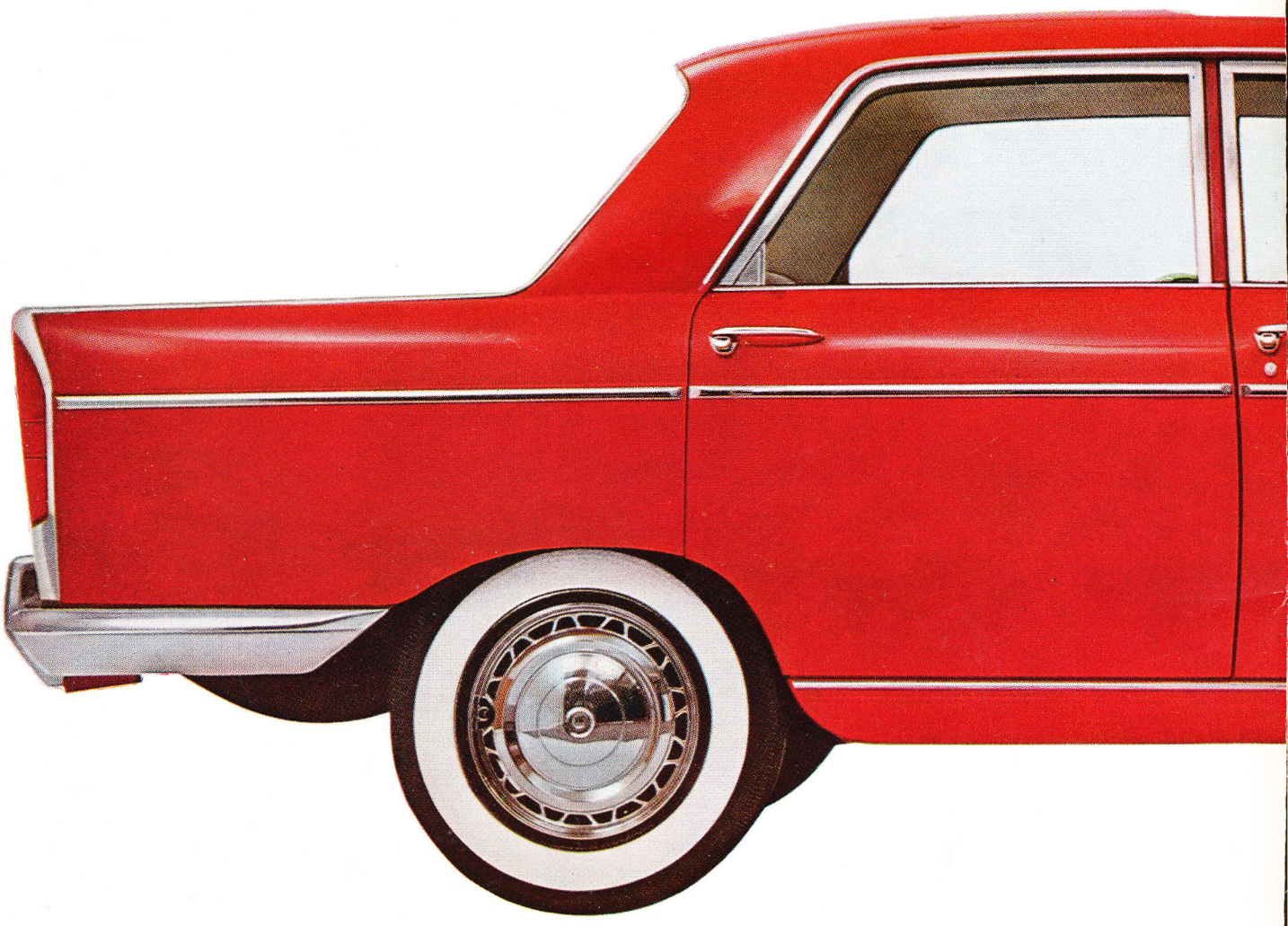
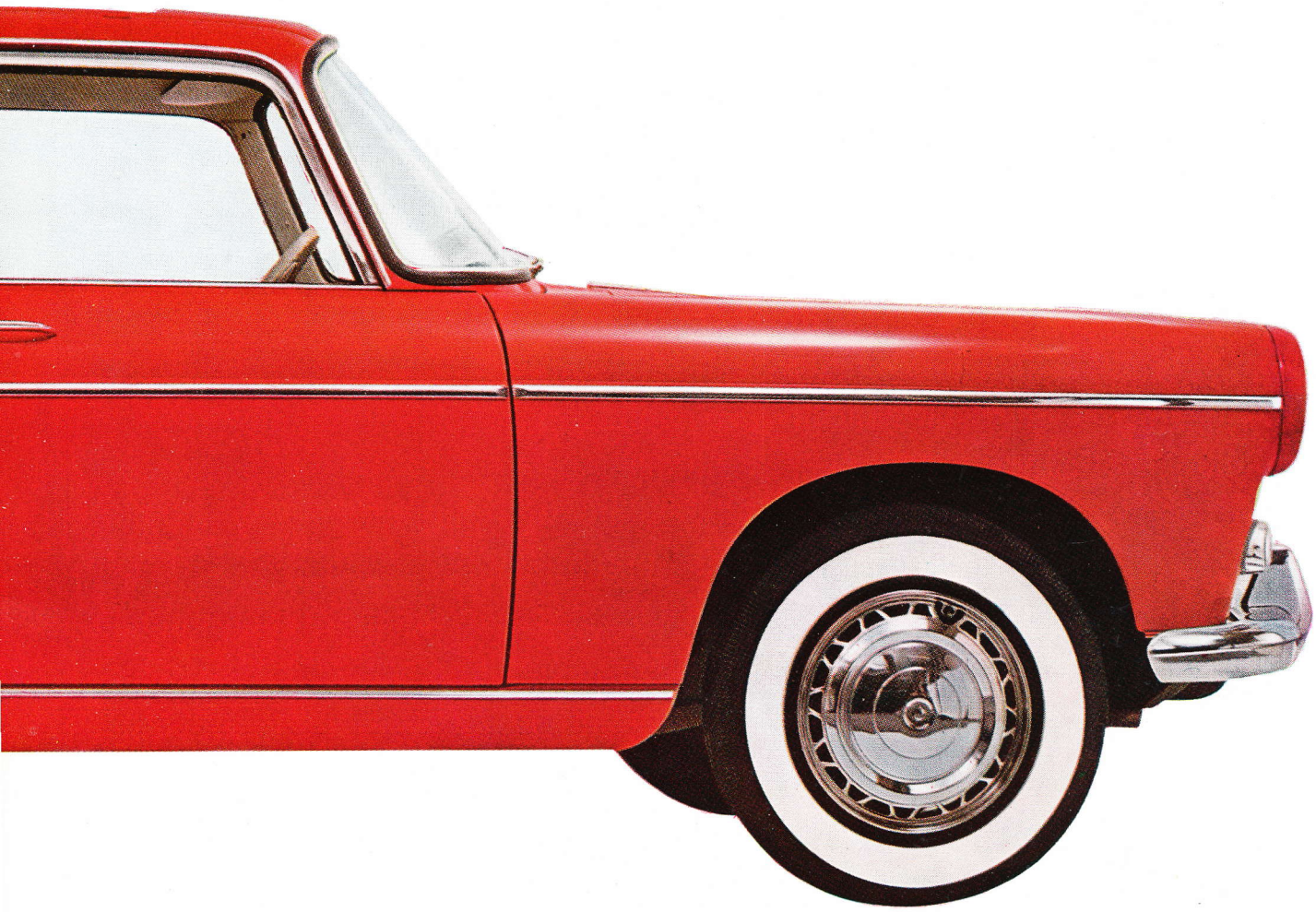


the Peugeot 404 .....



A Continuity of Excellence marks the 72-year history of Peugeot automobiles. In the Forties, it was the 203. In the Fifties, the 403. The latest expression is the 404. You will find much that is new in this car. The new 4-cylinder engine is mounted at 45 degrees. This lowers the hood line, improves your view of the road, makes servicing easier. The 404 has a new automatic *fan clutch*. It is thermostatically controlled to declutch when temperature drops below 167°F. This releases 4 to 5 hp, lowers engine drag, increases gas economy and does away with fan noise. This car has a new four-speed transmission. Fourth gear is direct drive. All forward gears, including first, are synchromesh. Design of the 404 is new. *Sports Cars Illustrated* says its styling "will undoubtedly become a classic in years to come." It is a pleasing blend of the modern and



the conservative. Form follows function in this car. There are no optional extras on the 404. Accessories conservatively valued at $525 are installed at the factory and included in the price. Standard accessories include: sunroof, 4-speed transmission, heater-defroster, whitewall or Michelin X tires, reclining seats, automatic fan clutch, electric clock and many others. The 404 is remarkably easy to handle. The ride is soft. Cornering is flat. Handling is concise. Its turning circle is 31 feet, 8 inches. Top speed is 90 mph. The 404 is inexpensive to operate. You can expect 30 mpg, low maintenance, very little mechanical trouble. The 404 is an addition to the Peugeot line of cars. It does not replace the 403. Both cars will be sold and serviced by over 500 dealers throughout the U.S., Canada and Mexico.

Peugeot 404 Specifications

ENGINE: 4 cylinder, in-line, overhead valve engine canted at 45 degrees. Engine is over-square with bore of 3.31 inches (84 mm) and stroke of 2.87 inches (73 mm), giving a displacement of 98.7 cu. inches (1618 cc). Engine develops 72 bhp at 5400 rpm which is also maximum engine speed. Maximum torque is 94 foot-pounds at 2250 rpm. Compression ratio is 7.4 to 1, allowing the use of regular gasoline.

Some of the engine's advanced features include: hemispheric combustion chambers, aluminum cylinder head, and wet cylinder liners. A resonator chamber attached to the front end of the exhaust manifold smooths out exhaust gas pulsations and dampens high-pitched noise frequencies.

AUTOMATIC FAN CLUTCH: The fan has a magnetic coupling which is thermostatically controlled to declutch whenever the engine temperature drops below 167 degrees F. By allowing the fan to run free when not needed, the automatic fan clutch releases as much as 5 hp for better performance. (The fan is automatically cut in when coolant temperature reaches 183° F.).

LUBRICATION SYSTEM: Positive pressure oil lubrication with full flow filter. Oil sump holds 4 quarts.

COOLING SYSTEM: Water-cooled with permanent antifreeze in radiator. Protection good for 5 degrees above zero. Cooling system requires only 9¼ quarts.

TRANSMISSION AND DRIVE: 4 forward gears and reverse. Direct drive is obtained in top gear. All forward gears, including first, are synchromesh. Rear axle underslung, using worm gearing. Aluminum rear axle housing. Overall ratios are:

Top	4.20	1st	17.14
3rd	5.97	Reverse	18.50
2nd	9.29		

SUSPENSION: Coil springs front and rear. Rear suspension with stabilizing bar and direct double-acting Peugeot-patented telescopic shock absorbers. Front suspension is strut-type with integrated shock absorbers and coil springs.

TIRES: Choice of Michelin X or whitewall tires at no extra cost. Tire size: 5.90 x 15 (or 165 x 380).

BODY: Unit body construction. Special features include: bolt-on front fenders, sliding metal sunroof, stainless steel bumpers and trim, bumper guards, outside rearview mirror, luggage rack mounting brackets, jack sockets.

EXTERIOR COLORS: The 404 is available in six exterior body colors: red, turquoise, ivory, light gray, medium metallic gray, and black.

INTERIOR: Seats 5 to 6 people. Airliner-type reclining seats that can also be converted into a comfortable bed. Choice of cloth or leatherette upholstery. Arm rests on each door plus pull-down center arm rest in rear. Two padded sun visors. Right hand visor has vanity mirror. "Zero-torque" push button door latches. Large side pockets on front doors. Carpeting front and rear.

INSTRUMENT PANEL: The fully-instrumented dashboard panel includes: highbeam warning light, speedometer, turn indicator signal light, water temperature gauge, oil pressure warning light, fuel gauge, odometer, trip mileage counter, ammeter, electric clock.

DASHBOARD ACCESSORIES: Electric windshield wipers, windshield washers, manual choke, dual tone horns, key turn starting, ignition and steering wheel lock, ash tray, large "deep dish" glove box and lid.

HEATER-DEFROSTER: Very efficient even in severe cold weather; dual element heating and defrosting system with separate blower. Quantity, temperature and direction of incoming air can be individually controlled.

AIR VENTILATION SYSTEM: To take the place of wind deflectors, the 404 has a new system of interior ventilation. On each side of the dashboard are vents which allow the driver and his passenger to individually vary the quantity and direction of incoming fresh air. This new system reduces draft and noise, and improves visibility.

SAFETY FEATURES: Safety glass in all windows, pop-out windshield, padded dashboard, individual locks on all four doors (safety locks for children on rear doors). The hood can be released from the inside only.

STEERING: Fully compensated rack and pinion steering gear insures absence of "play" in steering mechansim. Steering ratio is 18.6:1. Turning circle: 31 feet, 8 inches.

BRAKES: Lockheed type hydraulic brakes with direct engagement free-floating shoes. Two actuating cylinders per front wheel; single cylinders in the rear. 126.7 sq. inches of brake lining. Peugeot-patented parking brake which cannot lock or "freeze."

ELECTRICAL SYSTEM: 12 volt battery rated at 55 amp/hr.

FUEL TANK: Holds 13¼ gallons. Tank is center-filling; gas cap is located behind rear license plate.

TRUNK: Capacity is 20 cubic feet. Trunk contains spare tire, tools and jack, radiator shield, instruction book, extra fuses and bulbs. Floor is completely carpeted. Spare tire has separate cover.

CURB WEIGHT: 2359 pounds.

WEIGHT DISTRIBUTION:	front	rear
empty	53.3%	46.7%
fully loaded	46.5%	53.5%

DIMENSIONS:

Wheelbase	104.3 in.	Overall Height (Unladen)	57.1 in.
Overall Length	174.0 in.	Front Track	53.2 in.
Overall Width	64.2 in.	Rear Track	50.4 in.

For overseas delivery, see your dealer or write: Peugeot, Box 158, Long Island City 4, N. Y.

PEUGEOT

PRONOUNCED "POOJ-OH"