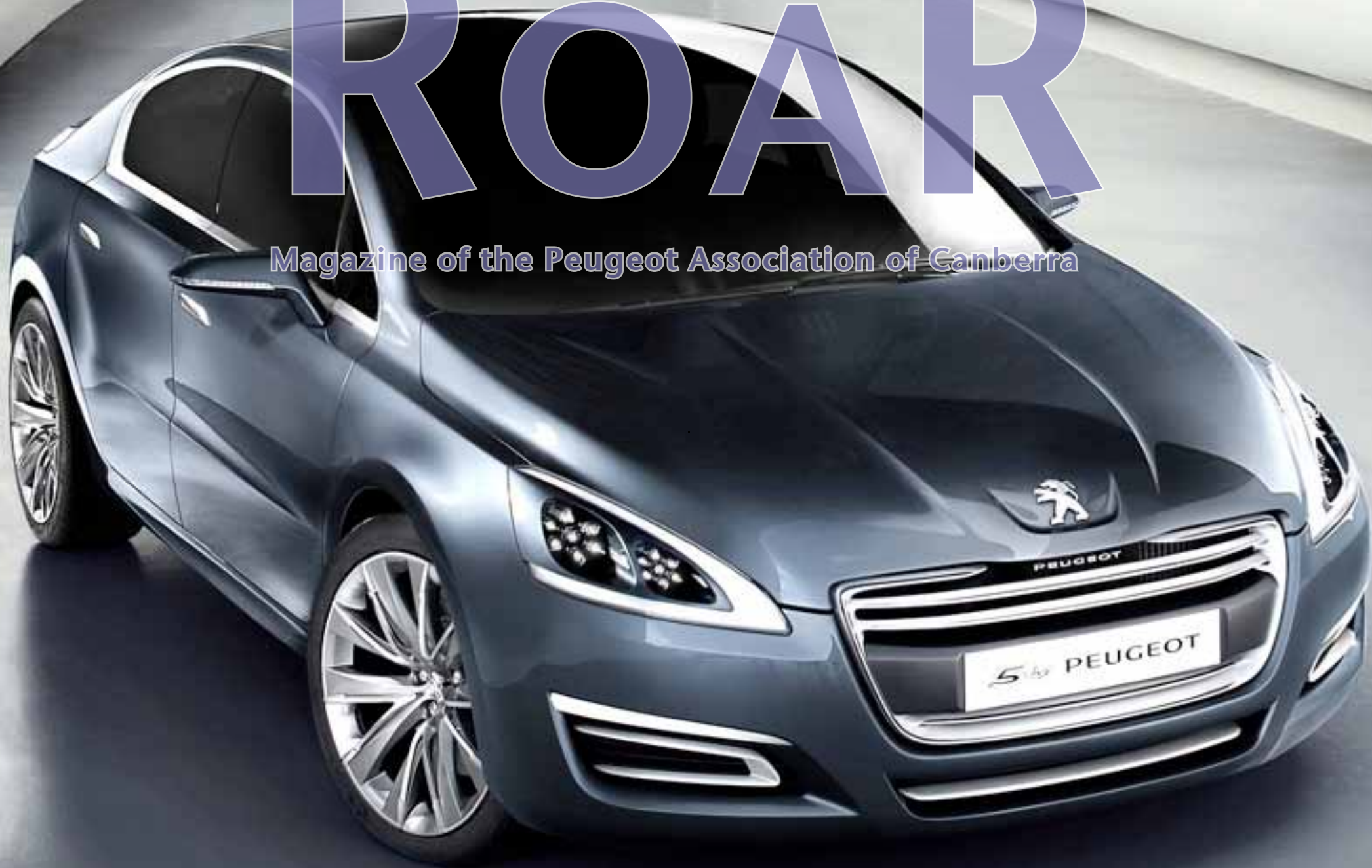


# ROAR

Magazine of the Peugeot Association of Canberra



February 2010

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The '5 by Peugeot' concept car, believed to be the platform for the planned 508, due in 2011.

RoAR is the official journal of the  
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(PAC)

PO Box 711, Civic Square, ACT, 2608.

The Peugeot Association of Canberra is now on the Internet. The PAC home page contains articles and information from RoAR. Our Internet address is:

<http://www.peugeotcanberra.com.au>

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**G**reetings all,

Welcome to a new year (Year of the Tiger) and a new decade (the wunnies, having left the naughties behind). I trust that you all had an enjoyable Christmas/New Year holiday break and all your cars just kept on Pugging.

Apart from a couple of days in Sydney, we spent most of the time in Canberra. However, the trip to Sydney was an opportunity to test out our new GPS navigation system – a generous Christmas present from a close friend (thanks Barbara!).

I have used hand held GPS units for years, as part of my work, but the car navigation system was quite a surprise in comparison – just type in a street address and receive an ongoing (verbal) commentary all the way to the destination.

When we made wrong turns the system would recalculate the route and continue with the revised instructions.

At one point, going to a place in Cremorne (in North Sydney) we were sure the GPS had let us down as it sent us on a rather circuitous route. Then we realised that it was doing this so as to arrive directly outside the address, on the right side of the street – across the road not being good enough!

This GPS experience is probably old hat to many of you, but it was new to me and I must say, I am now a real convert, at least for longish trips. Around Canberra, I think that I still prefer the time honoured street map.

I am definitely getting lazy – rather than regularly checking the oil and tyre pressures in our 407 Hdi, I wait for a message on the computer screen to tell when I should act. This week, both oil and tyre pressure messages flashed up and were duly attended to.

Interestingly, having never had to top up the oil in the 407, I consulted the owners manual to find out what kind of oil to use only to find no information at all. A phone call to Bill McNamee gave me one answer, but since the car was last serviced by a Pug dealer, I also rang them for confirmation. As it happens, the dealer used 10W40 semi-synthetic oil, so I topped up with that.

Our program of regular club meetings will kick off again on Tuesday 23 February at the Canberra Services Club, Manuka. As usual, dinner will be from 7 pm, with the meeting starting at 8 pm. Hope to see you there.....



Our first social event will be the traditional late summer BBQ at Lennox Gardens (by the lake, behind the Albert Hall) on Wednesday 3 March, from 6 pm onwards. The club will provide meat, salad and bread. BYO drinks and exotica. RSVP to me by Monday 1 March if you are coming (Phone 0427-662112 or email [brad.pillans@anu.edu.au](mailto:brad.pillans@anu.edu.au)).

Keep on Pugging,

Brad Pillans

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# CLASSIFIEDS

## FOR SALE

### 203 C (1955)

Peugeot tandem ladyback bicycle. The condition is original and the bike was made in 1976. It comes with gears, mudguards, luggage rack and lighting integrated in the French tradition. The bike has just been serviced and is fully roadworthy. Price is \$600. Alan Payne 02 6241 1330.

### 504 1980 sedan

One owner for the past 18 years. All service and repair documents. This car is in very good condition but does have a little rust in the front left mudguard. Asking \$3,950. Keith Sullings, 159 Castleton Crescent Gowrie. Phone 6291 5965. See photo on right.



PEUGEOT





# CLUB EVENTS 2010

- 
- 23 February** Club meeting, Canberra Services Club, Manuka. As usual, dinner will be from 7 pm, with the meeting starting at 8 pm.
- 3 March** BBQ, Lennox Gardens, by the lake, behind the Albert Hall, from 6 pm onwards. The club will provide meat, salad and bread. BYO drinks and exotica. RSVP to me by Monday 1 March if you are coming (Phone 0427-662112 or email [brad.pillans@anu.edu.au](mailto:brad.pillans@anu.edu.au)).
- 21 March** Sunday, Wheels, Lawns of Old Parliament House. Council of ACT Motor Clubs (CACTMC) hosted event for all Marques.
- 2-5 April** Easter Pageant, Ulverstone Tasmania
- 20 June** Sunday, Battle of Waterloo. Venue TBC.
- 18 July** All French Car Day, Sydney.
- 24 - 26 Sept** Oh3 weekend in the Hunter Valley.

## 50th anniversary of the Peugeot 404

**4 DAYS IN A 404** – to celebrate the 50th birthday of the 404

Thursday May 13th to Tuesday May 18th This includes days to cover CH plated vehicles getting to destination and home.

You don't have to have a 404 to attend. Come for part or all of the trip.

Trip will be based in Bendigo.

### Accommodation

Big4 Bendigo-Ascot Holiday Park 15 Heinz St - 4.5 kms north of Fountain, off the Midland Hwy.

Ph. (03) 5448 4421 or 1800 062 340 website [www.big4bendigo.com.au](http://www.big4bendigo.com.au)

Various types of accommodation available.

Please ring and make your own bookings for the nights you wish to be there. Make sure you mention that you are with the Peugeot Car Club as this will give you a 10% discount

Hank Verwoert  
Ph 9783 2718  
Email [verwoert@netspace.net.au](mailto:verwoert@netspace.net.au)

**OUTBACK 2010** – June 20th to July 11th

Outback Qld, NSW and SA

For itinerary and further details contact Hank Verwoert  
Email [verwoert@netspace.net.au](mailto:verwoert@netspace.net.au) or Ph (03) 9783 2718



## Fifty years of the fabulous 404 Celebration Drive

To celebrate the 50th birthday of the Peugeot 404 an invitation to all past and present owners to join the Pugger Buggers run in Southern NSW and Gippsland.

Come along and enjoy your 404 and our company for seven days and nights traveling along spectacular routes and seeing spectacular scenery along the way, crossing the coastal divide at least 13 times. We will be on gravel roads quite a bit, but on good surfaces. If you drive to the conditions you will be OK.

I strongly advise you to book accommodation early as some venues have limited places. Caravan parks will be our preference, although alternatives are available. The preferred accommodation venue is highlighted.

### Saturday 29 May

Queanbeyan  
Crest View Tourist Park  
81 Donald Road 1800 883310  
Rainbow Motel 41 Bungendore Road  
02 62972784

### Sunday 30 May

Kiama  
Easts Beach Holiday Park  
Ocean Street 1800674444  
Motel 617  
132 Manning Street 02 42321333

### Monday 31 May

Braidwood  
Braidwood Colonial Motel 199 Wallace Street  
02 48422027  
Torpys Guest House and Motel  
18 Kellar Street 02 48421830

### Tuesday 1st June

Batemans Bay  
Coachhouse Marina Resort  
49 Beach Road 180670715

### Wednesday 2nd June

Cooma  
Snowtells Caravan Park  
Snowy Mountains Highway  
02 6456 2134

### Thursday 3rd June

Jindabyne  
Snowline Holiday Park  
Kosciuszko Road  
02 6458 7262

Lake View Plaza Motel  
2 Snowy River Ave  
02 6456 2134

### Friday 4th June

Mila  
Bondi Forest Lodge  
Buldah Road 02 6458 7262

### Saturday 5th June

Merimbula  
Merimbula Beach Holiday Park  
Short Point Road 1300 787 837  
Black Dolphin Motel  
Arthur Kaine Drive 1800 100444

When booking accommodation mention you are with the Peugeot Car Club as I am trying to get group booking rates where possible. Please contact me as soon as possible with your name, phone number, car model and rego number. Contact 02 6458 7208 ah.





## French Car Drives 2010

Dates for 2010 drives are:

28 February,  
25 April,  
27 June,  
22 August,  
24 October,  
5 December.

First event on 28 February  
will be to Michelago.

Meet at Williamsdale petrol  
station at 1.30pm on Sunday  
28/2 and we will drive a bit  
further to Michelago.

I've never been there, so  
don't know if there is a café  
or milk bar for our afternoon  
tea. Please contact me if you

know this village.

I am looking for suggestions for  
destinations for the rest of our  
drives in 2010. Please email me  
if you have any ideas.

Lisa Molvig  
Social Secretary  
Renault Owners Club of  
Canberra

## Peugeot Pageant – Ulverstone Tasmania – Easter 2010

The French Car Club of Tasmania will host the 2010 annual Easter Pageant.

The planned agenda for the weekend can be found below, bear in mind that some items are still subject to change.

### Good Friday:

Afternoon – Registrations – Surf Club

Evening – Seafood BBQ function, with official opening and welcome at the Surf Club.

### Easter Saturday:

Morning- Midday – Show and Shine with lunch – Bicentennial Park.

Midday – Late afternoon – Driving skills There are plenty of local attractions for those not involved (including children) in Ulverstone, within easy walking distance.  
Evening – Full three course buffet with live band.

### Easter Sunday:

Morning – Treasure Hunt/Cryptic Tour to inland landmarks  
Afternoon – Picnic lunch (Scenic Spot), return to Base  
Evening – three course formal dinner

**Easter Monday:** Morning buffet breakfast to wrap up the weekend's activities.

### Registration Fees (includes all itinerary items)

Adults: \$160, if paid by Jan 31

Children under 12: \$80

For more information, registration forms, discounted Spirit of Tasmania rates and available accommodation see our website [www.pug.hopto.org/pageant2010](http://www.pug.hopto.org/pageant2010) or contact the French Car Club of Tasmania on 0407 322 820, email [marijke.addison@bigpond.com](mailto:marijke.addison@bigpond.com).

We look forward to presenting our wonderful island state to you in 2010!

## PSA sales fall, share rises

11 January 2010  
Simon Warburton

**P**SA Peugeot Citroen (PSA) posted an overall 2.2% fall in global sales for 2009 but increased its worldwide market share to 5.1%.

The manufacturer's global sales fell to around 3.2m units in an overall market down 3.5%, with PSA-assembled and CKD kit sales of 1.84m Peugeot and 1.35m Citroën vehicles.

Sales of assembled vehicles alone declined 3.6% to 2.85m units, of which 1.52m were Peugeot and 1.33m Citroën. Strong demand for Peugeot models drove a 10.8% increase in CKD sales to 342,000 units from 309,000 the previous year.

European registrations contracted 3.7% to 2.2m units (1.15m Peugeot; 1.04m Citroën) in a market that declined 5.4%.

The Group's share of the European market increased to 13.7% in 2009 from 13.5% in 2008. This strengthened to 14.4% in the fourth quarter. The gradual introduction of scrappage incentives in 13 countries, covering around 90% of the European passenger car market by volume, significantly boosted demand, particularly in France and Germany. Germany: market share improved 0.6 points to 6.3%, as registrations

climbed 31.8% to 250,000 units. Scrappage incentives boosted market 19.8%.

Italy: market share grew one point to 10.8%, reflecting a 7% increase in registrations, to 251,000 units. Market down 2.1%. Spain: registrations declined by 19.1%, mirroring the market's 20.2% drop. Group market share edged up 0.3 points to 9.4% from the year before. Registrations totalled 206,000 units.

UK: registrations fell 14% to 206,000 units in a market down 9.9%. Central and eastern Europe: PSA registrations reflected the market's 31.3% drop with a 34.3% decrease to 98,000 units. Market share declined to 9.4% from 9.9% in 2008.

Outside Europe: sales rose 2.4% and accounted for 33.1% of group total compared with 31.6% in 2008. China: Group vehicle sales

rose 52% to 272,000 units, led by recently launched models - the Peugeot 207 hatchback and sedan, and the Citroën C-Quatre and C-Elysée.

Latin America: except Brazil, up 12.5%, markets across the region plummeted in 2009 with an average decline of 2.2%. Registrations contracted 11.2% to 234,000 units. Group market share was 5.3%. Russia: the market plunged 50.1% with the group posting a decline of 31.6%. But market share rose 0.8 points.





## PSA expects H1 operating profit

10 February 2010

PSA Peugeot Citroën says its 2009 financial results reflect the impact of the economic crisis, with global sales down 2.2% to 3,188,000 units in a market down 3.1%, revenues down 10.9% to €48,417m and a recurring operating loss of €689m for the full year.

But market recovery in the second half, stimulated in some countries by government incentive schemes and new products, helped PSA to increase market share and to return to positive recurring operating income of €137m after a loss in the first half.

PSA said the automotive division significantly reduced its operating losses in the second half while partsmaker Faurecia recorded positive recurring operating income in the second half as the full benefits of the turnaround started to feed through. Gefco delivered strong margin growth, while Banque PSA Finance produced a further set of good results.

As a result, PSA generated positive free cash flow of €809m for the full year and reduced net debt to €1,993m at 31 December 2009.

CEO Philippe Varin said: "Our financial results for 2009 show a much improved

performance in the second half, but still reflect the severity of the crisis affecting the automotive industry. However, strict cash management and successful stock reduction enabled us to lower our debt substantially, reinforcing our sound financial position and giving us ample liquid resources.

In 2010, we expect the market conditions to be challenging, with a European market down 9%, but we will benefit from our automotive performance plan to drive sales, reduce costs and improve capacity utilisation. We are sustaining the momentum of our new model launches, and we should continue to grow our market shares. On this basis, we are expecting the group's recurring operating income to be positive in the first half of 2010."

For the full year, the group margin on revenues remained negative at -1.4%, compared to 1% a year earlier.

Non-recurring operating expenses totalled €727m against €944m in 2008.

They included €354m of restructuring charges, €206m due to the extension to March 2010

of the group's voluntary separation plan and €129m relating to restructuring at Faurecia. Impairment costs in the automotive division amounted to €217m, all incurred in the first half.

Net financial expenses totalled €520m versus €286m in 2008.

This increase resulted from a marked decline in income from cash deposits, the interest costs on the government loan and higher financing costs at Faurecia.

The group net loss was €1,161m for FY 2009 or €5.12 per undiluted share.

Courtesy just-auto.com editorial team



## Peugeot's high 5 set for Geneva debut

French firm release first official picture and details on its Geneva bound 5 concept

15 February 2010

Say hello to Peugeot's new 5! The Geneva Motor Show star is aiming high - with a dramatic new take on the luxury car market.

Essentially a replacement for the unloved 607 saloon, the 5 aims to put right previous wrongs in this sector with a bold new look and a daring design.

The newcomer also promises the very latest environmental technology, with a 200bhp diesel-electric hybrid engine that offers four-wheel drive and CO2 emissions of 99 g/km or zero in battery only mode.

Like the recent SR 1 concept car from new Peugeot design boss Gilles Vidal, the contours of the 5's bodywork flow smoothly and without interruption, from the end of the bonnet to the top of the boot lid.

At the front, new LED equipped lights are highlighted by the use of illuminated surrounds that blend perfectly with the overall exterior body styling.

The headlamps frame a unique front grille design, also influenced by the SR1.

The streamlined sides of the car are

enhanced further by the bevelled, brushed-aluminium window surrounds and door handles, combined with sculpted 19" wheel trims.

Under the bonnet, the 2.0 litre HDi FAP163 bhp diesel engine is mounted at the front of the vehicle, and combined with a 37 bhp electric motor at the rear.

This arrangement provides an overall maximum power of 200 bhp, an electric only mode for low speed operation, four-wheel drive

when required, and low fuel consumption and emissions of 74.3 mpg and 99 g/km of CO2 or zero in electric mode.

Details of the car's interior are still to be revealed, however, Auto Express understands the cabin focuses on delivering an upmarket blend of space and luxury.

Full details are expected on March 2nd 2010.

Courtesy: [autoexpress.co.uk](http://autoexpress.co.uk)



## Peugeot unveils stunning style of tomorrow

Peugeot Automobiles Australia

Automobile Peugeot has unveiled a stunning new concept car, simultaneously revealing the stylistic design trends intended for future models.

The SR1 heralds a new era for Peugeot and will be unveiled to the public for the first time at the Geneva Motor Show in March. It embodies the strongest, most extreme and pure expression of the Peugeot Style of tomorrow and also displays a new

look corporate Lion.

Dynamic, balanced, sensual, with an exclusive hightech interior, the SR1 explores and reinterprets the theme of the "Grand Touring Car". More than ever, the aesthetic traits of this concept renew Peugeot's strong stylistic identity – in short, this concept car creates a new design language for the company.

The Peugeot SR1 is a vehicle with ideal proportions, revisiting the great traditions of grand touring cars of the past: a large bonnet, flowing wings and a very low centre of gravity.



The design of the body gives the car a new balance: a sculpted bonnet, sweeping sides and a chiselled rear design. At the side the styling lines merge into the side windows and the front windscreen, emphasising the design of the bonnet. This overall effect blends easily with the design detailing: the design of the lights and the air intakes, the shape of the door mirrors – these elements merge seamlessly with the vehicle's carbon "skin".

In parallel, features such as "full LED" internal headlamp functions and the radiator grille contour stand out, as if suspended. The hard top echoes the feel of this intense, high-tech assembly: it uses preformed profile technology derived from the world of sailing, blending with the body, creating the illusion of a coupé.

There is room in the vehicle for three



people as the third rear seat nestles in the middle, behind the two front seats. Entry to this seat is facilitated by the centre console, which can slide forward to improve access.

The SR1 incorporates HYbrid4 technology, which will be launched in Europe in the Peugeot 3008 in 2011. In the SR1 a 1.6-litre turbo petrol engine with maximum power of 160 kW is combined with an electric motor developing 70kW.

The petrol engine in the front powers the front wheels, while the electric motor is located in the rear and drives the rear wheels. In electric only mode, the car becomes a ZEV (Zero Emission Vehicle), while its combined cycle fuel consumption is only 4.9 litres/100 km or 119 g/km of CO<sub>2</sub>.

When the two power trains operate simultaneously, the SR1 develops a poten-

tial maximum power of 230 kW and also benefits from four-wheel drive. With HYbrid4 technology, which will eventually become available on a number of models throughout the Peugeot range, the SR1 concept offers convincing proof that driving pleasure can be combined with

environmental friendliness.

The vehicle's dynamic efficiency is further enhanced by the use of a rigid, lightweight structure comprising of a one-piece body and a tubular chassis onto which are mounted the

mechanical components and suspension.

Exploiting the best of existing technology to offer road-holding worthy of this exceptional concept, the suspension consists of double wishbones with drop links both at the front and the rear.

The SR1 benefits from four-wheel steering, offering greater driving precision. The turning angle of the rear wheels is controlled as a function of the vehicle speed, via motorised links on the rear wishbones, giving the vehicle superb agility under all circumstances. Inside the vehicle, leather and various grained wood blend seamlessly with, "high tech" materials such as nickel and satin-finished chrome.

The instrumentation combines analogue and digital read-outs, giving clear

emphasis to every item of information conveyed to the driver. This is the case for instantaneous fuel consumption and vehicle range, displayed on two glass crystal gauges directly in front of the driver.



Another technological innovation is the creation of an exclusive wrist-watch designed in partnership with Bell&Ross® - this timepiece, with milled inserts of solid aluminium, slots perfectly into a dedicated housing on the fascia panel. Finally, the SR1 displays the new Peugeot Lion badge. Redesigned, finely worked and sculpted, it mirrors perfectly the perception of the vehicle as a whole.



## Peugeot celebrates 200 years with new plans

Peugeot Automobiles Australia

It is 200 years since Jean-Pierre and Jean-Frédéric Peugeot turned their father's cereal mill into a steel foundry and took the Peugeot family into the industrial era.

Since 1810, Peugeot has associated its name, and later its Lion emblem, to saws, tools, steel crinoline stays, coffee grinders, bicycles, motorcycles, scooters and cars.

To each of these worlds Peugeot has brought passion and innovation, while laying emphasis on its industrial origins based in particular on strong principles and the working of steel.

Backed by 200 years of inspiration, Peugeot in 2010 is renewing its stylistic and visual identity, and affirming its international ambition.

This new chapter in the Peugeot story is about to open with a further evolution of the brand including a new styling direction, a new corporate Lion badge and a new signature; Peugeot, MOTION & EMOTION.

Peugeot's new Marque plan includes the goal of moving up three places from its current position of tenth in the world car market by 2015.

In order to achieve this goal, Peugeot is relying on a new product strategy, new style lines, new technology and a new visual identity.

This refreshed visual identity includes a new corporate Lion logo which will adorn new Peugeot vehicles beginning with the forthcoming RCZ sports coupé.

To demonstrate the Peugeot Style of



# PEUGEOT

tomorrow, the company has unveiled the stunning SR1 concept, embodying the strongest, the most extreme and the most pure expression of this concept.

It exhibits the main stylistic codes of forth-

coming Peugeot models, and reinterpreting the historic codes of the Marque: speed, harmony, "felineness" and dynamism.

Athletic, balanced, sensuous, with an exclusive and hi-tech interior, this "dream car" explores and reinterprets the theme of a "Grand Touring Roadster".

A Peugeot is a vehicle with a very attractive style which combines both driving enjoyment and environmental protection – a Peugeot will never be purely functional; it awakens emotion and invites movement.

Peugeot will continue to place special emphasis on a number of principles that it has long placed great importance on.

For example, to reduce its ecological footprint and dependency on fossil fuels, the Marque has invested, and will continue to invest, in a number of different technologies to meet the needs of future mobility without sacrificing driving enjoyment.

Today, Peugeot continues to improve engine efficiency with a downsizing strategy for its petrol and HDi FAP diesel engines.

As part of Peugeot's plan to move up the order in the world car market, the company is planning a product offensive in coming years, resulting in a remarkable 14 new models being launched globally between 2010 and 2012.



The Marque's stream of new products will begin in Australia with the launch of the 3008 (second quarter of 2010) and RCZ (third quarter of 2010).

One key announcement as part of the future Peugeot product strategy includes the company confirming that it intends to further push back the frontiers of the motor industry by designing a vehicle that will embody all of the spirit of the BB1 concept car recently shown at the Frankfurt Motor Show: 2.5 metres, four seats and 100 per cent electric.

With its revolutionary architecture, a tubular chassis produced with Peugeot Scooters, the BB1 concept allows four passengers to be seated in a vehicle with a length of 2.5m.

It offers excellent packaging, performance and handling. 100 per cent electric, it emits zero CO2 per kilometre thanks to a particularly innovative mode of propulsion: rear-wheel mounted electric motors co-designed with Michelin.



## Peugeot cuts prices, boosts safety

Peugeot Automobiles Australia

Peugeot has slashed Recommended Vehicle Prices across its entire range by up to \$2,200 as of 1 January, 2010.

The reduction of prices across the entire range coincides with the introduction of Peugeot's Electronic Stability Program (ESP) as standard on the company's passenger vehicle range.

The drop in prices is due to an improvement in exchange rates and the reduction on port tariffs for passenger cars that took effect on 1 January.

The brand new 207 range, including the new model 207 Touring Outdoor wagon, has been reduced by \$500 with the XR five-door model now starting at \$21,990.

The 207 GTi hot hatch has been reduced by \$1,000 to just \$33,490,

while the 207 CC has been reduced by \$900, now starting at \$35,490.

The 207 CC Turbo has dropped by \$1,400 to \$39,990. Peugeot's most popular model in Australia, the 308 receives the most significant price drop.

The 308 hatch range has been reduced by \$2,200, with the entry point dropping to \$24,990 for the XS 1.6-litre manual. The only exception is the XS 1.6-litre HDi diesel manual which has

been reduced by \$1,700 to \$28,990 – well under the \$30,000 mark.

The story is the same in the 308 Touring range, with prices dropping by \$1,800 for all models except the XS 1.6-litre HDi diesel manual, which still improves by \$1,300. The entry-level 308 Touring now comes in at \$29,990 for the XS 1.6-litre manual.

Every model in the spectacular new 308 CC range has been reduced by \$1,500, with prices starting at \$47,490 for the 1.6-litre petrol turbo manual version of one of the truly stunning new vehicles of 2009.

The 407 range has also benefited with the price of the SR 2.0-litre HDi diesel automatic sedan dropping by \$1,000 to \$40,990, while the ST 2.0-litre HDi diesel models have been reduced by \$1,200 to \$43,990 for the sedan and \$46,990 for the Touring wagon model.

The 407 is no longer available with a manual transmission, while due to the unavailability of the 2.7-litre HDi diesel twin-turbo V6 in 2010, the allocation of SV models will be exhausted early in 2010.

Prices of the newly



introduced Peugeot 4007 four-wheel drive have fallen by \$1,000, now beginning at \$44,490 for the ST 2.2-litre HDi manual and \$53,190 for the SV HDi diesel seven-seat Dual-Clutch System (DCS) automatic.

Peugeot's range of light commercial vehicles has received the price reduction treatment too, with the Partner van reduced by \$600 to an entry price of \$22,390 and the Expert large van reduced by between \$2,000 and \$2,600 across the three model range, with a starting point of \$34,990.

Starting with the entry-level 207 XR 1.4 litre manual, Peugeot has increased the presence of ESP to ensure that every model in the 207, 308, 407 and 4007 ranges is fitted with the safety feature.

The move beats the Victorian government's tough legislation mandating that all new passenger vehicles have ESP from January 1, 2011.

The Peugeot ESP system includes Antilock Brakes (ABS), Electronic Brake-force Distribution (EBD), traction control and stability control.

The early application of the ESP system to all passenger vehicles demonstrates Peugeot's comprehensive commitment to safety.

"This tariff reduction and the improvement in exchange rates is a perfect opportunity for Peugeot to reduce prices and increase specification across its range," said Ken Thomas, general manager / director, Peugeot Automobiles Australia.

"It is a significant improvement in value for the Peugeot brand, adding to its already impressive reputation for outstanding design, safety, low emissions and excellent fuel economy. "In addition, things are looking good for 2010 – we launched the 308 CC and the 4007 four-wheel drive in 2009, and we have more new products arriving in 2010 with the arrival of the 3008 compact SUV and RCZ sports car.

"These are two market segments where Peugeot has not been previously represented in Australia, so 2010 provides a fantastic opportunity for Peugeot to expand its reach in this country."

Note: All prices quoted are Recommended Vehicle Prices and do not include On-Road Costs such as dealer delivery charges.





## Project 605 ute

Richard Marken

The 605 is at the painters. So far the painter has stripped back the bonnet; spray puttied the body and primed it.

Graham the painter has picked out all the imperfections that I could not see, and has delivered a finished job that could be described as perfection.

The 605 ute has created a lot of interest and comments whilst at the painter's.

With its coat of primer on now, most people who have seen it first ask what



brand of vehicle it is and, when informed that it is a Peugeot, the standard reply is that they

didn't know Peugeot made utes.

After a few days to let the primer harden and shrink, the interior of the tray and cabin were top-coated.

In a couple of days the final painting will be finished and the fun will really start as I try to remember what went where or where the hell did that get to.

With the 605 ute out of my shed for three weeks I have been busy finishing work on the engine and





that the glass factory that was making the rear quarter glasses and rear windscreen has resumed full production and I should get my glass in a few days.

So far I have sourced parts from England, Germany, New Zealand, South Australia and New South Wales. I think I have everything covered, but you can never be too sure.

I have also sent a wheel away to see if I can

standard series one wheels are an absolute pain to change and don't look the best either.

On the plus side of the re assembly is that the 605 only has two doors now and 605 door internals are amongst the worst I have ever worked on, half the pain has to be good.

The next instalment should show an almost finished ute.

In the meantime they say a picture is worth a thousand words, so here's heaps of photos.

Photos: Richard & Kay Marken

gearbox.

This has also given me time to find and order the parts that I require to finish off the rebuild of the 605 ute.

One bit of good news last week was

have a custom set of wheels made up, this is another live-in-hope effort as the





## Peugeot launches 207 wagon for off-road driving

Peugeot Automobiles Australia

Peugeot has launched a new off-road inspired 207 Touring wagon, called the Outdoor. The new special edition model features a greatly improved standard specification over its predecessor, while adding a tough new look – and the price has remained exactly the same for the limited run of just 150 units.

The 207 Touring already presented a compelling prospect to the market, with substantial interior space and flexibility and a considerable standard equipment list.

This equipment list includes six airbags, split tailgate, panoramic glass roof with electric sunblind, 60/40 flat folding rear seats, automatic headlights and front wipers and polished aluminium roof rails all stand-

ard.

The new 207 Touring Outdoor wagon adds even more standard equipment to the proposition:

- Dual zone climate control
- Partial leather / sports cloth trim
- New 16-inch alloy wheels
- Cruise control and speed limiter

In addition, the wagon's ride height has been increased by 16mm at the front and 21mm at the rear (thanks to the use of new springs and

larger tyres – 205/55.16V) while tough-looking black wheel arch, bumper and sill extensions evoke the world of four-wheel drives and add increased protection.

Despite the slight increase in the centre of gravity the 207 Touring Outdoor still had to retain the important comfort and handling balance painstakingly developed for the original 207 Touring.

As a result a 40,000 Nm/rad rear torsion beam (stiffness identical to that of the original) has been fitted, which also performs the role of an anti-roll bar.

The new 16-inch alloy wheels are wider at 6.5 inches, maximising the performance of the new tyre, while the electric power steering's calibration has been specifically set up for the new tyres.

Combined with the excellent structural performance of the 207 in terms of rigidity (0.9 mrad), the resulting comfort and handling performance ensure both safety and driving pleasure.

The new 207 Touring Outdoor





shares the upgraded design elements that are featured throughout the rest of the new 207 range, including a redesigned front end and a more luxurious passenger compartment with an added taste of adventure.

The wagon is available with two engine and gearbox combinations:

1.6-litre, four-cylinder, VTi petrol engine with four-speed automatic transmission – maximum power of 88kW and maximum torque of 160Nm 1.6-litre, four-cylinder, HDi turbo diesel engine with five-speed manual transmission – maximum power of 80kW and maximum torque of 240Nm (from just 1750rpm).

Despite the vast upgrades to the model, prices remain exactly the same, with Recommended Vehicle Pricing of \$30,490 for the petrol model and \$31,490 for the HDi diesel model.

The new 207 Touring Outdoor is fitted with a unique interior comprising partial leather/ sports cloth seats in either black or chocolate brown, while the dash and centre console is adorned with a refined “Grinium chaud” decoration, reminiscent of molten metal.

As on the previous 207 Touring, the arrangement of the rear seats is slightly higher and further back than in the hatchback, offering more space and excellent forward visibility.

The rear seats fold flat extremely easily when additional space is required thanks to invisible connecting rods and parallelo-

grams – simply release the lever located at the top of the seat back with one hand, the seat back (complete with head restraints) then folds against the seat cushion which lowers automatically, creating a perfectly flat surface with five load support rails.

With all seats in place, the load area is 438 litres – when the seats are folded flat to the floor, this area increases to a giant 1,433 litres.

The tailgate assembly has a low load sill, protected with a chrome trim, making access particularly easy.

There is also a split rear screen, with its own dedicated button on the remote control or a dedicated lever on the glass, for opening just the glass portion of the tailgate.

The boot is fully carpeted and offers numerous clever features, storage nets, locating rings and retaining straps.

## RCZ named 2009 Most Beautiful Car of the Year

The RCZ, Peugeot's first “special edition” model, has been named Most Beautiful Car of the Year - 2009 at the prestigious 25th International Automobile Festival. It was awarded this honour following a vote by over 100,000 internautes from 62 countries.



## A 505 taxi in New York

American Peugeot owner Chris Suessle is very proud of his father's 1984 Peugeot 505 turbo diesel. Still going, with more than a million km up, it certainly lives up to the number's tough reputation.

His father bought the car brand new and drove it as a taxi in Poughkeepsie, New York State, for 23 years. They lost count of the 505's true mileage. When it clicked up 635,000 miles (1,021,000km), the odometer broke and was not repaired.

His father did nearly everything by the service manual. The taxi had no major work done – just one clutch replacement at a little over 375,000 miles, four or five water pumps, new injectors every 75,000-100,000 miles and regular brakes and oil changes – and it has always been faithful. However, his father ran synthetic oil in it when it was fairly low mileage and he would put between half and a quart of transmission oil in the tank with every fill up to lube the injection pump.

He tended to lug it in gears as he did not believe in RPM or turbo boost (it's probably why the car was still running, Chris says). His father claimed he never changed the glow plugs. This was probably because they were hardly needed – the taxi was rarely shut off until the day his father and uncle retired in 2007.

The car has a five-speed manual box, vinyl seats and, unlike the Australian spec turbodiesels, crank windows. Instead of power steering with 3.5 turns lock to lock, it has manual steering with five turns and a bigger steering wheel.

It also has “no a/c”, but the evaporator is installed with caps on the pipes sticking through the firewall.

Chris has owned several 505s and his father's is the first he has encountered with rear drum brakes. His father still drives the car around Poughkeepsie, with trips to his winter home in North Carolina. It starts with very little smoke, but it's beginning to show its age with rust in the body. It has had five paint jobs in its life, but the northeastern salt still had its way.

— from the Peugeot L-group through the Pugilist



## Peugeot's 408 sedan is ready for China

French carmaker Peugeot took the wraps off its new China-made 408 sedan in Beijing on Monday.

Despite its name, the 408 is not a successor to the European 407, which is also available in China, but a long-wheelbase (+100mm), sedan version of Peugeot's 308 range that includes three and five-door hatchback, coupe-convertible and station wagon models.

Designed and developed jointly by Peugeot's Styling teams in Europe and China, the 408 is the fruit of work by the joint venture set up between PSA Peugeot Citroën and the Chinese group DFM.

The 408 measures 4.68 metres in length, 1.81 metres in width and

has a wheelbase of 2.71 metres, meaning it's roughly the same size as the 407 sedan (4.69m, 1.81m and 2.72m respectively).

At launch, the 408 sedan will be available in China with a choice of 1.6-litre and 2.0-litre gasoline engines producing 106HP and 147HP respectively.

The sedan is being produced at the Wuhan plant in Hubei province in China with Peugeot expecting full-year sales target of 100,000 units.





## Gilles Vidal to head Peugeot Design

PSA Peugeot Citroen is under new design leadership.

As of 4 January 2010, Gilles Vidal has taken over as design director for Peugeot and Thierry Metroz is the new pencil wielder-in-chief at Citroën.

Both will report to Jean-Pierre Ploué, who remains design director for the PSA group. The move is part of a plan to reinvigorate the French duo's design brief, which has suffered from an indistinct identity over the past decade.

Citroën has already begun a design renaissance in recent years, masterminded by Ploué. He ushered in a stronger character evident in the C6, new Picasso models, C3 and forthcoming DS3 and other semi-premium vehicles.

But Peugeot's design has won more punishment than plaudits in recent years, with big bloated designs taking over from the elegance of its greatest hits such as the 504 Coupé, 205 and 406 Coupé.

The Peugeot Citroën announcement said their goal was 'to pursue the goal of clearly differentiating the two brands. Maintaining a lead in automobile design is one of the priorities announced by Philippe Varin,

chairman of PSA Peugeot Citroën.'

Peugeot's new design director Vidal is 37. He graduated from the Art Center College of Design of Vevey in Switzerland and joined PSA in 1996. In the past year, he has been in charge of Peugeot's concept cars, including the 2009 BB1 electric concept car.

His counterpart as Citroën design director is 46-year-old Metroz. He is a graduate of the Ecole Nationale Supérieure des Arts Appliqués et des Métiers d'Art (ENSAAMA) and has extensive international experience in Asia and Brazil. Before joining PSA in July 2009, he was Renault's director of exterior design.

