

# ROAR

Magazine of the Peugeot Association of Canberra



June 2012

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#### ON THE COVER

Fred Enden, with his 505, fought the good fight at the Battle of Waterloo.

Photo: Derek Flannery.

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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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Greetings all,

Groan! Sadly the gallant French forces were again outgunned by the dastardly British enemy in the annual Battle of Waterloo event – that's three years running the Brits have triumphed. Held on the lakeside Rond Terraces at the southern end of Anzac Parade on Sunday 17 June, there were about 100 cars on display – approximately 60 British cars and 40 French cars.

Although the weather was fine on the day, the wind was cold. Hot coffee and goodies from the PAC BBQ were both popular with attendees, particularly the egg and bacon muffins we offered.

Overall it was an enjoyable day with French and British contestants happy to intermingle and chat about their respective cars. However, it was noticeable that the British cars, and their owners,

left earlier than their French opponents, so we claimed a moral victory of sorts.

Thanks to Barry McAdie from the Renault Club for doing the bulk of the organising, and to Shannon's for sponsoring the event. I'd also like to thank Neil Sperring for ably assisting me in running the BBQ. There is talk of moving the event to a warmer month, next year – we shall see.

My wife, Sue, and I, drove up to Newcastle for the June long weekend. We optimistically left Canberra at 12.30pm on Friday afternoon, and enjoyed a quick trip as far as the northern end of the M7. Then we hit a wall of traffic in the dreaded Pennant Hills area about 4pm and it was a crawl from there almost to Newcastle. The trip took 6 hours instead of 5, but the good news was the fuel economy – we averaged 4.6 litres/100km from Canberra to Sydney and 4.9 litres/100km overall. Not bad for a big car, and we easily travelled up and back on a single tank of fuel.

Fuel economy on the return trip from Newcastle was about 5.2 litres/100km, but by then we had a full boot of wine and, of course, it's uphill from Sydney to Canberra. The wine had found its way into the boot courtesy of a bin-end sale at the McWilliams Mount Pleasant winery in the lower Hunter Valley, where the prices were so compellingly low that we were 'forced' to buy 5 dozen bottles of excellent white wines – mostly our favourite, aged Hunter Semillons.

After Mt Pleasant, we nipped up the road to the Lindemans winery, where we joined a throng of long-weekenders at the tasting counter. "Shame we can't taste your good wines", we said (all the expensive wines had an asterisk on the tasting list – "not for tasting" it said in the footnote). To which the guy behind the counter replied, "Would you like to come upstairs for a private tasting?" In a flash we were upstairs, being invited to taste whatever wines we wanted – just the two of us, in a big room, with a senior winery staff member, who promptly brought out a cheese platter and looked after us for more than an hour. Must have been a case of mistaken identity, I thought afterwards – but who did they think we were? We bought 6 of their best red wines and

continued on our merry way.....

In July we will again be celebrating Bastille Day at Le Très Bon Restaurant in Bungendore – 12 noon on Sunday 22 July, a week later than normal because I will be away the previous weekend and I don't want to miss out. While not the cheapest restaurant around, those of us who went there last year were not disappointed and, being truffle season, there will be truffle dishes for those who wish to truly indulge. For further information check out their website (<http://www.letresbon.com.au/>). If you wish to come, you must let me know as soon as possible by email ([brad.pillans@anu.edu.au](mailto:brad.pillans@anu.edu.au)) or phone (0427-662112) so numbers can be confirmed with the restaurant.

The club will be offering a small subsidy to attendees, courtesy of profits from the club BBQ at BOW.

As usual the next monthly club meeting will be held at the Weston Club at 8pm on Tuesday 26 June, with dinner from 7pm.

Keep on Pugging,

Brad Pillans

# 2012 COMMITTEE

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# CLASSIFIEDS

## FOR SALE

### 505 1984 Executive Sedan

505 1984 Executive Sedan 295k kms. Blue. Manual 2.2 litre injected. nsw reg. to mid-April. Blue velour seats and interior, very good inside. In good running order. Paint good. Imperial mag wheels with 80% tread. Price \$950. Shane Carson 0407 277 327

### 505

505 1984 STI Sedan 275k kms. Maroon. Auto 2.2 litre injected, same injection system as in above car. Brown interior, dashboard uncracked. Many extra parts - wheels etc. all included. Body straight, car was running well but is now a parts car only missing a fuel pump. Could be restored or dismantled. No rego. Price \$250.

Both 505s are both located in Moruya. The 2 together \$1000.

Shane Carson 0407 277 327.

### John Nicholas and his 403s

John passed away recently and his family is trying to clear his 'farm' of the old bit and pieces of 403s he had collected. There are 3 – 4 in the paddocks that need to be looked at and stripped of useful parts before the remains go to the cruncher.

I have not seen the 403 remains but it may well be worth a look for any 403 owners to go out to Wallaroo road to see what can be salvaged.

If you are interested call Mark Nicholas on 6242 7442 or Graham Taylor on 6239 6674 or 9953 4068.

Time frames for looking are several months but the family want to get the place cleared asap.

Graham Taylor

### 505 GTi

505 GTi, 1988. Maroon. Manual. Good tyres, including two almost new. Runs well. Long service history with club mechanic. \$700 without rego, or negotiable with rego until May 2013. Contact Jens on 0450 284384.

# CLUB EVENTS 2012

## Calendar

**26 June**

Club meeting. The Weston Club at 1 Liardet St, Weston. As usual, the meeting will start at 8 pm, with dinner from 7 pm. Members are encouraged to join the Weston Club (\$5/year, with discount for multi-year membership), but otherwise can be signed into the club by an existing member.

**22 July**

Annual Bastille celebration is planned to be lunch at Le Très Bon Restaurant, Bungendore. Details next month.

**14-16 Sept**

Oh3Weekend. Nowra. See accompanying story.



# Oh3 Weekend 2012

September  
14th-16th



## 203 & 403 Enthusiasts

*You are invited to take part in this weekend based in Nowra.  
Enjoy the South Coast with a spectacular sea-side experience.*

*\$390 for 2 people including 2 nights (Friday and Saturday)  
accommodation at Pleasant Way Motel, with 2 hot breakfasts  
and 2 three course restaurant dinners. No booking fee.*

*Contact Sue and mention Peugeot Car Club NSW*

*Phone. 02 4421 5544 Email. [enquiries@pleasantway.com.au](mailto:enquiries@pleasantway.com.au)*

*Enquiries Jim Kearns*

*Phone. 9874 2100 (9am-5pm) Mobile. 0400 494 561 Email. [jkearns@bigpond.net.au](mailto:jkearns@bigpond.net.au)*

## French Car Drives 2012

**This is the proposed calendar of events for this year. Any suggestions or modifications welcome.**

August 26 – Gundaroo - lunch at Gundaroo Colonial Inn (Matt Crowe's wine bar)  
[http://www.gundaroocolonialinn.com.au/3760/Crowes\\_Restaurant/](http://www.gundaroocolonialinn.com.au/3760/Crowes_Restaurant/)

October 28- Captains Flat- brunch at Outsider Cafe

Dec 2- Christmas BBQ, Lake Gin-ninderra

Email [reno1338@hotmail.com](mailto:reno1338@hotmail.com) with your bookings





### Redex Rerun

The 2013 60th Anniversary Redex Rerun will start in Maitland on the 12th of May and take four weeks to travel to Townsville, Darwin, Alice Springs, then back through SA and Vic to Canberra before finishing in Sydney.

The event will be run as a tour of the original route, modified in order to maximise interest for the entrants. There will be some low key competition in the form of Motorkhanas, Economy Runs etc. but these will be standalone events and there will be no scoring for the overall event, the plan being for a relaxed time for all involved.

The event is open to any 203 or 403 and we presently have a good number of 203 owners intending to enter. Other makes of car from the 1950s and later model Peugeot entries will be subject to the approval of the organising committee.

We are concentrating on visiting the smaller towns this time, an easier time for the cars and drivers being out of the traffic and we will get plenty of interest and assistance from the smaller rural communities.

There will be chances every now and again to venture into the more remote areas for those who are keen, but the basic route will be on bitumen the whole way.

Enquiries should be directed to Graham Wallis 0429 939619 or [ewal7731@bigpond.net.au](mailto:ewal7731@bigpond.net.au)

# Battle of Waterloo

Pictorial



## Battle of Waterloo 2012

Calling on geriatric reserves of quaint cars, most of which have long since ceased production, the British forces again put together a compelling arrangement of numbers – around 60 to 40 – on the edge of Lake Burley Griffin. Across the water, on a chill winter's day, the symbols of Australian democracy shimmered.



Waterloo was never so beautiful. Photos by Derek Flannery and Peter Rees.



# Battle of Waterloo



Pictorial



# Battle of Waterloo

Pictorial



## New head for Peugeot Australia

Peugeot Australia has appointed Bill Gillespie to the position of general manager/director.

Gillespie has been with Peugeot Australia for the past 16 months during which time he has held the position of national sales manager.

A veteran of the automotive industry, Gillespie has previously held senior management positions with Nissan, Kia and Toyota.

Gillespie replaces Ken Thomas who has stepped down from his position as GM/director for Peugeot Australia, after 10 years with distributor Sime Darby.

Thomas will continue his association with the industry as a corporate consultant.

He began his career with Ford Motor Company in the early 70s before moving to BMW Australia. He then went on to work with Jaguar, Land Rover and Peugeot.

"Thomas has been a driving force behind the success of the Peugeot brand in Australia for more than 10 years, especially in his role as general manager/director, a position he has held for the last three years," says Rob Dommerson, managing director of Sime Darby.

"However, we are very pleased to have found someone of Gillespie's calibre

as a replacement, in what is to be a significant year for Peugeot with the launch of the all-new 4008 and 208 model ranges."



Bill Gillespie





## More Lions on the streets again

Peter Wilson

Peugeot sales figures are on the upswing at last ahead of its two newest models going on sale.

New registrations for April were the best this year and the month was the best April in four years. This was a better result than that of the industry leaders, who were well down in numbers, while national sales at 97,797 were the third lowest of the four months this year.

The official figure of 543 new Peugeots on the road was achieved despite the gaps on the Sydney sales front and ahead of the launch this month of what one online writer described enthusiastically as the butt-kicker, the Peugeot 4008 small SUV.

The VFACTS report included the first six 4008s for the launch press fleet. It's been a steady climb for Peugeot after the

dismaying low of 306 in January – to 362 in February, 473 in March and now 543 in April. With better results than Volvo (373) and Skoda (393), Peugeot moved up in the brand chart from No. 22 to No. 20. That may not be the No 17 of a few years ago, but it's better in today's crowded market context.

The US market has shrunk to 32 brands chasing 12 million sales a year. The Peugeot comparison is that Australia is expanding towards 70 brands chasing a million sales. That's much tougher.

The brand's main improvement in performance has stemmed from better supplies this year of the 508 and the availability of the automatic model. The top-of-the-line Pug is now the top seller, this year overtaking the small sedans

that once gave the importer its bread-and-butter volumes.

Although 508 sales slipped back in April to 98 units, the four month total of 430 topped the 207's 385 and the 308's 366. The 508 is now showing acceptance more worthy of an acclaimed new model and its sales are now more on a par with the 407 in its early months.

The 207 at 184 units had its best April since the 186 of April 2007 and was 72 per cent up on last April while the 308, despite the recent re-nosing, sold 95 units, a third down on the previous April but close to this year's average, possibly reflecting the market swing from hatches to small crossover/SUVs.

April was a good month for the repriced all-diesel 4007s with 97 units. The Federal

Chamber of Automotive Industries noted an emerging buyer preference for diesels SUVs, with close to 50 per cent more diesels sold in the previous April as SUV sales continued to climb. The 3008 slipped from 60 the previous April to 11; this year it has averaged less than half of early 2011 sales.

Peugeot has also stepped up its advertising and changed the mix. Once demonstrator sale ads were half of page one on the Herald Drive section on Saturdays; they turned up recently on cable TV channels.





It was a surprising change from, say, the heavy TV promotion of that leopard bounding along a city street that transforms into a Mazda crossover; is there some meaning to it being run several times with each episode of the show called Smash? Nevertheless, Peugeot has a Mitsubishi that's already transformed into a lion. Just the thing if a buyer wants to choose a different animal in the hot small SUV category.

The 4008 looks more like a Peugeot than its Mitsubishi-made big brother 4007 and the French styling worked a treat with the press pack. The FCAI reported a healthy resurgence in sales of sports cars. The RCZ improved its position in April with 33 sales. On the sales front, Peugeot has lost its second Sydney dealer in two months, but it is understood a new principal is in the works.

AutoSports Peugeot at Sutherland dropped the brand last month. Its principal, Dwyer Ogle, said that at a personal level it was disappointing to give up the Peugeot dealership after 10 years. "Peugeot was the first to give me a go as a new car dealer and I was a Peugeot owner before that," he said. It will be recalled that he painted his premises blue ahead of the Blue Boxes being required locally.

The decision to concentrate on Audi was purely commercial, Dwyer said. The German brand had enjoyed spectacular growth over the past few years and the good people of Sutherland Shire had not

shown sufficient interest in buying Peugeots for him to continue to sell them. Peugeot sales had been much better when Autosports was at Rockdale; relocating 14 km south had made a big difference. Ironically, that move was triggered with the readjustment of sales catchments when Trivett City and Eastern Suburbs Peugeot moved to Alexandria, which was too close to Rockdale; in March Trivett gave up its sales in the east.

Renault was down to 264 units in April after 335 in February and March, while Citroën dropped to 133 from 152 in March, but both results were ahead of April 2011. Toyota was better than last year with 16,568 units but down on March, Holden was well down on last year with 7,589 and all those leopards helped Mazda to 7,681, but not enough to improve on the previous April or other months.

Model	2012	2011	YTD
207	184	107	385
308	95	141	490
207CC	21	23	56
308CC	12	141	65
RCZ	33	32	25
508	97	0	117
3008	11	60	247
4007	79	0	191
4008	6	0	6
Vans	5	13	34
<b>Total</b>	<b>543</b>	<b>454</b>	<b>1,684</b>

Through The Pugilist

## Peugeot launches 301 sedan for emerging markets

Graeme Roberts

25 May

**P**SA Peugeot Citroen has unveiled a new sedan for emerging markets and said other pared-down models would follow, as the struggling French automaker seeks to reduce dependence on flagging western European demand.

The compact Peugeot 301 sedan will be built in Vigo, Spain, and launched later this year, starting in Turkey.

The new car "illustrates the internationalisation of the brand", Peugeot said, predicting that it would become one of its global bestsellers.

Peugeot, which swung to an automotive operating loss in 2011 as demand crumbled in its core European markets, is seeking to raise the share of deliveries outside the region to 50% in 2015 from 42% last year, Reuters noted.

Priced between the existing 208 sub-compact and 308 compact hatchback, according to the company, the new Peugeot stops short of the low-cost approach behind Renault's larger - and cheaper - Dacia Lodgy minivan.

“The problem is that there’s still too much cost internalised in these Peugeot vehicles,” London-based UBS analyst Philippe Houchois told the news agency.

Whereas no-frills Renaults, starting with the Logan sedan in 2004, were de-

domestic rival’s example by marketing low-cost vehicles under the automaker’s main brands.

Renault’s entry-level range, built in Romania and Morocco, is sold under the Dacia brand in Europe but carries the Renault badge elsewhere. Introduced last month, the Lodgy starts



signed from scratch with half the number of components typical for their size, the 301 shares its underlying platform with mainstream models.

“It’s good but not a game-changer,” said Houchois. “Peugeot is doing low-cost the old way for lack of investment and time.”

Peugeot chief executive Philippe Varin has repeatedly vowed not to follow his

at €10,000 (\$12,600).

Unlike Renault, Peugeot has no plans to sell its low-cost models in western Europe, a company spokesman said. “But we don’t completely rule it out if they’re a big success.”

The 301 will get its first public showing at the Paris motor show in September, two months before it goes on sale.

Two Citroën models will follow as the au-

tomaker strives to increase its share of growth markets in central and eastern Europe, the Mediterranean basin and former Soviet states including Russia, the company said.

“The new 301 is a clear illustration of the marque’s internationalisation and demonstrates its desire to conquer new markets,” Peugeot said in a statement.

“It has been specifically designed to appeal to a wide customer base attracted by four-door saloons [less popular in hatchback-dominated western and northern Europe - ed] which are both accessible and present an enhanced level of status.”

Peugeot said the 301 was developed to adapt to all conditions of use, and extremes (hot countries, cold countries, and poor roads) and is 4.44m long on a wheelbase of 2.65m with claimed best in class boot volume of 506 litres.

Available safety equipment, not always a strong point of models sold in emerging markets, includes ESP, ABS, up to four airbags, emergency braking assistance, ISOFIX child seat mounts.

Powertrain outputs range from a 1.2-litre 71 bhp to 1.6 115 bhp plus a 92hp 1.6 diesel and manual, automated manual and full automatic gearboxes are offered.

The 301 is the second car in the Peugeot range, after the 208, to get the new I3 petrol engine.

Electronic air conditioning, MP3 audio system, Bluetooth, USB connection, remote boot opening and rear parking assistance will

also be offered.

After Turkey, the model will be launched in central and eastern Europe, Russia, Ukraine, Greece, the Middle East, Gulf and African states and some Latin American markets.

Just-auto

## One GM/PSA plant axe each not enough – analyst

Graeme Roberts  
23 May

A single plant closure by each of General Motors and PSA – Bochum and Aulnay – “is not going to be enough for the current market situation”, an analyst has said.

The likely shuttering of Aulnay and Bochum would be a “a step in the right direction”, Barclays Capital analyst Michael Tyndall told Reuters.

Production at Peugeot’s European car plants will fall to 75% of installed capacity this year from 84% in 2011, while GM car output drops to 72% of regional capacity from 84%, according to IHS Automotive forecasts cited by the news agency.

According to leaked Peugeot documents, executives decided early in 2010 to prepare for Aulnay’s closure four years later – when the company’s 10-year plan forecast

2.6m deliveries in a European auto market seen at 17.2m light vehicles.

The market and Peugeot’s share of it have both worsened since.

Peugeot can now expect 2.06m European deliveries in 2014, based on Barclays Capital’s 15.5m vehicle forecast and the automaker’s 13.3% market share last year, the news agency said.

That is 540,000 vehicles below the company’s medium-term forecast and 340,000 below the worst-case “stress test” scenario outlined in the same confidential presentation.

GM Europe said last week it would will concentrate assembly of its Astra compact in Britain and Poland from 2015 Production would stop at the brand’s home plant in Ruesselsheim and increase in Ellesmere Port, England. Earlier this week, Opel chief Karl-Friedrich Stracke declined to give a workers meeting at Bochum assurances of the plant’s future beyond 2014.

PSA want to halt production of its midsize Citroën C5 in Rennes, western France and build the next generation in a General Motors plant.

In return, Peugeot managers have told workers that Rennes may build another Astra-sized GM model such as the Zafira minivan. Annual French production of the four-year-old C5 model has dwindled to about 66,000.

But the Astra decision leaves GM with its own production hole to fill in Germany – making it unlikely that a significant number of compacts would be left over for Peugeot plants, Reuters noted.

The plant choice leaves more capacity to be filled - or closed - in Germany and France.

“It highlights their willingness to make tough decisions, even at the risk of more confrontation in their home markets,” Tyndall said.

GM and Peugeot are braced for industrial unrest over planned factory cuts.

Peugeot had no comment to make on capacity decisions or the GM alliance plan, a spokesman told Reuters. GM also declined to comment.

GM has said annual production at Ellesmere Port can increase to as many as 200,000 Astras from the current 140,000.

Opel Rüesselsheim workers have won assurances from GM that their plant has a future within the group and unions now expect Zafira production to move to Rüesselsheim.

“The Astra decision worries us,” Xavier Lellasseux, an official with Peugeot’s centre-left CFDT union told Reuters. “All in all we’re pretty sceptical about the alliance’s impact on jobs.”

GM’s Opel division employs some 40,000 workers in Europe, of which 22,000 are in Germany. That compares with Peugeot’s European workforce of 167,000, which is 60% French.

JustAuto



## Sedan version of Peugeot 208 dubbed 301 as Peugeot shakes up naming system

25 May 2012  
By RON HAMMERTON

PEUGEOT has previewed its 208 with a boot, confusingly called 301 under a new naming system also disclosed by the French car-maker overnight in Europe.

The light-size sedan will be officially launched at the Paris motor show in September, instantly becoming one of Peugeot's biggest sellers across emerging markets such as central and eastern Europe, the

Middle East, parts of Africa and Latin America.

At this stage, it will only be offered in left-hand drive, meaning it is unlikely to make it to Australia.

Peugeot Cars Australia public relations manager Jaedene Hudson said the only chance of the vehicle coming here was if major right-hand drive markets such as Britain and Japan convinced head office to add RHD to the production schedule.

Peugeot is warming up to launch the all-new 208 in Australia in October, in five-door and three-door hatchback forms.

And although there are no plans for a 208 Touring wagon in the new range, it seems likely that a small crossover wagon – previewed as the Urban Crossover Concept at the recent Beijing motor show – could emerge as a 208.

The 208 hatch, 301 sedan and – potentially – 2008 compact SUV are all based on



PSA Peugeot-Citroen's new PF1 mini platform.

Like the 208, the 301 will be offered with the new three-cylinder petrol engine in its 1.2-litre VTi 53kW guise, along with two 1.6-litre four-cylinder engines, the 68kW HDi diesel and 85kW VTi petrol.

About 440mm longer than the five-door 208, the front-drive 301 offers a generous 506 litres of boot space – almost double that of the hatch – along with what Peugeot describes as “record occupant space in the rear seats”.

Stylistically identical to the 208 hatch around the front, the 301 is also expected to share the 208's lightweight construction that has stripped more than 100kg out of the car's mass compared with the 207.

Equipment includes electronic air-conditioning, MP3 audio system with Bluetooth





Original 301s These cars gathered at Sochaux for Peugeot's 200th anniversary. Photo: Alastair Inglis.

hands-free kit and USB connection, remote opening of the boot and rear parking assistance.

While the 208 will be built in PSA's Slovakian plant, the 301 has been slated for production at the Vigo plant in Spain.

The first country to get the 301 will be Turkey in November, ahead of Central and Eastern Europe, Russia, Ukraine, Greece, Maghreb, Middle East, Gulf and African States, as well as some Latin American markets

Although China is a major sedan market, that country is not listed among the destinations for the 301. China already has a 308 sedan – a vehicle not sold anywhere else.

GoAuto



## Value-packed Peugeot 4008 SUV launched

Peugeot offers tantalising specification, Euro badge with sub-\$30K Japan-built 4008

17 May 2012

By HAITHAM RAZAGUI

PEUGEOT officially launched its 4008 compact SUV in Australia this week, offering a highly competitive combination of European badge allure and value for money, underpinned by the Japanese reputation for reliability that comes from its Mitsubishi ASX origins.

On sale in early June from \$28,990 plus on-road costs for the entry-level Active with a manual transmission attached to the 2.0-litre petrol engine, the 4008 will compete hard against similarly priced, Euro-branded rivals like the Volkswagen Tiguan and Renault Koleos, plus the British-built Nissan Dualis.

Peugeot Australia PR and promotions manager Jaedene Hudson told GoAuto the brand conservatively estimates it will sell 900 examples of the 4008 by

the end of this year and around 1600 next year, which would place the SUV among the French company's best sellers in Australia.

Those numbers may seem small fry in a segment that is up 52.7 per cent year-to-date with more than 18,000 vehicles sold, but the 4008's arrival is a chance for Peugeot to reverse its fortunes from the six per cent sales dip year to date, on top of last year's 7.6 per cent slump.

The 4008 is \$500 more expensive than base variants of the Tiguan and Koleos, undercut on price by its Mitsubishi ASX progenitor by \$3000 and priced \$4000 higher than the cheap-

est Dualis, but the Peugeot comes more comprehensively equipped than all of them.

Peugeot has managed to squeeze a level of standard equipment into the base model of its SUV comparable with what most rivals in the segment include on their higher-spec variants costing more than \$30,000.

Highlights include climate-control, a reversing camera with rear sensors, automatic headlights and wipers, cruise control, Bluetooth connectivity, a multi-function leather steering wheel, self-dimming interior mirror, rear privacy glass, front foglights and LED







daytime-running lights.

Safety systems including electronic stability control, anti-lock brakes with electronic brake-force distribution, and seatbelts with pre-tensioners and load-limiters are standard fit, along with seven airbags, including one for the driver's knees.

A continuously variable transmission (CVT) auto is available on the front-drive Active for an extra \$2500, and specifying all-wheel-drive costs \$2000.

The top-spec Allure variant is available only with all-wheel-drive and auto transmission, costing \$5000 more than the AWD and CVT-equipped Active, at \$38,490. Allure adds Xenon headlights, leather upholstery and electrically adjustable heated front seats with height adjustment for the passenger side while cosmetic upgrades include 18-inch alloy wheels (up from 16-inch), piano-black door trim strips and chrome inserts on the door sills.

Ms Hudson said the Active with front-wheel drive and auto is expected to account for the highest volume, with 30-40 per cent of 4008 customers expected to specify all-wheel-drive.

An optional touchscreen satellite-navigation system incorporating DVD player and TV receiver capabilities is available on both specification levels for \$1495 and provides the image from the reversing camera (which is otherwise displayed on the interior mirror).

Buyers of the Active can upgrade to the Allure's 18-inch wheels and chrome sill plates for \$1000, while upgrading an Active even closer to Allure specification – with the exception of Xe-

non headlights – costs \$3500.

Unsurprisingly, the 4008 is powered by the same 2.0-litre naturally aspirated petrol engine as the Mitsubishi ASX, but Peugeot decided to eschew the diesel for Australia as it is only available with a manual transmission.

Producing 110kW of power and 197Nm of torque, the four-cylinder unit consumes 7.7 litres of fuel per 100 kilometres on the combined cycle – all identical figures to the ASX.

The numbers stack up well against its competitors, with the less-powerful Nissan Dualis also being less economical and the Koleos, while delivering more performance from its larger 2.5-litre petrol engine, is 20 per cent thirstier.

Volkswagen has hit the sweet spot of performance and efficiency with the twin-charged 1.4-litre petrol engine in the base Tiguan, which produces 8kW more power and has a considerable 43Nm torque advantage over the 4008 while consuming 10 per cent less fuel at 6.9L/100km.

In addition to adding its own styling ahead of the A-pillars and behind the rear doors of the 4008, Peugeot has widened the track front and rear by 10mm compared with the ASX, tuned the springs and dampers for a more European-feeling firm ride, recalibrated the braking and stability control systems, and tweaked the steering to give a heavier feel at medium to high speeds.

Peugeot also spruced up the interior, adding more soft-touch surfaces, chrome highlights and piano black inserts on the dash-



board and improving sound insulation.

A three-year/100,000-kilometre warranty includes roadside assistance and, as with the 508 mid-sizer and 308 small car, Peugeot offers capped-price servicing at \$330 per year for the first three years.

Ms Hudson said the point of the capped-price servicing scheme is tackling the concern people have about European cars being expensive to maintain.

By comparison, the ASX gets Mitsubishi's five-year/130,000-kilometre Diamond Advantage warranty with roadside assistance plus a 10-year/160,000km powertrain warranty for the

original purchaser.

Mitsubishi also offers a four-year capped-price deal in which the first four services on a front-wheel-drive ASX cost \$195.

2012 Peugeot 4008 Pricing (plus on-road costs):

Active 2WD	\$28,990
Active 2WD (CVT)	\$31,490
Active AWD	\$30,990
Active AWD (CVT)	\$33,490
Allure AWD (CVT)	\$38,490

GoAuto





## A History of Peugeot in Australia – Part 1

Russell Hall has been delving into the National Library Archives Peugeot has a history in Australia back to the beginning of motoring. It is so long much of it has been forgotten. The aim of this column is to revive some of the early memories.

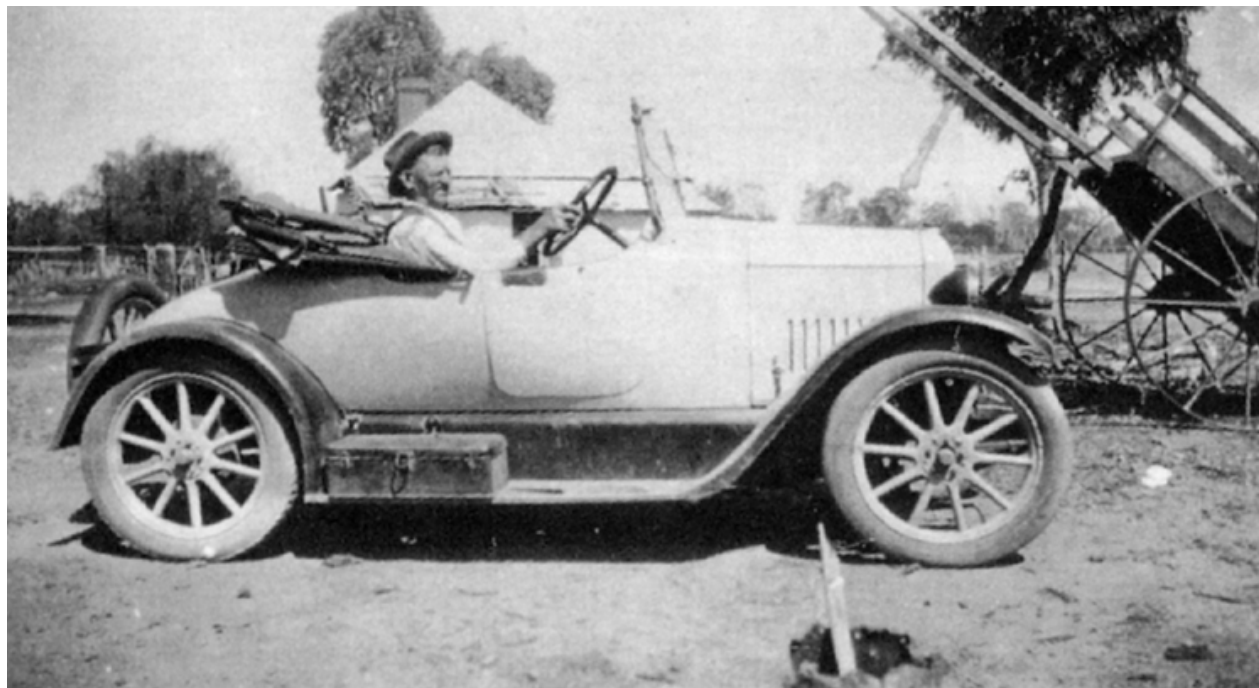
The first Peugeot advertised in Australia was a bicycle. A Sydney gentleman, having imported two famous Peugeot bicycles, is prepared to let one go at a sacrifice.

The first advertisement for a Peugeot car is in the West Australian in 1903. There are very few advertisements for new Peugeots until 1915. Yet they were about, as evidenced by the second hand vehicle columns. It seems a few were imported as one-offs by distributors and sold through other French car dealers.

Other French makes like DeDion and Berliet were booming.

In 1915 Peugeot justified their lack of promotion by stating that they were already selling as many cars as they could make. Fewer than thirty Peugeots were advertised second hand until 1915. This small number would account for the scarcity of surviving veteran Peugeots in Australia.

In June 1905 Allison's Motor Garage in



Adelaide has an 8 hp Peugeot double cylinder to auction. There are more Peugeots in Adelaide during this early period than Melbourne or Sydney. The 8 hp double cylinder was probably a Type 65 or 67, of which 247 were made in 1904.

Double cylinder Peugeots are also advertised in Melbourne and Sydney, one as a two seater but others as five seaters. Peugeot made a large number of low production models in this

**STRAKER 5-TON STEAM WAGGONS.  
DE DION MOTOR CARS.  
HUMBER MOTOR CARS.  
PEUGEOT MOTOR CARS.  
STIRLING MOTOR 'BUSES.**

**Quotations on Application.**

**The ARMSTRONG CYCLE and MOTOR  
AGENCY, Hay-street.**

The first Peugeot advertisement in Australia,  
The West Australian, 1903



TRIUMPH Bicycle; must sell, reasonable offer accepted; well worth inspection; free-wheel, rim-brakes, &c.—“Courteous,” this office. 315-7

## PEUGEOT CAR.

14-h.p., 4 cylinders, 2 seater, 4 speeds forward and reverse, fitted with hood and glass screen, magneto and accumulator ignition, thoroughly overhauled, painted, and varnished.

An exceptional bargain. Call and inspect.

SCHUMACHER MOTOR WORKS, Victoria-sq.  
189-190

TURNER BROS.' BICYCLES.—The best and most up-to-date machines on the market. Prices, £8 10/ to £17 10/, cash or easy terms. Secondhand Machines taken as part payment. Agents wanted; highest commissions paid. Second-

Adelaide Advertiser 1909

early period. They were never referred to by their Peugeot type numbers in Australia but were usually categorized by their RAC horsepower rating. It makes it very difficult to match Australian cars with the French model types.

In 1906 the South Australian Government released the figures that there were 189 cars in the state, of 37 makes. Peugeot was one. In 1906 a Peugeot was entered in a hill climb at Coogee. Other larger Peugeots were also on offer, like the 14 hp advertised by Schumakers in Adelaide in 1909. The 12-16 hp car advertised by Mays in



Harry Perry and his racing Peugeot, the only finisher in the 100 mile trial of 1909.

Adelaide in 1911 is consistent with the power of the 126 which was made in 1910. The classified advertisements make it clear a range of Peugeots was being imported but in low numbers.

By 1909 the two cylinder cars were being offered as low as £20 or offer while in 1910 in

Sydney a 12 hp two seater with hood and screens was on offer for £220.

A Lion Peugeot was for sale in 1911 and in Adelaide a large Peugeot 22hp had been looking for any reasonable offer. If matters were quiet with the cars, the motorbike import business was booming.

In 1904 E.W. Brown, who had a large motorbike business at 211 Swanston Street, Melbourne, began to import Peugeot motos. They excelled in competition and by 1908 were the domi-

nant bike in Australian motor sport. The motors were exceptionally high quality and were fitted to some locally built bikes. The front fork design of the Peugeot was uniquely effective at reducing vibration. Dealers were soon appointed in the country and in other states. As Brown was ordering the bikes 30 at a time, it is a reasonable assumption that sales were over a hundred a year.





The early twin cylinder cars were probably the Type 65/67.

**L**EWIS water-cooled Motor Cycle, for sale; no reasonable offer refused; owner no use. Apply "Strong," this office. 2314-6

**T**RIUMPH Bicycle; must sell, reasonable offer accepted; well worth inspection; free-wheel, rim-brakes, &c.—"Courteous," this office. 315-7

## PEUGEOT CAR.

14-h.p., 4 cylinders, 2 seater, 4 speeds forward and reverse, fitted with hood and glass screen, magneto and accumulator ignition, thoroughly overhauled, painted, and varnished.

An exceptional bargain. Call and inspect.

SCHUMACHER MOTOR WORKS, Victoria-sq.  
189-190

**T**URNER BROS.' BICYCLES.—The best and most up-to-date machines on the market. Prices, £8 10/ to £17 10/, cash or easy terms. Secondhand Machines taken as part payment. Agents wanted; highest commissions paid. Secondhand Massey-Harris, Red Bird, Imperial, and many other makes, from £3 to £7; all in first-

Like the cars they had a solid racing reputation in Europe and had established a speed record of 77 mph in 1904. What crippled the motorbike import business was an increase in tariffs on imported bikes which left them unable to compete.

E.W. Brown became involved in a rather naïve scheme to reduce customs duties, with the co-operation of Peugeot who didn't mind issuing dodgy invoices. He was convicted of customs

fraud in 1910 and fined £50.

Sales declined after this although some were still being sold in the 1920's. Although the cars were not common, they were very well known because of their racing success in Europe. The press closely followed European events and to those interested in motoring, the exploits of Boillot, Goux and Zuccarelli were very familiar and the engineering of the racing Peugeots much admired.

When Nettlefolds had a new Peugeot for display at the Hobart Show in 1913, it was just after Goux had set a new speed record of 106 mph. The Peugeot was advertised as the



The fast, reliable Peugeot suitable for a commercial traveler for sale by Mays in Adelaide 1911 would have been similar to this 1910 Type 126. See advertisement on next page.



# MAY'S MOTOR WORKS

## GREAT SALE OF SECONDHAND MOTOR CARS.

Every Line Must be Sold to Make Room for Large Shipments Arriving of Humber, Wolseley, and N. A. G. Cars.

NOW IS THE TIME TO BUY. GOOD CARS IN MANY CASES LIKE NEW. NO REASONABLE OFFER REFUSED. LOOK AT THESE IF YOU LIVE AT A DISTANCE IN THE COUNTRY. WRITE US, AND WE WILL SEND YOU A PHOTO OF WHICHEVER CAR YOU FANCY. A SPLENDID ASSORTMENT TO CHOOSE FROM.

### ARGYLL.

12-16 h.p., 4 cylinders, dual ignition, new tyres, Stepmey wheel, cover and tube, 5 seater, side entry body, green; any trade equal to new.

£335.

### TALBOT.

10-12 Clement Talbot, dark maroon, dual ignition, hood, screen, and Stepmey, 5 seater, side entry body; recently overhauled, painted, and varnished. A great bargain, £225 for quick sale.

### DeDION.

10 h.p. De Dion, dual ignition, Stepmey wheel, cover and tube, 5 seater, side entry body, thoroughly overhauled and painted green, appearance like new.

£250.

### HUMBER.

10-12 h.p., 4 cylinders, dual ignition, Stepmey wheel, cover and tube, splendidly fitted up car, speedometer, distance recorder, 5th gear, clock, double extension hood, and special folding screen. A splendid family car, silent and speedy.

Only £250.

### DARRACQ.

12 h.p., rear entry, fitted with splendid hood and lamp. In good order, a really good car for a beginner. Good appearance, and only £130.

### HUMBER.

10-12 h.p., 4 cylinders, dual ignition, cream, 3 seater, a splendid car for doctor, only slightly used and in tiptop order.

A Sacrifice at £230.

### ALLDAYS.

11-15 h.p., 4 cylinders, dual ignition, side entry, fitted with hood and screen, 2 good auxiliary headlights, painted dark green, picked out with soap. A real throw in at £270.

### PEUGEOT.

12-16 h.p., 4 cylinders, dual ignition, 2 seater, 4 speeds, a reliable, fast car, fitted with hood and screen. An ideal Commercial Traveller's Car. Only £150.

### HUMBER.

10-12 h.p., 4 cylinders, dual ignition, green, side entry, 4 seats, hood, screen, Stepmey wheel, spare cover and tube, in really good order, appearance like new.

Only £230 the lot.

**ANY TRIAL. ANY INSPECTION. ANY TRIAL.**

The above are only a few of the really good bargains in stock that must be cleared to make room. If you want real bargains, now is the time. In a couple of weeks we will be landing a big contingent of the famous

**N. A. G. CARS.**

AS USED BY H.M. THE EMPEROR OF GERMANY AND H.M. THE EMPEROR OF AUSTRIA.

Several of these numbered three have been running round Adelaide during 1911 and 1912 miles daily for some months and have proved their worth.

fastest car in the world. Even though the example on show was only a little single seater with a dicky seat it attracted large crowds.

The prize of 10,000 francs Peugeot offered for the first human powered bicycle flight also attracted press attention in Australia and no doubt caused many a budding inventor to try his skills. It was not claimed until 1921.

— from Torque



## Workshop At the hub

Mark Donnachie

I decided that the ugly sight of rusty calipers and hubs needed a freshen up. With AFCD on the way any effort to polish the cabriolet is worth doing, so instead of the heat proof paint this time I sought out a new product: liquid paint ceramic.

The good folks at VG auto paints stock it and they also have a helpful video

online. Here are the basic steps to follow:

The kit is less than \$80 and comes with everything you need. The time it saves you in masking is taken back with cautious application of the liquid paint/ceramic mix. Cleaning and preparing is the same and the end product



is impressively glossy. It's available in your standard colours and is a great way to achieve a clean look.

The Pugilist

Before: see how ugly the callipers look



During: Clean them with the provided chemicals



Apply the primer and when tacky to the touch apply colour coat — in this case black



## The Peugeot RC Concept

The RC concept was designed at the Peugeot Style Centre. Intended as a true enthusiasts car, the real innovation lay in the fact that the car was designed as an “affordable” sports car. The Peugeot RC was the concept car that paved the way for the 2008 Peugeot RC HYmotion4 concept.

Peugeot used the 2002 RC concept to compare performance and economy differences between comparable petrol and diesel engines.

As an affordable sports car the RC had to deliver not only in terms of price, but there was the engine, the size and running costs, as well as driver comforts to consider.

A wide panoramic windscreen and the cab forward seating helps the driver see all around the car and compensates for the effect caused by the length of the car.

In the Petrol vs. Diesel experiment, Peugeot aimed to prove that an HDi engine could match the performance levels achieved from a petrol engine. And to demonstrate that it was not unreasonable to put an HDi engine in a sports car.

The 2 resulting Peugeot RC's, one diesel and one petrol, have very different driving characteristics, both of which have advantages and disadvantages.

The RC petrol is a lighter car more compliant during acceleration and up shifts, it is more fun to drive, like a sports car.

The RC Diesel is more comfortable and easier to drive. It is also a quieter car on the road because the vibrations are limited by the balancing shaft.

[http://www.diseno-art.com/encyclopedia/concept\\_cars/peugeot\\_RC.html](http://www.diseno-art.com/encyclopedia/concept_cars/peugeot_RC.html)