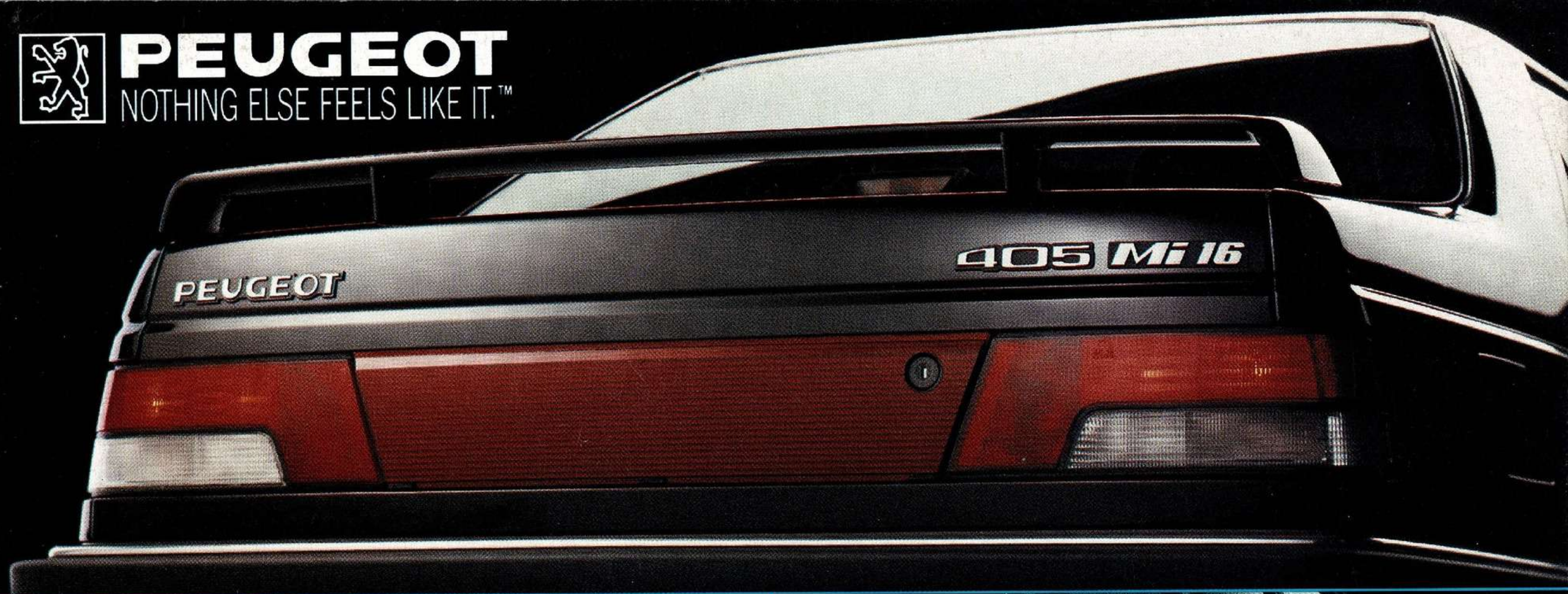




PEUGEOT
NOTHING ELSE FEELS LIKE IT.™



1989



PEUGEOT 405. EUROPEAN CAR OF THE YEAR. WE WON THE AWARD, BUT YOU GET THE PRIZE.

When 17 European countries all vote in unison, you know the jury has not been tampered with.

Fifty-seven respected auto writers from throughout Europe evaluated new cars on performance, technology, comfort, safety and value.

"Scoring the highest points total in the 25-year history of the competition, Peugeot's 405 sedan romped home with the European Car of the Year award," reported *Motor Trend*.

The 405 was awarded 464 points. "It garnered more points," continued *Autoweek*, "than any previous winner, 54 of the 57 jurors voting it first."

The Germans bestowed upon the 405 their most prestigious honor — the Golden Steering Wheel award.

In Denmark, the 405 was also voted car of the year.

"Peugeot obviously has a winner on its hands," predicted *Automobile Magazine*. We have just two words for all who sat in judgment: thank you.



1988 European Car of the Year Award

DRIVE THE Mi 16 TO THE LIMIT.

"The Mi 16 says, 'Try me,'" admitted *Automobile Magazine*, when tempted. The ride quickly convinced them why the Mi 16 was even longer on delivery than promise.

The 405 Mi 16's suspension, inviting trial on the washboard back roads of America, is based on Peugeot's

exclusive 8-valve shock absorbers. The sound of its engine, throbbing fully, becomes music in your ears while its performance makes the competition disappear.

Car and Driver noted, "The ride and handling, for what can be thought of as either a family or a sports sedan, are outstanding."



405 Mi 16

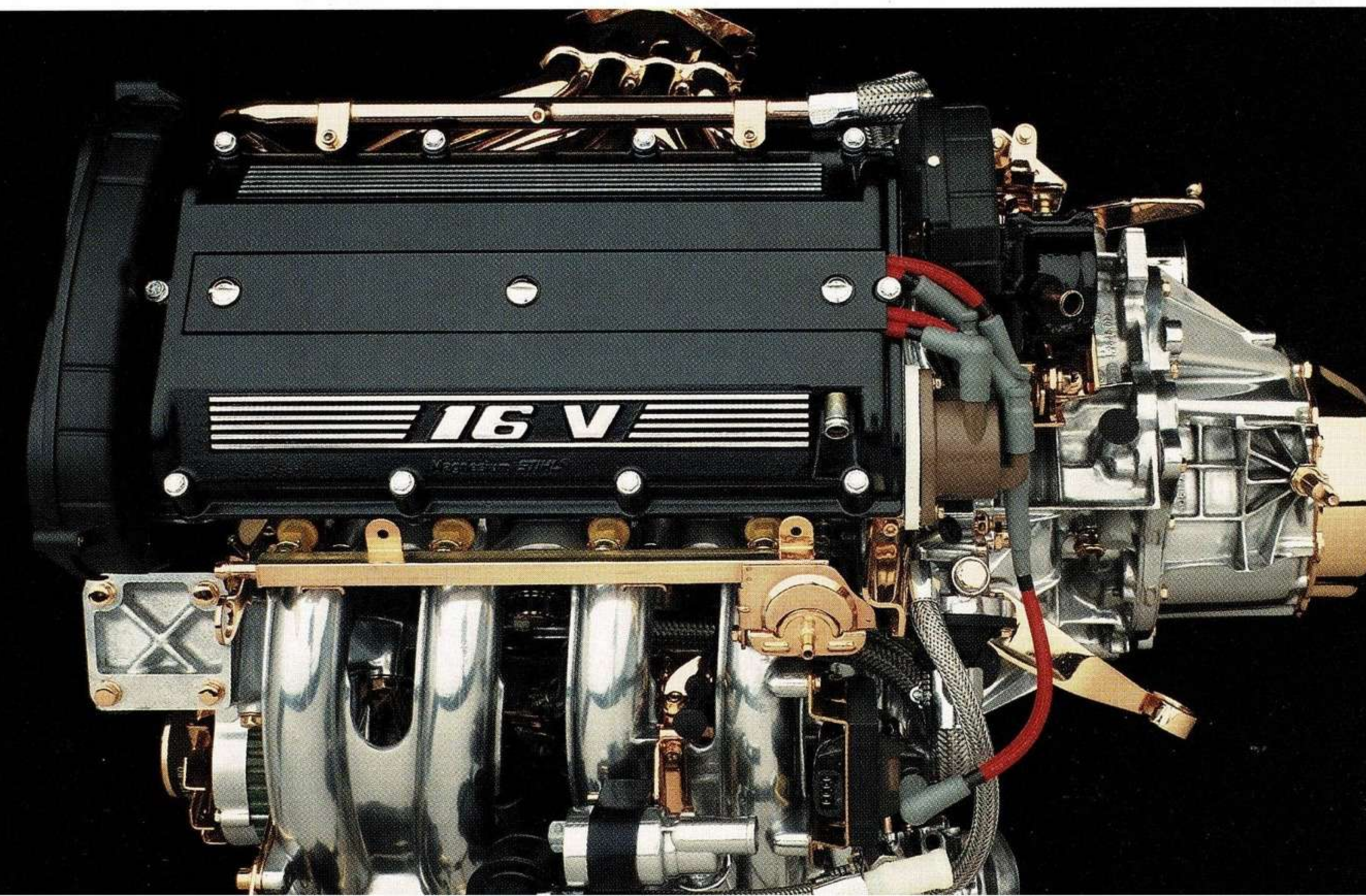
THE Mi 16. INTRICACIES OF POWER.

Representing the top-of-the-line, the 405 Mi 16 is Peugeot's first 16-valve, four-cylinder production car in America. Each cylinder has four valves, each with a hydraulic tappet for optimum smoothness. Its power rockets up to 150 horsepower at 6400 rpm.

This transverse-mounted, light-alloy engine block

is the same one used in the two-time world-champion Peugeot Turbo 16 rally car.

A Bosch Motronic digital computer of the type used on Formula One racing cars, manages fuel injection and ignition, creating more efficient engine performance.



405 Mi 16

CROSS YOUR LEGS IN THE BACK SEAT.

"What is attracting families to the 405 is its roomy interior. The rear passenger compartment is cavernous," noted *Autoweek*. "Behind the rear seats, too, is a luggage compartment large enough for four people's luggage."

The leather seats will justifiably remind you of the finest soft leather gloves. Even the backs of the seats are

leather. Infinitely adjustable, electrically heated in front, these seats are standard on the Mi 16 and also available on the 405 S, with the "Luxury Touring Package."

In the 405, the space will do more than accommodate you.



405 INTERIOR

FROM EAST TO WEST, THE MOST BEAUTIFUL WAY TO CROSS BORDERS.

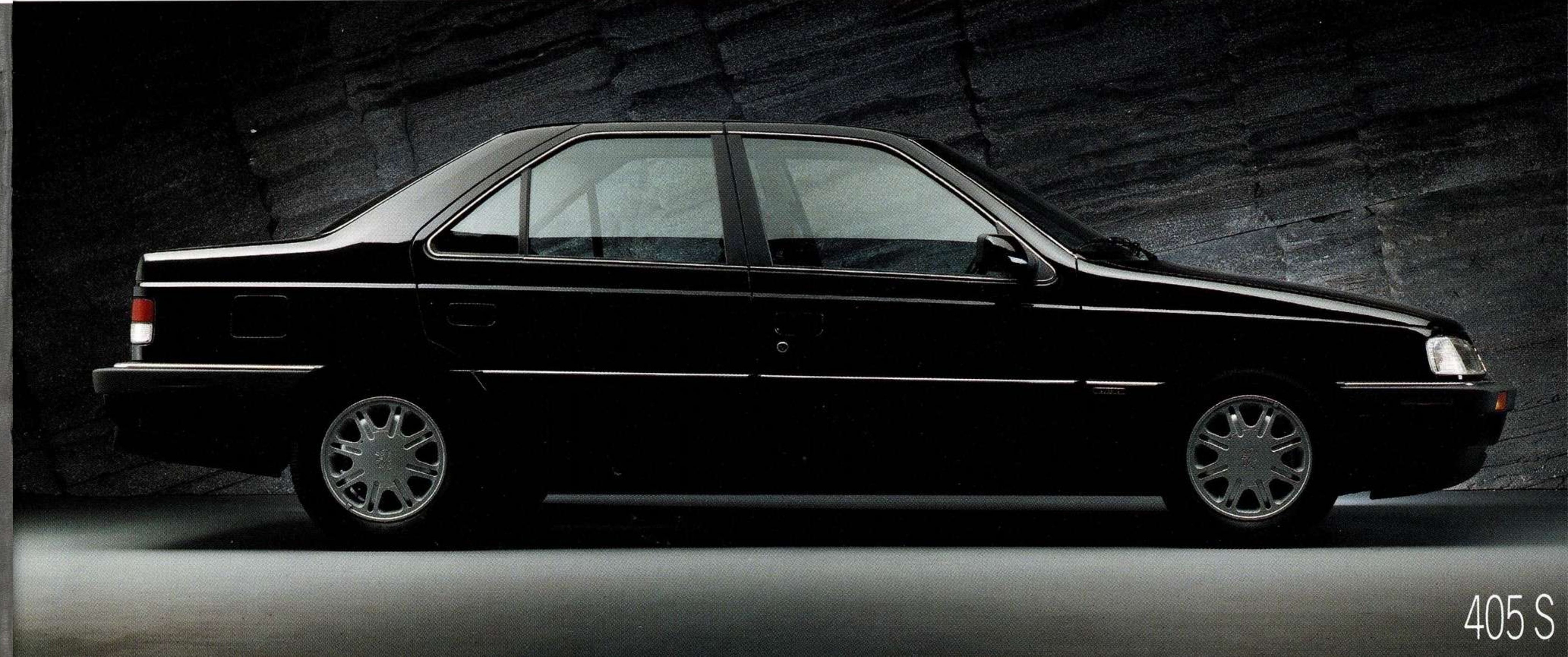
There is one thing you will not be accused of being when driving a 405 S on the streets of competition: a clone.

"The company's lion-rampant escutcheon is an emblem of rugged reliability on several continents, particularly Africa," noted *Car and Driver*, "where it

enjoys a status just beneath that of the harvest gods."

Here is a performer that, without casting aspersions, makes the competition look like rehashed auto technology.

Now when you look for European luxury, you know what to look for.



405 S

THE IMITATIONS IT WILL SPAWN SHOULD BE AVOIDED AT ALL COST.

"While BMW touts performance, Volvo is obsessed with safety, Mercedes proclaims status", remarked a leading European automotive expert. "Peugeot has all these features and more at reasonable prices."

Supervising the operation under the hood of the 405 DL is the Bosch Motronic M 1.3 engine management

system. An onboard computer ensures that you get maximum bite with beautiful manners. Even coolant and air intake temperatures are monitored every second, and the engine support functions are delicately adjusted to achieve optimum performance.



405 DL

THE INSIDE STORY OF THE EUROPEAN CAR OF THE YEAR.

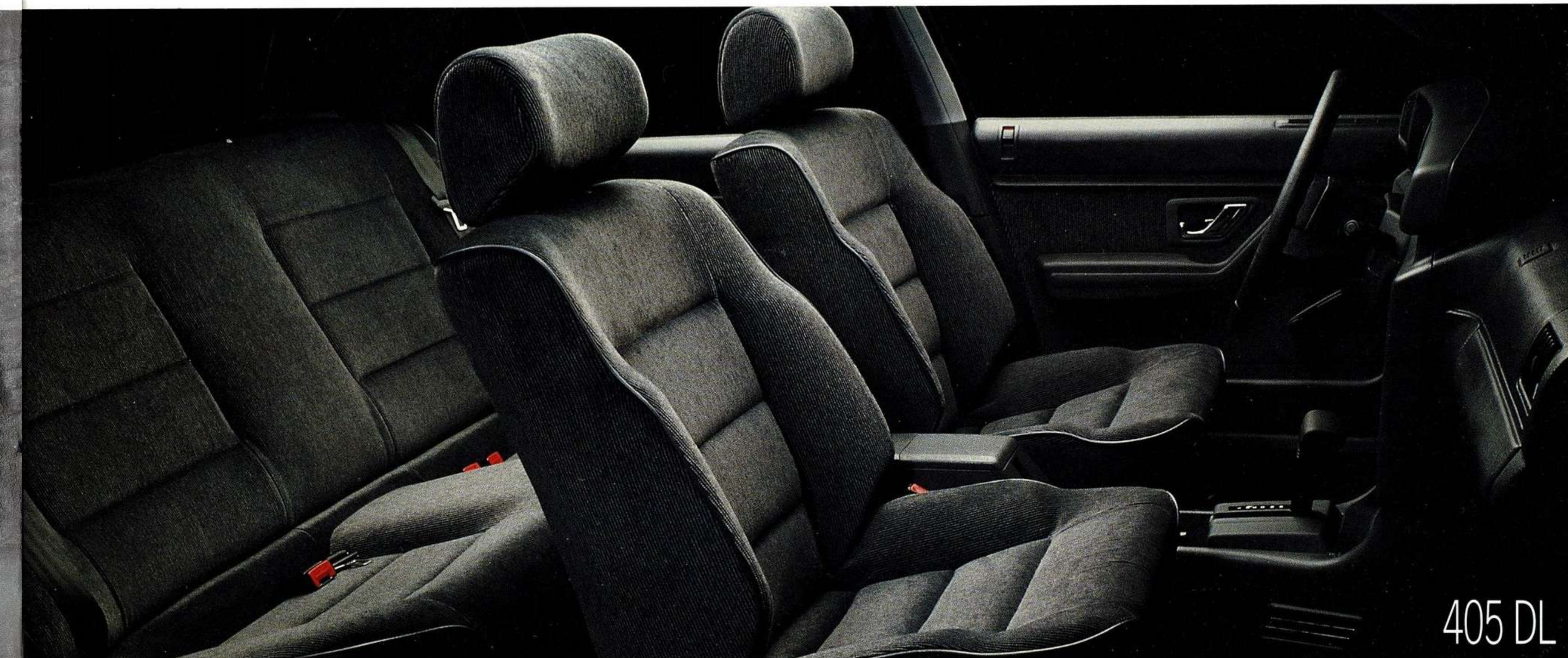
To be wrapped in an original has always been an aspiration; to own one is now a possibility. The 405 DL, like every other 405, encourages duplication.

Consider the luxuries included as standard: air conditioning with automatic climate control, power door locks, delayed interior lighting, intermittent windshield wipers

and integrated side-window defoggers.

In the 405 DL there is room. Luxury. And an attitude that can only be found in a Peugeot.

Of course, the seats are covered with a fabric that charges the interior with a sophistication that is contagious.



405 DL

FRONT-WHEEL DRIVE KEEPS YOU ON THE STRAIGHT AND NARROW.

The 405 has been engineered to be effective in all weather conditions. Its all-around vision, performance, braking, steering and road holding give you the kind of control you need in an emergency.

Designed to protect its occupants, the passenger compartment is a safety cage, with crumple zones front and rear. The steering column is engineered to absorb frontal impacts.

And the tough polypropylene fuel tank is sited forward of the rear wheels to avoid damage in rear impacts.

At Peugeot, your safety is our highest priority.



405 SAFETY

DISCOVER HOW LOW TO THE GROUND YOU CAN FLY.

The 505 Turbo's overhead-cam, fuel-injected engine, bristling with 180 horsepower, will rocket you from 0 to 60 mph in an adrenaline-producing 7.9 seconds while delivering what *Automobile Magazine* describes as "the best highway ride this side of a Mercedes-Benz 560SEL."

Peugeot's exclusive eight-valve shock absorbers con-

tribute to the flawless movement, but it's the seats that keep you most comfortable. While the Peugeot Concert System, featuring 12 speakers and 200 watts of power, punctuates each note with breathtaking clarity.

When you pilot the Turbo, you are in command.



505 TURBO

THIS IS WHAT MAKES A CHAMPION A CHAMPION.

This is the same powertrain that ground up the competition in SCCA's showroom stock racing.

The intercooled 505 Turbo relentlessly digs deeper than the BMW 325is and the Mercedes-Benz 300E.

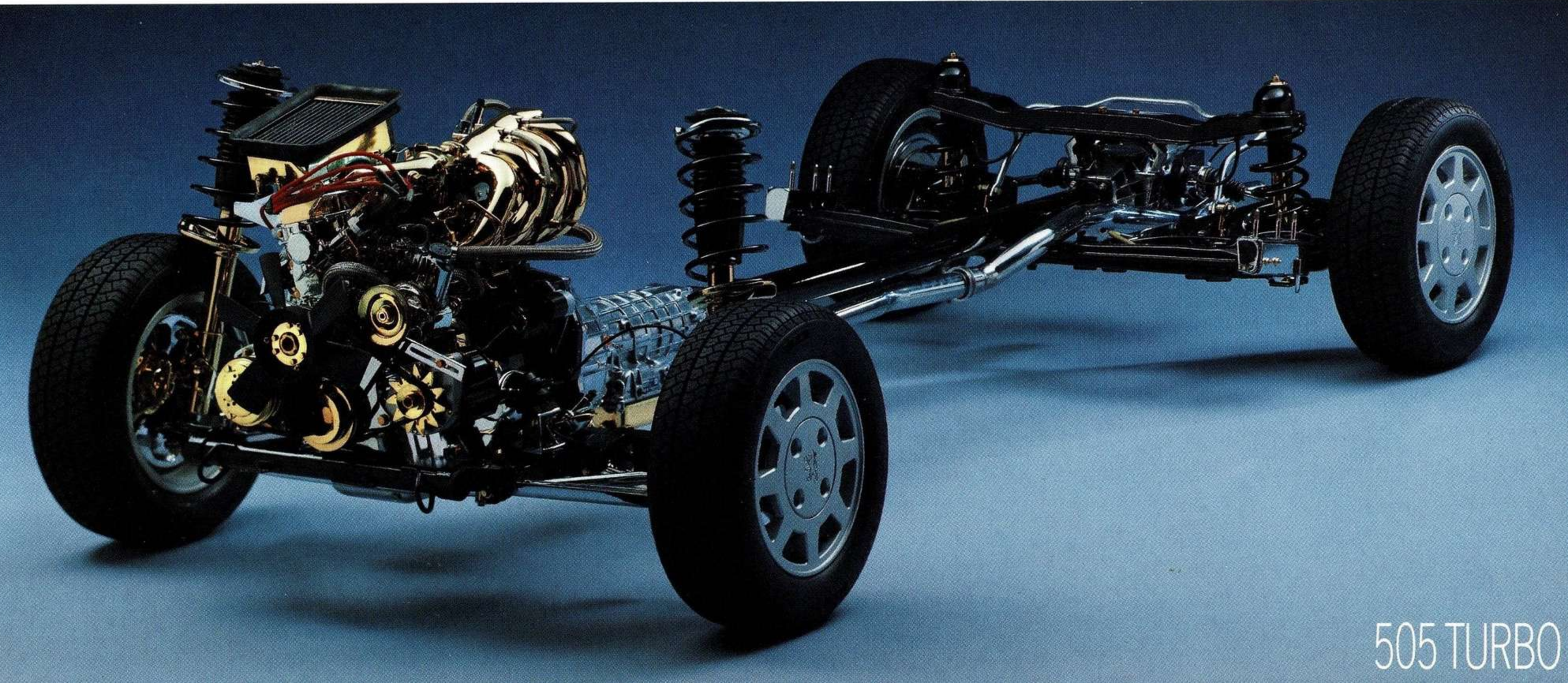
No car in its class comes close in initial or sustained torque.

Its inline-4 powerplant, controlled electronically,

constantly regulates its sophisticated engineering.

The anti-lock braking system (ABS) lets you roar to the edge of the turn.

Its close-ratio manual five-speed responds to every flick of your wrist. A four-speed automatic with overdrive and lockup torque converter is available.



505 TURBO

RAISE YOUR LEVELS OF EXPECTATION.

Powered by one of Europe's most respected V-6 engines, the 505 STX effortlessly propels you on an eight-valve shock suspension system, exclusively from Peugeot, to give what *Motor Trend* calls "perhaps one of the nicest all-around rides in the automotive world."

The roomy interior, a sanctuary of privacy, is fitted to

address the creature comforts of the fortunate few. Soft glove-leather seating, electrically heated in front, is matched with a six-speaker, Alpine-designed anti-theft stereo cassette of concert hall quality.

Isn't this the year you get what you deserve?

TREAT YOURSELF LIKE ROYALTY.

"If there's a luxury touch this car doesn't have, it probably hasn't been invented yet," noted *Motor Trend*.

Certainly the obvious are present: air conditioning with automatic climate control, power sunroof, power windows, central door locks with infrared remote control,

and leather seats. All standard.

Road & Track commented, "The inside of the Peugeot is a wonderful place to be. It oozes charm from the leather-wrapped steering wheel to the shapely shift lever."

In the 505 STX V-6, wealth is more than a state of mind.

Wood trim shown is a dealer-installed option.



505 STX V-6



505 STX V-6

POWER USED DISCREETLY IS POWER USED WELL.

What some others consider optional luxuries, the 505 S V-6 includes as standard necessities: 4-wheel disc brakes, vented in front, limited-slip differential, rack-and-pinion power steering, air conditioning with automatic climate control, cruise control, power windows and, yes,

even a power sunroof. And power, heated side-view mirrors.

Here are seats, electrically heated in front, you can drive in all day without restraints of fatigue.

Without flaunting its prowess, the S V-6 displays a determination that makes it a grand high-speed cruiser.



505 S V-6

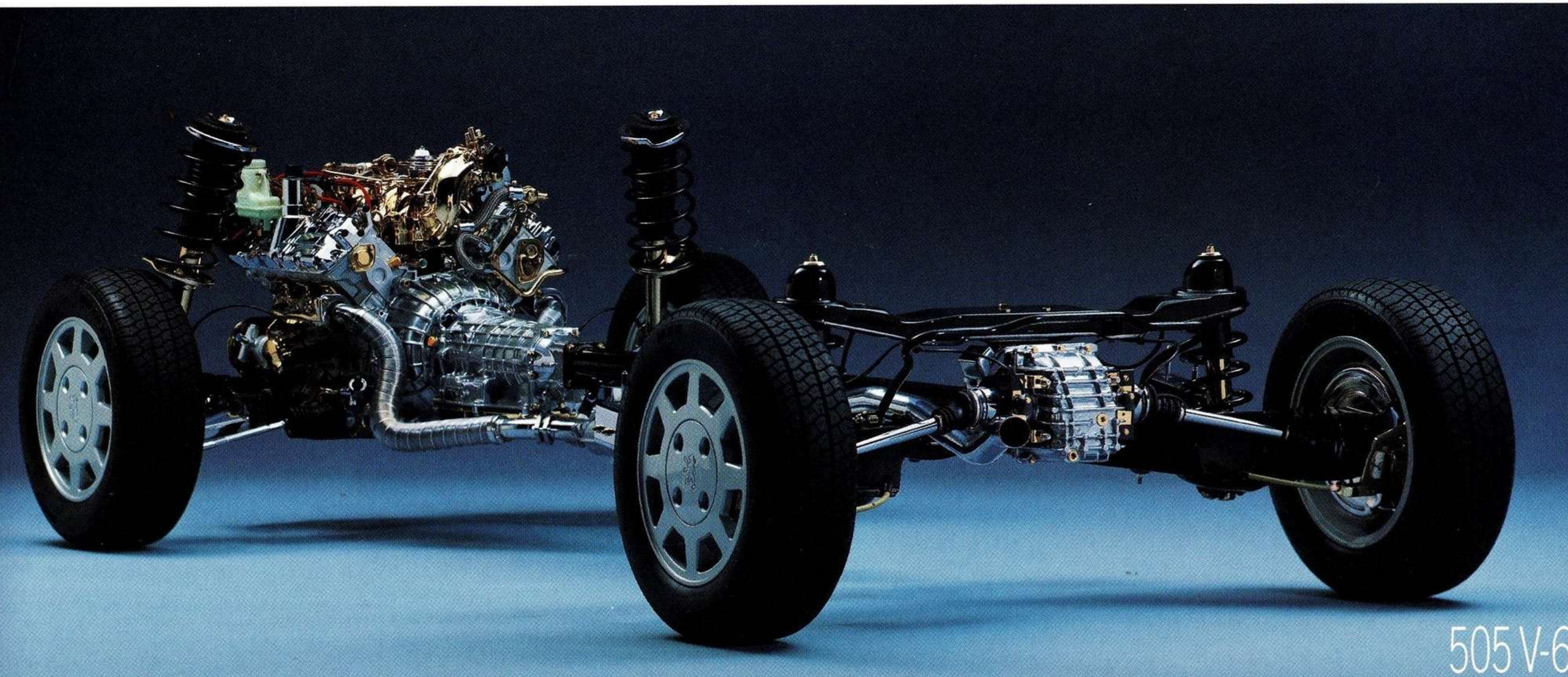
THE BIGGEST SHOULD DO MORE; IT'S ONLY RIGHT.

The fuel-injected, overhead-cam V-6 that powers the 505 S and STX V-6 advances an already well-advanced European specialty: getting maximum efficiency, reliability, and wide-range performance from minimum displacement.

Sophisticated computer-controlled fuel injection and

ignition command quick starts, optimum timing and mix, for a surge of power that's yours for the asking.

Fully independent suspension. Front and rear anti-sway bars. And on both the S and STX V-6, responsive, power-assisted rack-and-pinion steering and dependable, sure-stopping 4-wheel disc brakes for security in braking.



505 V-6

STRENGTH FOR SURVIVAL COMES FROM WITHIN.

Peugeots, unquestionably, are built to be among the strongest, most durable cars in the world.

But it is the levels of sophisticated engineering in each car that keep you safe when you need it most.

Here is power to merge. Rack-and-pinion steering points you out of trouble. Four-wheel independent

suspension finds the firmest footing for each wheel.

Limited-slip differential helps prevent skidding and loss of control. Four-wheel disc brakes assure safer stopping.

After all, your feelings of security should be equal to your feelings of comfort. In a 505 they are.



REPUTATIONS ARE NOT JUST BUILT ON THE RACETRACKS.

The sense of pride that fills you when you settle into a 505 S can be directly correlated to the degree of pride we can take in perfecting one.

Its interior showcases a list of features that invite comparison to any European sedan.

Standard are heated front seats, air conditioning with

automatic climate control, power sunroof and windows, cruise control, central locking, and a Clarion AM/FM system that fills the cabin with vibrant sound.

Less endowed competitors ask substantially more for a standard of luxury that comes standard on the 505 S.



EXTRAVAGANCE IS NOT LIMITED TO THE SEAT OF COMMAND.

"What Peugeot does better than anything else is to make passengers feel at home," observed *Road & Track*.

Air conditioning with automatic climate control, cruise control, power windows, central door locks with infrared remote control, glove-leather seats, electrically heated in front, and an Alpine-designed, AM/FM stereo cassette

sound system standard with anti-theft protection.

"Most of the time, and especially when the Turbo is surging toward its 6,000-rpm redline, your face will be set in a grin," concluded *Automobile Magazine*.

Compromise is not necessary in the 505 Turbo Wagon.

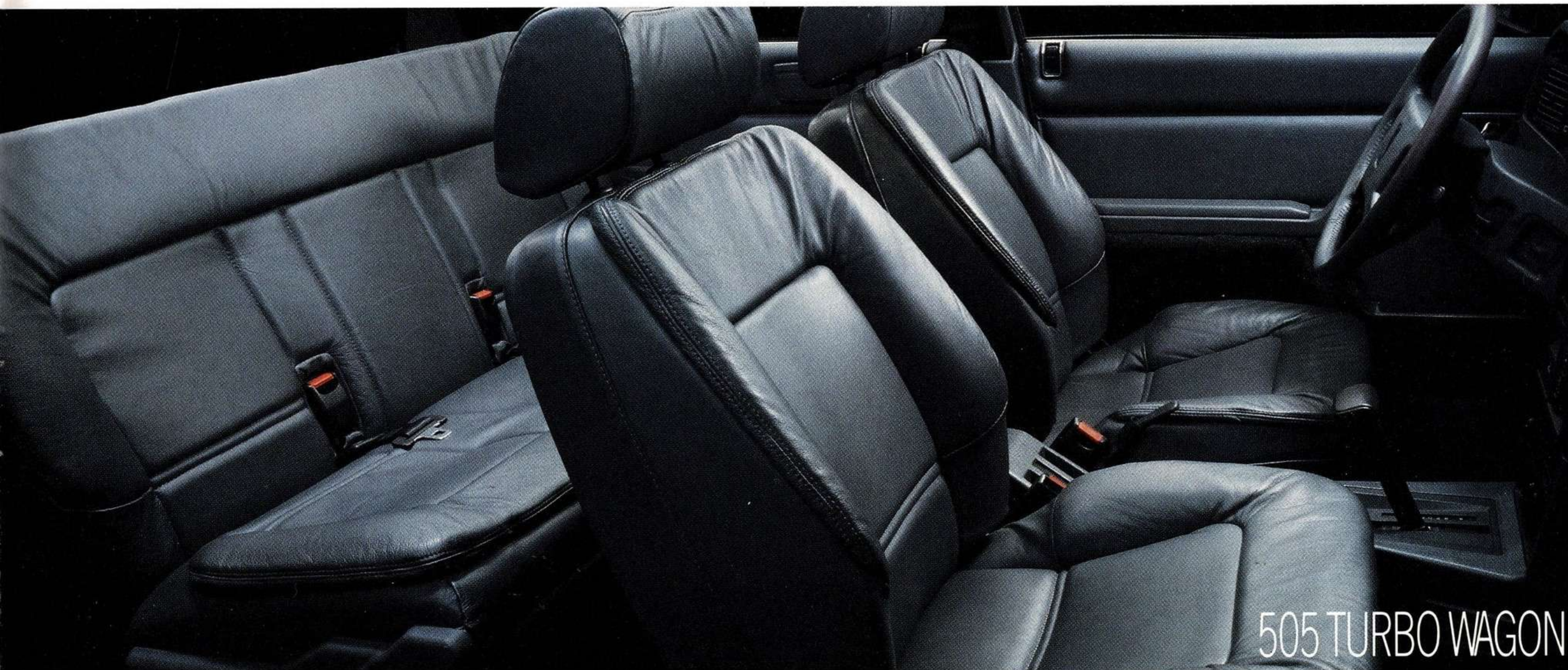
SET AN EXAMPLE OTHERS CAN FOLLOW.

Motor Trend summed up the 505 Turbo Wagon: "You see before you the best-kept secret on the automotive market today."

Its highly responsive, intercooled and turbocharged, 160 horsepower engine, with 205 foot-pounds of torque will convince you of how quick a wagon can be.

And with the ability to stop from 60 mph in only 145 feet, Peugeot's braking system is extraordinary.

It is hard to conceive that, with the rear seat down, you have 92.5 cubic feet of cargo space behind you. But it's there. It's all there.



HOW YOU FILL IT UP IS UP TO YOU.

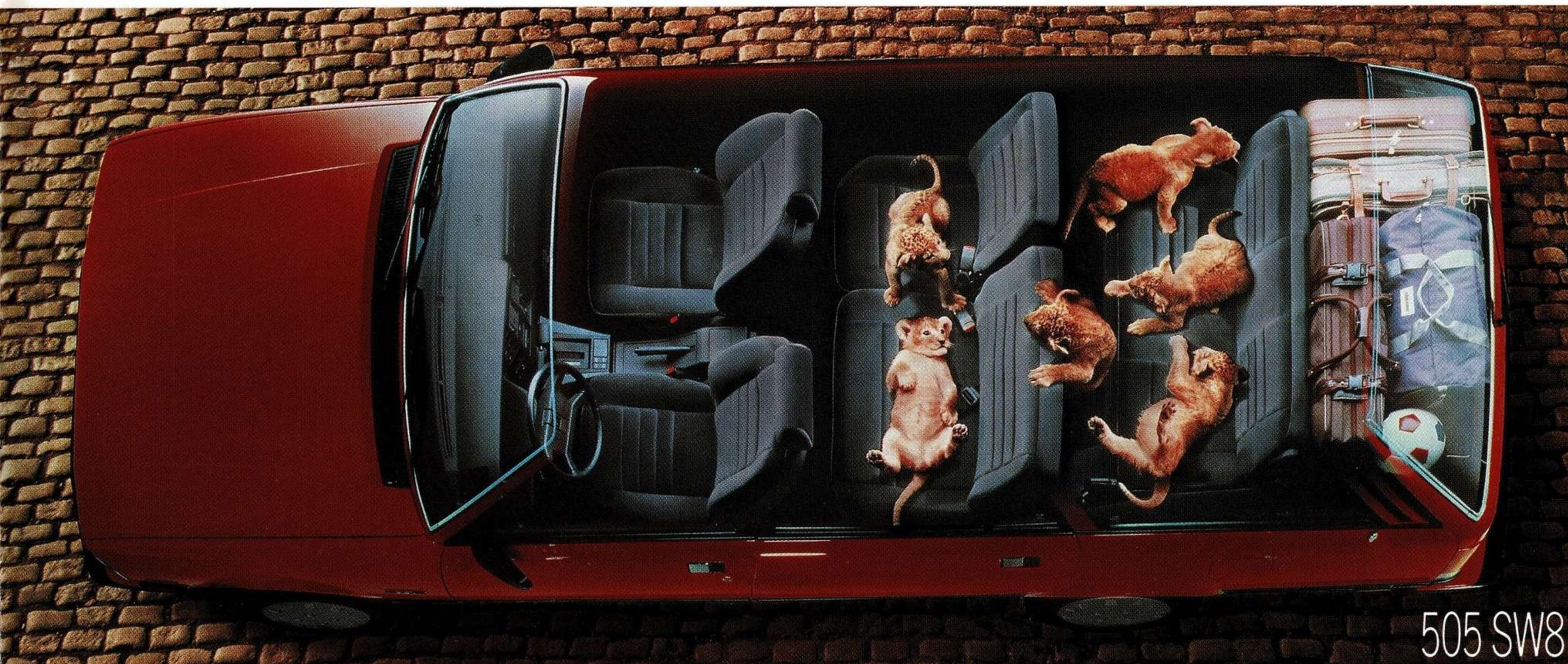
Recognizing that all the things you carry are not always the same shape, the SW8 Wagon has an interior that can change as quickly as your needs.

With all the seats up, eight passengers ride in comfort and safety.

The center split seat folds independently to provide an

even longer area that can accommodate bulky or oddly-shaped baggage.

Flip both backseats down and your wagon transforms into the most luxurious space to carry just about anything you can think of.



505 SW8

MANY SHALL TRAVEL AS QUICKLY AS FEW.

The 505 Turbo SW8 will change your outlook on mass transit forever. An unstinting abundance of space allows eight passengers to face forward in comfort and security with separate seats and seat belts for all.

Its new intercooled turbo engine bristles with a powerful 160 horsepower. The Turbo SW8 is equipped with

limited-slip differential, power rack-and-pinion steering, front and rear stabilizer bars and vented front disc brakes. Standard.

An Alpine-designed, AM/FM stereo cassette with 6 speakers and anti-theft protection comes standard, too.



505 TURBO SW8

FORTUNATE FAMILIES DO NOT NECESSARILY NEED FAMILY FORTUNES.

The sense of pride that fills you when you settle into the 505 DL Wagon can be directly correlated to the degree of pride we take in perfecting one.

Its interior showcases a list of features that invite comparison: tinted glass, air conditioning with automatic climate control, power door locks and electrically heated

front seats. All standard. Standard also are limited-slip differential, front disc brakes, power rack-and-pinion steering *Road & Track* described as "spectacular," and front and rear stabilizer bars.

With 92.5 cubic feet of cargo behind you, it carries like a small truck. But it always feels like a sedan.



505 DL WAGON

LOOKING AHEAD IS THE BEST WAY TO TRAVEL.

The SW8 Wagon numbers among its standard features three spacious seats, all facing front and each equipped with seat belts.

Comforting also is the level of sophisticated engineering beneath you. Working to keep you safer.

Creature comforts are addressed with air conditioning with automatic climate control, power windows and power locks, and cruise control. Even a Clarion AM/FM stereo cassette sound system with 6 speakers and anti-theft protection come standard.



505 SW8

PEUGEOT 405 AND 505 STANDARD AND OPTIONAL FEATURES FOR 1989

405 SEDANS

Mi 16 Standard: Twin-cam, 16-valve, 150-hp fuel-injected engine, Bosch Motronic M 1.3 engine management, 5-speed manual transmission, alloy wheels, power slide/tilt moonroof, Alpine anti-theft AM/FM cassette with 6 speakers, 6-way power driver's seat, air conditioning with automatic climate control, cruise control, leather upholstery.
Optional: anti-lock brakes (ABS), metallic paint.

S Standard: 110-hp fuel-injected OHC engine, Bosch Motronic M 1.3 engine management, 5-speed manual transmission, alloy wheels, power slide/tilt moonroof, Clarion anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, automatic front shoulder belt system, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, Luxury Touring Package (includes ABS, leather upholstery, Alpine anti-theft AM/FM cassette), metallic paint.

DL Standard: 110-hp fuel-injected OHC engine, Bosch Motronic M 1.3 engine management, front-wheel drive, 5-speed manual transmission, air conditioning with automatic climate control, adjustable steering column, central door-locking system, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, metallic paint.

505 SEDANS

Turbo Standard: Intercooled 180-hp fuel-injected OHC engine, electronic wastegate, 5-speed manual transmission, anti-lock brakes (ABS), Torsen limited-slip differential, electronic speed-sensitive power steering, alloy wheels, power sunroof, Peugeot Concert System (200-watts, 12 speakers, Alpine anti-theft AM/FM cassette), air conditioning with automatic climate control, cruise control, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, leather upholstery, metallic paint.

STX V-6 2.8i Standard: V-6 145-hp fuel-injected OHC engine, 5-speed manual transmission, anti-lock brakes (ABS), Torsen limited-slip differential, electronic speed-sensitive power steering, alloy wheels, power sunroof, Alpine anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, leather upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, metallic paint.

S V-6 2.8i Standard: V-6 145-hp fuel-injected OHC engine, 5-speed manual transmission, limited-slip differential, alloy wheels, power sunroof, Clarion anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, metallic paint.

S 2.2i Standard: 120-hp fuel-injected OHC engine, 5-speed manual transmission, limited-slip differential, power sunroof, Clarion anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, passive restraint seatbelt system, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, metallic paint.

505 WAGONS

Turbo SW8 Standard: Intercooled 160-hp fuel-injected OHC engine, electronic wastegate, 4-speed automatic transmission with lockup torque converter, limited-slip differential, alloy wheels, black roof rails, Alpine anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, 3 rows of forward-facing seats (center seat 60/40 split), velour upholstery.
Optional: metallic paint.

Turbo Standard: Intercooled 160-hp fuel-injected OHC engine, electronic wastegate, 4-speed automatic transmission with lockup torque converter, limited-slip differential, alloy wheels, black roof rails, Alpine anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, leather upholstery.
Optional: metallic paint.

SW8 2.2i Standard: 120-hp fuel-injected OHC engine, 5-speed manual transmission, limited-slip differential, black roof rails, Clarion anti-theft AM/FM cassette with 6 speakers, air conditioning with automatic climate control, cruise control, 3 rows of forward-facing seats (center seat 60/40 split), velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, vinyl upholstery, metallic paint.

DL 2.2i Standard: 120-hp fuel-injected OHC engine, 5-speed manual transmission, limited-slip differential, black roof rails, air conditioning with automatic climate control, electrically heated front seats, central door-locking system, velour upholstery.
Optional: 4-speed automatic transmission with lockup torque converter, vinyl upholstery, metallic paint.



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