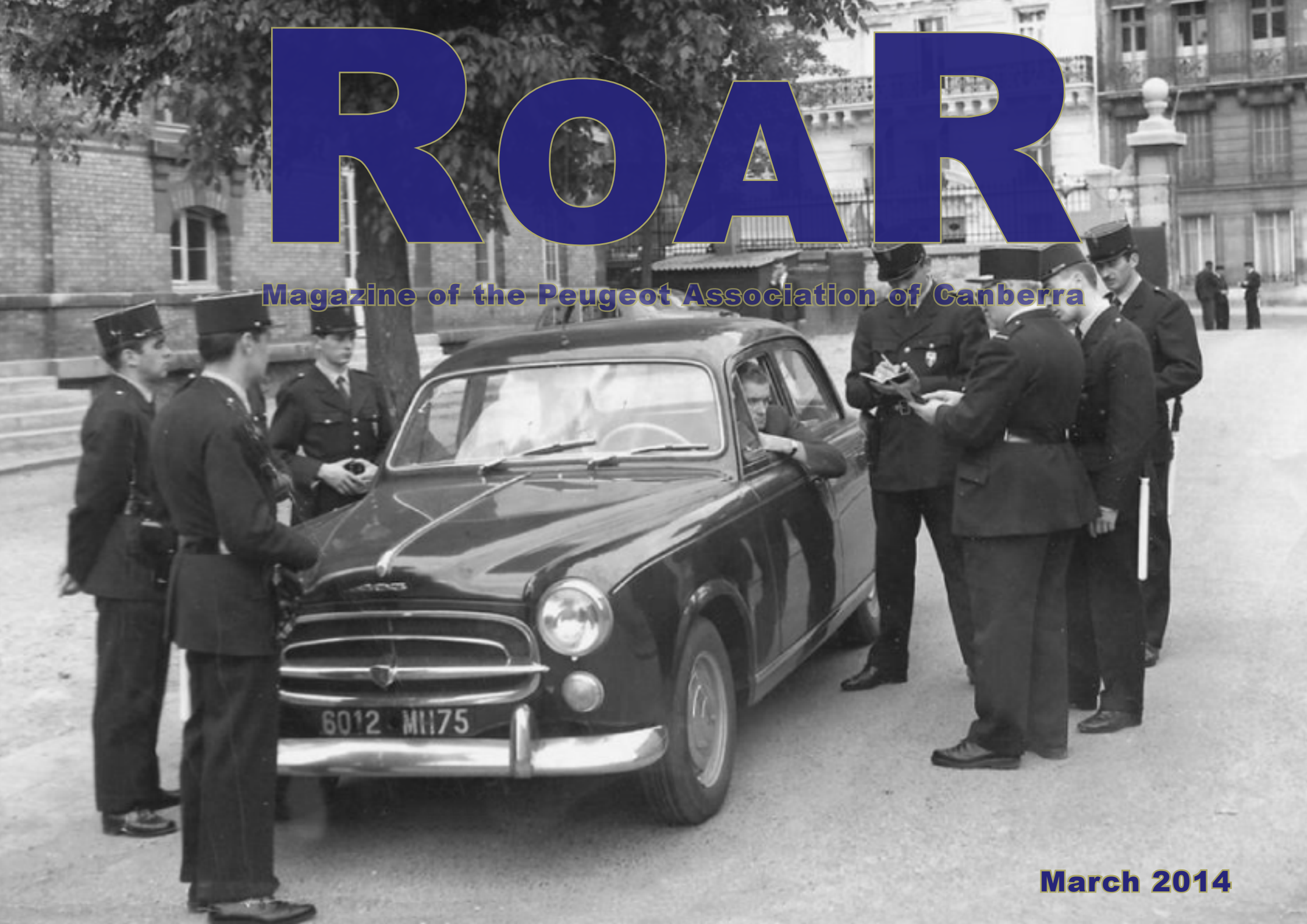


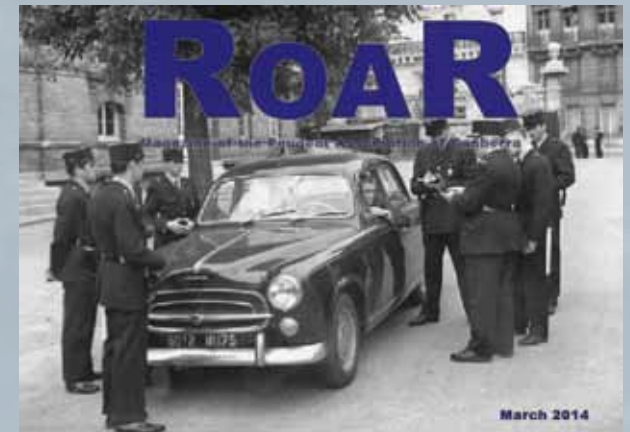
ROAR

Magazine of the Peugeot Association of Canberra



March 2014

- 02 President's Report
- 03 2014 Committee
 - Who's who in PAC
- 04 Classifieds
 - For Sale
- 06 Calendar
 - Club events 2014
- 07 Events
 - French car drives in 2014
- 08 Events
 - Car events 2014
- 10 Events
 - Historic Winton
 - Historic Commercial Vehicle Show
- 11 Events
 - Benalla Classic car and motorbike tour
- 12 Events
 - NSW Peugeot events
- 13 Events
 - Second Mt Gladstone hill climb
- 14 Events
 - Peugeot Easter Pageant 2014
- 15 Events
 - Pugger Buggers around Canberra
- 16 News
 - Peugeot 308 - European COTY
- 17 News
 - National Capital Rally
- 19 News
 - Peugeot agrees to state-backed chairman - sources
- 20 News
 - Family squabbles cost clan control
- 21 News
 - PSA to add night shift
- 23 Technical
 - Diesel injectors
- 24 History
 - A history of Peugeot in Australia - Part 4



ON THE COVER

A 403 driver attracts some interest from the local gendarmerie.

RoAR is the official journal of the
Peugeot Association of Canberra Inc.
(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>

All copyrights to original articles herein are reserved except for other Peugeot Associations and clubs which must acknowledge the source and author when reproducing them. Individual opinions expressed herein need not necessarily reflect the PAC as a whole.



Greetings all,

In last month's column, I related the saga of getting our 306 repaired after a rear end accident. A month later, and the saga is still not complete – I have the car back from the panel beater, who did a lovely job on repairing the bumper, but the car still has no towbar or spare wheel basket, both of which were damaged in the accident.

Towbars for the 306 are no longer available from Peugeot, so the panel beater has had to repair our broken one. That has been done, but the spare wheel basket has taken some time to get, after which both will be fitted.

Another minor problem occurred with the 306 – after I picked it up from the panel beater, all the indicators and one brake light were not working, and the electric wing mirrors were also not operating. A quick inspection revealed a bunch of exposed wires, from the trailer wiring, hanging, loose from the back of the car. I taped them up, replaced two blown fuses, and all was well again. [The indicators and the wing mirrors are connected to the same fuse].

On Sunday 16th March the annual Shannon's Wheels exhibition was held in Kings Park, near the Canberra Carillon, on the eastern foreshore of Lake Burley Griffin. It was a cool, windy day, quite unpleasant, at times, but the cars made up for the weather to some extent.

The French cars on display included 7 Peugeots, 3 Renaults, 2 Citroëns and a Bugatti. One of the Citroëns was the SM, belonging to Paul James, which was a star attraction at last year's French Car Day. Lisa Molvig also had a Peugeot bike in the back of her Renault 12 wagon.

Colin Handley and I had a long chat with an enthusiastic young guy, and his girlfriend, who had recently acquired a 1957 403 for restoration – it was free, but he had to pick it up in Tamworth! Hopefully, we will see that car among our club ranks in the not too distant future.

I also spoke to Tony Watson, who has been doing a bare-metal restoration of a 203 wagon for the past 2 years. Tony said that he expected to have it ready for Wheels next year!

Our French cars, at Wheels, were adjacent to a very impressive line-up of Rolls-Royce Silver Ghosts, doing what seemed to be a world tour. I'd never seen so many Ghosts in one place and they were certainly much admired by all who saw them. However, at 12-13 miles to the gallon, you'd need a lot of petrol for a world tour! Nearly 8,000 Ghosts were made between 1906 and 1926, including about 1700 vehicles that were manufactured in the USA.

Kings Park was far from an ideal location for the Wheels event – the undulating site, rough in places, was not nearly as nice as the lawns of Parliament House, for such a display, and much more exposed to the wind. Even the Mercedes Club, who organised the event, seemed not to have mounted



their usual military-style, but invariably impressive, line-up of cars. Personally, I hope that the organisers of the 2015 event will choose another site.

Our next club meeting will be held, as usual, at 8pm on Tuesday 25th March at the Weston Club, with dinner and drinks from 7pm. See you there.

Keep on pugging,

Brad Pillans

2014 COMMITTEE

President and Club

Registrar

Brad Pillans
3/35 Lansell Circuit
Wanniassa ACT 2903
6231 7357, 0427 662112
brad.pillans@anu.edu.au

Vice President

John Bower
1 Kay Close
Dunlop ACT 2615
02 6258 0027, 0423 118 419
jbbower@bigpond.com

Secretary

Ross Stephens
PO Box 11
Narrabundah ACT 2604
0429 313 090

Treasurer

Glen Bryden
99 Miller St
O'Connor 2602
6249 6835
gbryden@velocitynet.com.au

Technical Officer

Bill McNamee
15 Finlayson Pl
Gilmore 2905
6291 6495, 0419 279 811
fax 6291 4914
mcnamee@pcug.org.au

Roar Editor

Peter Rees
PO Box 125
Red Hill 2603
0409 440 789
peterees@netspeed.com.au

Production Editor

Allan Lance
GPO Box 2677
Canberra ACT 2601
0418 856 504
hca@netspeed.com.au

Social Secretary

Colin Handley
4 Bains Pl
Lyneham 2602
62488442
alpinesigns@ozemail.com.au

General Committee

Neil Birch

Greg Francis

Mike Garrett

Neil Sperring

Public Officer

Geraldine Butler

CLASSIFIEDS

Peugeot 405



Peugeot 405 Turbo Diesel, 1995. 220K, alloy bullbar. New injectors, timing belt with tensioners, glow plugs, harmonic balancer and a thermostat and thermo housing on it at 185K some 6 years ago. New alternator and tyres 3 months ago. Returned 1,185km to the tank at 100kph and used no oil on trip from Qld. \$1,500 ONO. Rob Jones, (M) 0477 337 318
Robert.Jones6@riotinto.com

PARTS

203 and 204 extractors

Ron Gruber in Sydney is taking orders for extractor exhaust systems to suit 203 and 403 Peugeots. He needs orders for 10 sets of each 203 and 403 to get a really good price of \$260 each set.

Anyone wanting to place an order contact him at gruber4@gmail.com

FOR SALE

Peugeot 505 GTi Wagon



Peugeot 505 GTi Family Wagon, 8 seat wagon, 1988, Silver, 5 speed manual, 448,000 km. Extensive service history. Regularly serviced by Bill McNamee. Drives nicely. Paint and body work uneven. Ideal for short-term transport, restoration or parts. Registered to May 2014. Have downsized to a 306. Inspection welcomed. \$1,200 or best offer. Leon Arundell, ph 02 6248 0873.



CLASSIFIEDS

FOR SALE

306 XT

306 XT, 1998, one owner from new. Silver, 5 speed manual with sunroof and dealer fitted cruise control. 135,000 kms - complete history to hand with codes and both keys. Registered to 08/09/2014. Inspection welcomed, \$2,500. Gilbert Hughes (02) 62543266



FOR SALE

Citroën Xsara



Citroën Xsara 1.6lt VTR, 2005, 117K km. Reg May ACT. Dark metallic blue 3 door hatch. Great town car that is very economical, showing minimal signs of its age. A couple of minor dings in the panels from usual shopping centre car parks, immaculate interior. No crash history. Most recent service by Bill McNamee - Aug, 2013. Full service history. The car has been reliable and a pleasure to drive, with a real feel for the road. \$2,800 ono.



CLUB EVENTS 2014

Calendar

25 March

Club meeting, the Weston Club, with dinner from 7pm and the meeting at 8pm. The Weston Club is at 1 Liardet St, Weston.

18 April

Peugeot Easter Pageant 2014, Boonah, Queensland, to Monday 21 April.

19 April

The Wamboin Community Association is hosting the Wheels of Wamboin at the Wamboin Community Hall on Bingley Way. The event is for all things automotive and will be held in conjunction with the Wamboin Home Produce markets from 9am to 1pm. All sorts of automotive machines including old, new and interesting cars, motor bikes, trucks and even tractors are welcome. Display entry is a gold coin donation and swap tables are \$5. If you are interested in displaying your automotive masterpiece please email peter.evans@wamboincommunity.asn.au to confirm attendance so we can ensure adequate catering on the day. Peter and Christel Evans, T: 0427 699 118; E: civildesign@bigpond.com

23 May

Benalla and district classic car and motorbike tour

24-25 May

Historic Winton

FRENCH CAR DRIVES 2014

Lisa Molvig is working on events for 2014 and this is the tentative calendar.

27 April Cooma, visit Cooma-Monaro Historic Railway <http://cmrailway.org.au/>
Or there is the Lambie Historic Town Walk around Cooma.

22 June Canowindra, 190km drive from Canberra , to visit Age of Fishes fossil museum. <http://www.ageoffishes.org.au/>

24 August local winery visit, any suggestions?

26 October Bundanoon Garden Ramble, guided tour of open gardens in Bundanoon area of Southern Highlands

7 December BBQ by shores of Lake Ginninderra

Lisa Molvig
Social Secretary
Renault Owners Club of Canberra
Australia

reno1338@hotmail.com
<http://www.renaultcanberra.asn.au>



Car events 2014

23 March 2014 | American Car Classics | Queanbeyan NSW

28-31 March 2014 | Ariel Register Rally | Sutton NSW

30 March 2014 | Auto Italia | Lawns of Old Parliament House ACT

30 March 2014 | ACT Street Machine Association Show'n'Shine | Snowy Hydro Base ACT

1-2 April 2014 | National Capital Car Rally | Kowen Forest NSW

6 April 2014 | Goulburn Swap Meet | NSW

13 April 2014 | Cancer Cruise | Chiltern VIC Easter

18-21 April 2014 | Peugeot Easter Pageant | Boonah QLD

19 April 2014 | Wheels of Wamboin | Community Hall Wamboin NSW

4 May 2014 | Collector Pumpkin Festival | Collector NSW TBC

11 May 2014 | EJ-EH Holden Club Annual Show | Canberra ACT

18 May 2014 | National Motoring Heritage Day | National

18 May 2014 | BEAC | CACTMC & CMCNSW Run | Mittagong NSW

18 May 2014 | Grey Pride | ACT & NSW Holden Car Clubs Run | Berrima NSW

24 & 25 May 2014 | Historic Winton (1920s-1980s Motor-Racing) | Benalla VIC

2-7 June 2014 | Outback Land Rover Heritage Drive | Outback NSW TBC

15 June 2014 | Battle of Waterloo | Canberra ACT TBC
6 July 2014 | Henry's Winter Wander | Start Mt Ainslie ACT

30-31 August 2014 | South Coast Nationals | Moruya NSW

TBC September 2014 | John Grannall Memorial Charity Day Car Show | ACT

TBC September 2014 | German Autofest | Lawns of Old Parliament House ACT

21 September 2014 | Mercedes-Benz Club ACT Concours | ACT

11 October 2014 | Gundaroo Music Festival | Gundaroo NSW TBC

October 2014 | Capital Jam | Kings Park Lake Burley Griffin ACT Third Weekend |

October 2014 | Girder Fork Rally | Cooma NSW

24-26 October 2014 | National Capri & Classic Small Ford Muster | ACT

1 November 2014 | Classic Yass | NSW TBC

November 2014 | Canberra French Car Day | ACT TBC

November 2014 | BMSC Tumut Rally | NSW TBC

November 2014 | Canberra Swap Meet | ACT TBC

November 2014 | ACT All HSV Day | Belconnen ACT TBC

November 2014 | Marques in the Park | Belconnen ACT TBC

November 2014 | Canberra Ute Car Truck Muster | Hall ACT

22 November 2014 | Snowy Mountains 1000 | Cooma NSW

22 November 2014 | Tuggeranong Community Festival | ACT TBC
 November 2014 | Queanbeyan Swap Meet, All Ford Day & All GM Day | NSW TBC
 November 2014 | Queanbeyan Swap Meet & American Car Nationals | NSW TBC
 December 2014 | Terribly British Day | Patrick White Lawns ACT

Other Events | Australian Swap Meets

2015

4 January 2015 | Summernats Classic & Vintage Show & Shine | ACT TBC
 January 2015 | VVCMC Rally | ACT TBC
 January 2015 | CRAKK Run | ACT TBC
 February 2015 | 4WD Spectacular | Queanbeyan NSW TBC
 February 2015 | Highlands Steam & Vintage Fair | Oberon NSW



38th HISTORIC WINTON

PRESENTED BY THE AUSTIN 7 CLUB AND HMRAV

24th & 25th MAY 2014



HISTORIC CARS, MOTORBIKES AND SIDECARS
Featuring over 400 Historic Racing Cars
and Motorbikes from 1920's to 1980's

Saturday \$25.00 **Sunday \$35.00** **Weekend Pass \$50.00**
Practice 9.00 am. Racing all day Paddock \$5.00
Racing 1.00pm from 9.00am

Winton Motor Raceway, Benalla, Victoria
www.historicwinton.org enquiries: 03 54282689



Photo: Neil Hammond

HISTORIC COMMERCIAL VEHICLE SHOW

In conjunction with
HISTORIC WINTON



Pre 1975 vehicles

Trophies for vehicles of special interest

SUNDAY MAY 25th 2014

Winton Motor Raceway - Via Benalla

Presented by the Austin Seven Club

www.historicwinton.org

Enquiries 03 5428 2689 noelwilcox@rocketmail.com

RACV *we're there for you*

Benalla and District

**CLASSIC CAR AND
MOTORBIKE TOUR**

FRIDAY MAY 23rd 2014
10.00 am. Benalla Art Gallery
 (assembly and registration from 9am at Art Gallery)

**Entry \$10 per vehicle. includes RACV rally pack
and RACV trophies for most interesting vehicles**

Also static display of Classic Vehicles and Historic Race Cars
 Friday May 23rd. Outside Benalla Civic Centre. 3pm - 5pm

*The Austin
Seven
CLUB*

For further details contact
GRAEME McDONALD
 0417306332

BENALLA
 RURAL CITY
 In conjunction with
 Historic Winton




NSW Peugeot events

Ross Berghofer, President, PCC of NSW, writes: Let me know if you are coming by ringing or SMSing me on 0409 504 551 or emailing me at ross.berghofer@yahoo.com

Neville Summerill's Canberra and district

Pugger Buggers in and around Canberra and surrounds

A bit like a mystery tour of sights in Canberra and surrounding districts from 3 May to 10 May 2014.

Any Pug will be OK as we are not on back roads but will have some gravel.

We will be based at the Crest Motel at Queanbeyan on Crawford Street.

The phone number is 6297 1677. This motel is very reasonably priced, quiet, breakfast in a dining room included in the tariff.

Neville will need numbers booked by the end of March 2014 on phone number 6458 7208. For any enquiries, phone Neville.

Itinerary:

3 May 2014. Day 1: Braidwood for its 175 year anniversary celebrations for a parade and car show. This will be great day out in this historic town. A display of 203s, 403, and 404s would be especially welcome.

Day 2: Return to Braidwood for more celebrations and billy cart derby. Or to Wings Over Illawarra at Albion Park Rail.

Day 3: The sights of Queanbeyan in the morning and the Australian War Memorial in the afternoon.

Day 4: Travel to Gundaroo, Collector, Breadalbane, Gunning and Yass.

Day 5: Sights of Canberra.

Day 6: Captains Flat, Jindera, and return through Burra and Googong.

Day 7: Travel to Corin Dam, Tidbinbilla, Mount Stromlo observatory, and return via the Royal Australian Mint.

10 May. Day 8: Our longest day to Adaminaby via Tharwa, Naas, Yaouk to view the museum of Snowy Mountains memorabilia, then maybe a viewing of a tractor collection at Bunyan. Then home to Queanbeyan for a farewell dinner.

This is a chance for members, family and friends who have not seen what our

national capital has to offer.

Cameron Corner with Neville Summerill, from Post to Post.

Date to be decided, most likely July and August.

Some time in the mid year of 2014, this tour will be from the big one tonne Corner post at Mungindi on the Queensland – New South Wales border and travel along the border as close as possible.

If permission is granted travel along the actual fence in some places, passing through and around 16 gates on this iconic landmark to the corner post at Cameron Corner.

Then down along the South Australian border to Broken Hill.

Camping will be involved, fuel should not be a problem.

We start at Grenfell, to Nyngan to Mungindi. Enquiries to Neville Summerill on 6458 7208. Rear wheel drive cars should be OK, but if possible two 4WDers please.



SECOND MOUNT GLADSTONE HILL CLIMB WILL BE SUNDAY 6 APRIL

Entries are open for the second Mount Gladstone Hill Climb. The event will use the Mt. Gladstone Rd in Cooma, which is off the Snowy Mountains Highway about 1km south of Cooma and leads to the Mt Gladstone Lookout and Miss Heidi's Teahouse. The Hillclimb section is approximately 1km in length.

The inaugural Hill Climb, held last year on Sunday 17 November event was an outstanding success – the drivers had a great day and praised both the course and the organisation; in addition the visiting CAMS officials gave the event an unequivocal thumbs up. A number of drivers videoed their runs and there are samples here <http://www.youtube.com/watch?v=DoHhT7u2LWI>

DETAILS – WHEN/WHERE/WHAT

- Entries will be accepted up to 8 PM on Thursday 3/04/2014
- There are a range entry classes, however all vehicles must be road-registerable.
- Entry fee is \$75.
- The event is a "closed club event" - entrants must be either a member of the Cooma Monaro Historic Automobile Club Inc., or can become a one day member at a cost of \$5. The maximum number of driver entries is 50. Entries will be accepted on a "first in" basis.
- A CAMS Level S2/2SJ licence is required; however CMHAC will assist with obtaining a one-day licence for the event at a cost of \$35. Once processed by CAMS, this one-day licence can be converted to an S2 licence with the fee credited to the normal licence cost.
- Scrutineering will be at the CMHAC Club House, Bolaro Street, Cooma on 6 April from 7 to 9 AM.
- Driver's briefing will be held at the start line at 9:15 AM
- The event will start at 9:30 AM and finish by 4 PM.

WHY ENTER

Hillclimbing is one of Motorsports grass roots disciplines, where drivers learn to think more about their driving and the car around you. In fact, Hillclimbing that offers all the motor sport challenges, testing your ability and the performance of your car whilst competing against other cars.

A posting by one of the inaugural event competitors driving an MX5 included describing the inaugural event in these terms (<http://mx5cartalk.com/forum/viewtopic.php?f=68&t=60818>): "Mt Gladstone is a public road up to a lookout which was closed for the day and the competitive section was around 870 metres. Imagine closing a section of the Jamberoo Road or similar, with additional Armco and tyres for safety. Fastest on the day was a very quick Targa spec Evo in 39 seconds, others included a rotary powered clubman in 43 seconds, and a Nissan powered clubman in 44 seconds. They were followed by a gaggle of other 4 wheel drives and clubman style vehicles in the Special Vehicle class running in the 44 to 47 second bracket. It is a horsepower hill, although speed was controlled with a chicane."

WHY TURN UP

There is no charge for spectators and there are two good designated spectator areas. A courtesy shuttle bus will run all day taking spectators and family from the bottom to the top and back again. Food and (non-alcoholic) drink are available at the bottom and the top of the track.

For further information, please contact:

Ian Hampton

Cooma Monaro Historic Automobile Club Inc.
0400 528 115

More detail and entry forms on Car Club website <http://www.coomacarclub.com.au/>



2014 Peugeot Pageant

Are you coming to the Peugeot Pageant at Easter 2014?

Many of you have stated you are coming, but we have not yet received your registration forms.

Please let us know ASAP so we have enough badges and goodies ordered, and so we can actually organize the finer details in advance.

We would love to have you there!

So, communicate something along these lines, inserting your name/s so we know who we are talking to.

"----- is/are definitely coming and intend staying at The Outlook with you all."

Or

"I hope to be at the Pageant and intend staying at The Outlook with you all"

Or

"----- is/are definitely coming and have booked at a motel"

Or, in the case of one already received, "devastated that I have to be at work on both the Thursday before and the Tuesday after in Victoria so will not be able to attend the Pageant."

Or whatever your message, please let us know. And if you are coming,

send the registration form in by 13th February 2014 as well, with a deposit naturally preferred. Final moneys are due 5 April 2014

Realize that when you pay your fees for the Pageant, if you take the full option of staying at The Outlook, YOU WILL HAVE NOTHING ELSE TO PAY from Friday afternoon tea to after Monday breakfast.

Yes, every afternoon tea, morning tea, lunch, dinner, breakfast (hot breakfast every day) and tea and coffee as much as you can cope with, all included, as well as your accommodation and bag of goodies, all covered by the fee. Our caterer has promised no one ever goes hungry when she caters!

I have been to other Pageants where I have had to pay extra for meals such as the Friday evening, and for afternoon teas etc, and unfortunately on a few occasions where the food has run out.

Not this time!

And don't forget, you can do your washing for free too! And stay extra nights for only \$30 per person per night!

So, let us know if you are coming so we can plan an even better Pageant.

For all Pageant forms and information
www.peugeotclubqld.org.au/2014%20pageant.html

Email
2014peugeotpageant@peugeotclubqld.org.au

Kay Marken
 For the 2014 Pageant Committee
 07 3286 3465
krma@ozemail.com.au



Pugger Buggers around Canberra with Neville Summerill

A bit like a magical mystery tour of the sights in Canberra and surrounding districts from 3 May to 10 May 2014.

Any Pug will be OK as we are not on back roads but will have some gravel. We will be based at the Crest Motel at Queanbeyan on Crawford Street. The phone number is (02) 6297 1677. This motel is very reasonably priced, quiet, breakfast in a dining room included in the tariff.

Neville will need numbers booked by the end of March 2014 on phone number (02) 6458 7208. For any enquiries,

phone Neville. All members and friends of a Peugeot car club are invited.

3 May 2014. Day 1: Braidwood for its 175 year anniversary celebrations for a parade and car show. This will be great day out in this historic town. A display of 203s, 403, and 404s would be especially welcome.

Day 2: Return to Braidwood for more celebrations and billy cart derby. Or to Wings Over Illawarra at Albion Park Rail.

Day 3: The sights of Queanbeyan in the morning and the Australian War Memorial in the afternoon.

Day 4: Travel to Gundaroo, Collector, Breadalbane, Gunning and Yass.

Day 5: Sights of Canberra.

Day 6: Captains Flat, Jindera, and return through Burra and Googong.

Day 7: Travel to Corin Dam, Tidbinbilla, Mount Stromlo observatory, and return via the Royal Australian Mint.

10 May. Day 8: Our longest day to Adam-inaby via Tharwa, Naas, Yaouk to view the museum of Snowy Mountains memorabilia, then maybe a viewing of a tractor collection at Bunyan. Then home to Queanbeyan for a farewell dinner.

This is a chance for members, family and friends who have not seen what our national capital has to offer. Like me, I have not seen many either.



Peugeot 308 named European Car of the Year

March 3, 2014 21:15 CET

The Peugeot 308 was named Europe's Car of the Year after winning more votes than six other vehicles, including electric autos from BMW and Tesla Motors.

The win gives PSA/Peugeot-Citroen a boost as the automaker struggles to return to profit.

Last year, the Volkswagen Golf, which competes directly with the 308, won the award.

"We talked a lot about Peugeot in the past few months, but not enough about cars, so I'm happy now to talk about cars," Maxime Picat, head of the Peugeot brand, said at a press conference on March 3 to announce the award.

In reference to the Peugeot brand logo, he said "the lion is hungry" after waiting for its first award since 2002.

The 308 received 307 points from the jury of European business and trade journalists. The BMW i3 came second with 223 points and Tesla's S model was third with 216 points.

In the group of seven nominated vehicles, the Citroën C4 Picasso took fourth place with 182 points followed by the Mazda3 with 180 points.

Skoda's Octavia took sixth place with

172 points and the No. 7 position went to the Mercedes S class.

"Today's award is a good indication that PSA is at the strong point in their model cycle right now", and "it is now up to PSA to translate this into increasing market share in Europe", Erich Hauser, a London-based based analyst at International Strategy & Investment Group, said. "It feels like it's now or never for Peugeot in Europe."

Picat said Peugeot made some "radical" decisions on the 308 to improve efficiency and streamline the interior, including a smaller steering wheel to give a sportier feel.

"Today is only a starting point," he said. "The award will help my sales and marketing teams" throughout Europe.

The 308 is part of PSA's strategy of developing upscale cars to end losses following a six-year contraction in Europe's auto market.

The French company has

been unprofitable for two years in a row, and it agreed last month to sell 14 percent stakes to Chinese partner Dongfeng Motor and the French state as part of a €5.27 billion (US\$7.25 billion) fund-raising effort to overhaul the model line.

The market share of Peugeot and its sister brand Citroën in Europe narrowed to 10.9 percent last year from 11.7 percent in 2012, according to figures from the ACEA regional industry group. In February, the group's share of industry sales expanded 0.2 percentage point from a year earlier as its 6.9 percent gain in deliveries exceeded the market's 5.2 percent growth.



National Capital Rally

The National Capital Rally in Canberra earlier this month featured the debut in the local Australian Rally Championship of the Citroën DS3's driven by Tony Sullens and Adrian Coppin.

The Citroën DS3, featuring a turbo-charged 1.6 litre engine, has proven near unstoppable in Europe where it has netted a string of national titles and has proven the stepping-stone for young competitors looking to break into the World Rally Championship.

A two day test for both Coppin and Sullens in Canberra towards the end of last year has both drivers confident but cautious ahead of their competitive debut. "We covered a couple of hundred kilometres in testing and I think we both felt pretty comfortable with how the cars performed," explained Coppin.

Nathan Quinn made a surprise arrival in Canberra driving the John Mills owned Peugeot 207, last seen in the hands of Steve Mackenzie at Rally Australia last year.

In a perfect start to his Australian Rally Championship Brendan Reeves won both heats of the National Capital Rally.

Along with sister Rhianon

Gelsomino, the pair took their Mazda2 through a tough battle with Scott Pedder (Renault Clio) with victory only decided on the final stage.

Results, Heat 1, National Capital Rally

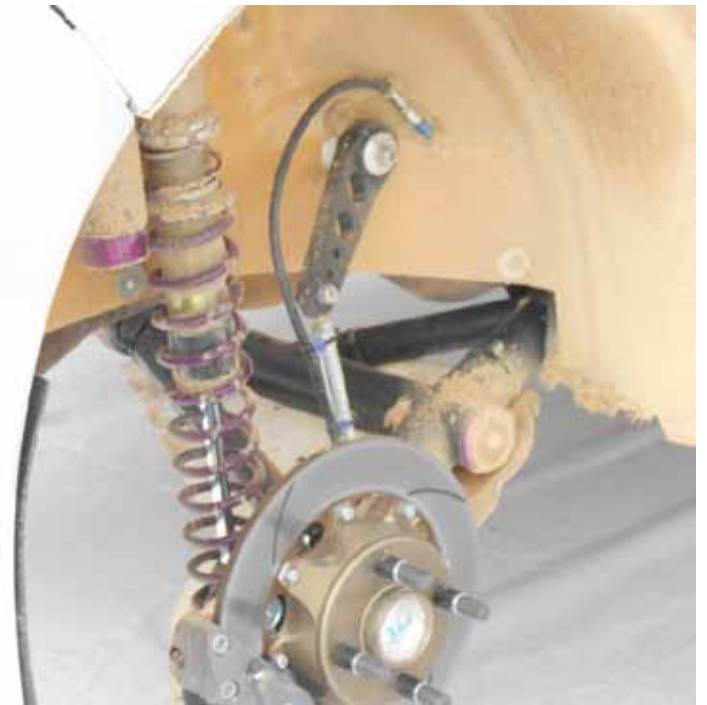
- | | | |
|----|---------------------|------------------|
| 1. | Reeves/Gelsomino | Mazda2 |
| 2. | Mackenzie/Mackenzie | Ford Fiesta |
| 3. | Coppin/Batten | Citroën DS3 R3T |
| 4. | Pedder/Moscatt | Renault Clio R3 |
| 5. | Sullens/Barkley | Citroën DS3 R3T. |

Results, Heat 2, National Capital Rally, Round 1 Australian Rally Championship

- | | | |
|---|------------------|-----------------|
| 1 | Reeves/Gelsomino | Mazda2 |
| 2 | Pedder/Moscatt | Renault Clio |
| 3 | Coppin/Batten | Citroen DS3 |
| 4 | Roe/Searcy | Ford Focus |
| 5 | Patton/Webb | Volkswagen Polo |



National Capital Rally



Peugeot agrees to state-backed chairman - sources

Laurence Frost and Gilles Guillaume

PSA Peugeot Citroën's board agreed on Tuesday to nominate French civil servant Louis Gallois as its next chairman, sources said, as the carmaker prepares for a 3 billion euro \$4.2 billion tie-up with China's Dongfeng Motor Group.

Gallois won the board's endorsement to replace Chairman Thierry Peugeot after the founding Peugeot family agreed to support the French government's choice of candidate, the sources said. A Peugeot spokesman declined to comment.

The French government welcomed the decision. Prime Minister Jean-Marc Ayrault's office said in a statement Gallois' experience and talent would be "an asset for PSA, which will need exemplary governance over the next few years".

Paris-based Peugeot last month announced a rescue deal in which it will sell shares to Dongfeng and the French government, reducing the family's stake to match their equal holdings of about 14 percent.

The family will see its board presence halved to two full members, Thierry and cousin Robert Peugeot, the sources said.

Thierry's sister Marie-Helene will leave the board while another Peugeot cousin, Jean-Philippe, remains as a non-voting member.

Former Renault executive Carlos Tavares is taking over as chief executive from Philippe Varin later this month, with Peugeot also getting a new chairman under the deal's terms.

Gallois, France's investment commissioner who previously headed the SNCF state railway and defence group EADS, prevailed over former Nexans boss Gerard Hauser, the Peugeot clan's initial choice, the sources said.

As Le Figaro first reported last week, however, the family agreed to back Gallois over Hauser, a former board member at Peugeot-controlled Faurecia, after meetings with government officials.

Gallois has served on the Peugeot board since late 2012, when his appointment as a nominal independent was imposed on the company by President Francois Hollande's Socialist government in return for €7 billion in state loan guarantees.

His nomination will be submitted for formal approval by the new board on April 29 and by the Peugeot shareholder meeting, which may be brought forward to April 25 from April 30, the sources said.

The agreement underpinning Peugeot's capital increase and tie-up with Dongfeng is due to be finalised during a visit to Paris by Chinese President Xi Jinping next week.



Family squabbles cost clan control

Bruce Gain

Infighting played a large role in the Peugeot family's loss of control of PSA/ Peugeot-Citroën, industry watchers say.

After the death of family "strongman" Pierre Peugeot in 2002, discord among family members held back strategic decisions such as deepening ties with other automakers to enable the company to build up the scale necessary to survive in the modern industry.

"The structure of the Peugeot family's role in the company worked very well for a long time but when the family became divided, it became a negative influence," Bernard Jullien, director of the French think tank Gerpisa, told Automotive News Europe.

Many family members likely will be happy to cede control of the money-losing company for the possibility of getting a better return on their investments, Jullien said.

PSA unveiled a €3 billion capital increase in which China's Dongfeng Motor Group and the French state will each pay €800 million for 14 per cent of the carmaker. The founding Peugeot family's holding will fall to 14% from its current 25% stake and 38% of voting rights, short of the one-third



Thierry Peugeot: As board chairman wanted to avoid Chinese deal.

required to veto decisions.

The Dongfeng tie-up reflects the mood of many family members, especially the younger ones, who are not that interested in the automotive industry and wish to seek more opportunities outside of the sector, Jullien said.

The family has controlled the carmaker since its founding by French industrialist Armand

Peugeot in the days of steam-powered cars in 1889, and through a bumpy merger with Citroën in 1975.

However, Jean-Louis Loubet, a professor at the University of Evry-Val d'Essonne and author of a book on the Peugeot dynasty, says the family hasn't had clear leadership in 10 years. "The decision-making process used to be centralised in the hands of Pierre Peugeot, the family's strongman," Loubet told Bloomberg News.

"Since his death in 2002, the family governance has become more collaborative." Keeping family united during his time as a member of PSA's management committee from 1972 to 1998 and as supervisory board chairman until his death in 2002 at age 70, Pierre Peugeot worked to keep the family united and the company independent.

He refused to tie PSA with other groups through share exchanges, preferring to form ad hoc ventures on specific projects. When Jean-Martin Folz, a protégé of Pierre Peugeot, stepped down as PSA CEO in 2007 after 10 years at the helm, the family's divergent views on running the automaker became evident.

Robert Peugeot, head of innovation at the company, sought the top job but his cousin, Thierry, blocked the move, arguing that tradition was to choose outside CEOs.

Since then, PSA has had two CEOs, neither with auto-industry experience. Christian Streiff, a former Airbus executive, lasted just over two years.



Robert Peugeot: Head of innovation blocked access to family war chest.

Current CEO Philippe Varin is the former head of steelmaker Corus Group. A main point of contention among family members centred on PSA's attempts to expand overseas, especially in China, as it sought to compensate for its eroding margins and sales in Europe.

The Peugeot family's and PSA's mis-

steps prevented the automaker from expanding fast enough overseas to effectively compensate for its big losses in Europe, in contrast to French rival Renault's relative success in international markets,

Gaetan Toulemonde, an analyst for Deutsche Bank, said. "PSA's international strategy is clearly a failure," he said.

PSA has been slow to adapt to competitive threats and missed opportunities to deepen partnerships with BMW, Toyota and Mitsubishi Motors, insiders say.

Now PSA has been forced to take Dongfeng on board as a stakeholder after car sales in PSA's crisis-hit European home market plunged in the past few years.

Robert Peugeot, head of the FFP family holding, and PSA CEO Varin, pushed through the Dongfeng deal, defeating Thierry Peugeot, PSA board chairman, who wanted to attempt to raise capital through the markets without bringing in new stakeholders. The division among the family's senior members reflected PSA's inability to put a viable long-term strategy into place, Julien said.

"Chinese partners, in particular, were often reluctant to form an alliance with PSA because they were uninterested in PSA's goals to seek short- and medium-term profits over long-term opportunities, especially in developing markets," he said.

The Peugeot family's 2012 acquisition of 7 per cent of Orpea, which operates assisted-living facilities, attested to the family's waning

interest in retaining its legacy control of the automaker by looking for profits and shareholder value opportunities outside of the carmaking sector.

The acquisition was also part of a diversification strategy that has reduced the automaker's share of assets in the family's listed holding company to 35% from more than 90% in 2000.

Automotive News Europe.

PSA to add night shift at Sochaux on strong 308 orders

17 March 2014
Dave Leggett
Just auto

PSA says it will add a night shift at its Sochaux plant in response to high demand for the new Peugeot 308, creating 600 new jobs.

The company says it has already taken 60,000 orders for the car which was launched in the autumn of last year. An estate variant (308 SW) will be added to the range in April. The night shift at the Sochaux plant where 308 is made will start on June 2, creating 600

new jobs and 450 temporary hires.

The night shift is scheduled to produce 26 vehicles per hour, raising the daily output of the Peugeot 308 by 180 to a total of 1,563 units.

The night shift will operate for at least six months and perhaps longer depending on demand, PSA said.

PSA Peugeot Citroen is an interesting one. The company has been through some pretty tough times in the last few years culminating in the recent recapitalisation involving Dongfeng and the French government.

And yet, there is apparently no shortage of creativity and new product - particularly from Citroën - just think of the DS sub-brand and the C4 Cactus just shown in Geneva.

It's important for PSA not to take its foot off the new product development pedal, even when financial losses might create a temptation.

Lack of investment in new product might bring short-term costs savings but it can also worsen the chances for long-term survival (the slow death of MG Rover springs to mind). The product has to keep coming in a highly competitive industry like automotive.

For Peugeot, the product range has

been swelled over the past decade with niche MPVs and crossovers, but certain models and segments are absolutely vital because of their volume and visibility for the brand. In Europe, that means the small (B-segment) and lower medium (C-segment) hatchbacks.

The Peugeot 208 - new last year - has been quite a success in the B-segment, selling



well given a very difficult West European car market.

Peugeot is now following on with the new 308 (C-segment) - which also appears to have been very well received. I have driven the car

and it is a huge step up on the 307 it follows.

Is it 'near premium' in feel? That is certainly not a preposterous question; quite a bit of thought has gone into the feel of the interior as well as the overall driving experience.

It ought to at least get consideration from some buyers in the C-segment who would naturally be inclined to order a Volkswagen Golf, Ford Focus or Opel Astra but would have ruled out the 307 as rather a dullard. There is the possibility to raise the perception of the Peugeot brand again.

The really interesting thing about the 308, though, is the underpinning engineering architecture and how that has enabled a host of improvements over the outgoing model. PSA did not scrimp on the investment required for 'EMP2' - used across the Citroën and Peugeot ranges.

It can now reap some benefits in terms of better new product rolled out off that new flexible platform - which should be around for a while. And improved product offerings will serve to reinforce a positive image for the Peugeot and Citroën brands.

The required investment has happened so the tools are in place to turn out cost-effective new product. That may help to explain why Dongfeng took a look at PSA and thought it worth partnering with.

Diesel injectors

Mark Besley

Peugeot have sold a significant number of HDi diesel vehicles here over the past ten or fifteen years.

Recently I have heard of a couple of issues related to diesel injector problems.

Considering the very high fuel pressure and high compression ratio of diesel engines, this is an area which is under high stress whenever the engine is running.

There are two problems that I have heard of, one cheap to fix and the other expensive.

The “cheaper” problem relates to a failure of the injector seal. Apart from running problems, there are obvious symptoms where the high pressure fuel and partial combustion products leak out: baked diesel fuel crystallises on the surrounding area, resembling metal bits.

This looks very bad and messy but the fix is to remove the injector, clean up the sealing surfaces and surrounding area, and then replace the injector using new seals.

Although the replacement seals are not particularly expensive, the process of cleaning everything is rather painstaking and needs to be done properly.

If you’re paying for someone to do this, obviously this will affect the labour charge. A more serious problem occurs if

the injector itself develops a fault.

Some symptoms of this that have been described to me were blocked exhaust filter, low power, and blocked EGR.

If an injector replacement is indicated, this can become a very expensive proposition. The list price for diesel injectors in Australia is in excess of \$1,000 each.

In an older 307 for example, four injectors could be worth more than half the market price of the car. People have been exploring various options to obtain replacement injectors more cheaply.

One obvious option is to explore other parts sources who independently import Peugeot spare parts.

I believe that it is possible to save significantly on the list price but a set of four injectors is still going to set you back a four-figure sum.

More adventurous and much cheaper options include sourcing injectors from the UK – apparently around \$400 for new non-genuine injectors or cheaper still, refurbished injectors for under £100 (\$170).

The people who refurbish injectors will want your old ones on a changeover basis so there are some shipping costs involved (although injectors are relatively small and light).

At the bottom end, you can seek second-hand injectors which seem to be plentiful on



Diesel Injector from a 1.6 litre HDi Engine.

eBay for \$40 or so per injector.

Obviously it is very important to make sure you get exactly the correct type of injector for your engine. It is also worth considering why injectors might fail.

The common wisdom is that cheap or dirty diesel fuel is a significant factor in injector life so please think about where you are purchasing your fuel.

Torque

A History of Peugeot in Australia – PART 4

Russell Hall has been delving into the National Library Archives

Pug trader in 20s scandal

The 1920s was a boom period for the Australian motor industry. Sales were to peak at just under 80,000 vehicles in 1928. Unfortunately after 1925 Peugeot representation in the largest markets of Sydney and Melbourne failed to take advantage of this growth.

Following the failure of A.W.B. Mather and the liquidation of the French Car Centre, Rhodes Motors became agent for Victoria, the Riverina and Tasmania.



They failed to actively promote the cars and by 1928 a Peugeot owner, looking for parts, wrote to The Argus asking if there was a dealer in Melbourne.

Unsold Baby Peugeots still in crates were dumped on the auction market in 1927 and were being sold by City Auctions.

Rhodes only placed the occasional classified advertisement, and seem to have been more interested in the larger models.

In 1926 they had a luxury Tourlux with Bedford Cord upholstery, described as very powerful and the finest car in the state. The situation in Sydney was worse.

After Mather Bros was liquidated in 1925 the agency for NSW was given to De Luxe Motors who actively sought country dealers. The manager and accountant concocted a scheme to defraud a financier by obtaining loans for nonexistent cars.

In 1926 they were on trial and De Luxe Motors was liquidated. This led to two auctions of some 20 Peugeots, of their floor stock and all the cars still in bond. This has one advantage as it gives us the detail of the types and numbers of Peugeots being

imported at the time.

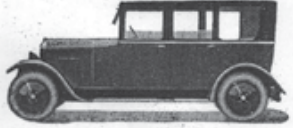
The cars in bond were four 7 HP coupés with bodies, five Doc four seaters, one four-door sedan and five 7hp chassis.

The NSW agency was given to R.C.

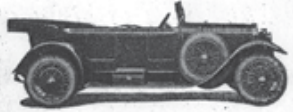
No. 1, Dec., 1926 M.T.A. JOURNAL—SPECIAL SHOW NUMBER 39

PEUGEOT


Features of Continental design and construction inspire popular approval



The Docfrein



The Douze



The Cinq

In Australia the name of "Peugeot" is famous for its achievements and winning of European contests. The motoring public have taken to it—wondering, but revelling in its all-round capabilities; and you, too, will admire its personality and charm. The power unit renders smooth and silent service, instantly responsive to the throttle, easy to handle, and economical to operate, and is noted for its wonderful long life of continuous performance. It is the complete car, lacking nothing in the way of equipment, lacking nothing in convenience, and is worthy to rank as one of the finest European cars of the year.

STAND 94 AT THE MOTOR SHOW

A Courteous Demonstration awaits you at

CONSOLIDATED MOTORS Ltd.


CHANDLER-PEUGEOT DIVISION:

175-7-9 CASTLEREAGH STREET :: SYDNEY


GOLDBERG PHONES: CITY 2567 and 479

Peugeot
1925 MODELS


Reasons Why—
They are cheap to run, lightly taxed—easily garaged—more practical and cheaper than train fares. Allow the most charming holidays. Useful for everybody, Doctors, Travellers, Ladies, Businessmen, Golfers, etc.




Peugeot Coupe
Four Cylinder "Monobloc," Bore 50 mm, Stroke 85 mm, Zenith Carburettor, High-tension Magneto. 8 speeds forward and reverse. Disc Wheels. Balloon Tyres. Electric Lighting and Starting, Spare Wheel. Dash fitted with speedo and clock. Bodywork of Walnut, Cedar and Steel Plate—plenty of leg and seating room—luggage rack at rear. 60 miles gallon guaranteed £275



Peugeot Coupe
Four Cylinder "Monobloc," Bore 50 mm, Stroke 85 mm, Zenith Carburettor, High-tension Magneto. 8 speeds forward and reverse. Disc Wheels. Balloon Tyres. Electric Lighting and Starting, Spare Wheel. Dash fitted with speedo and clock. Bodywork of Walnut, Cedar and Steel Plate—plenty of leg and seating room—luggage rack at rear. 60 miles gallon guaranteed £275



Grand Luxe Touring Dec
4-cylinder "Monobloc," Bore 50 mm, Stroke 105 mm, with detachable heads—Silent chain driven camshaft—Zenith Carburettor, High-tension Magneto, 4 speeds and reverse. Disc Wheels Balloon Tyres with one spare. Bodywork in Mahogany and Cedar fitted with speedometer, clock, dash lamp, complete set of tools. Shock absorbers front and rear £450



Saloon Dec
Specifications same as Grand Luxe Touring Model, 4 doors, Two adjustable front Seats, comfortable seat for 3 rear upholstered in Bedford Cord. Inside electric light £550

Cash or Terms arranged, write for particulars.
Victorian Agents - - French Auto Co. Pty. Ltd., Melbourne
SOLE AGENTS—
DE-LUXE MOTORS LTD.
165-167 Elizabeth Street - - Sydney
Phone MA 1381

Get your copy of "Motor 1"

Clark who transferred his interest to a major new high-profile company he was a partner in, Consolidated Motors. This firm was engaged in a large public capital-raising venture and advertised they were the first modern multi-franchise dealer in NSW.

They had the agency for FIAT and Chandler and advertised that Peugeot, if properly handled, would sell well. In late 1926 a contract to sell Peugeot for three years was signed and a new showroom established in William St. Yet exactly a year later new Peugeots were being sold without reserve in a Sydney auction house and Consolidated Motors was gone.

The agency moved to Norman L. Agate of Summer Hill. The firm had a Peugeot service station in Ashfield. His advertising was low key and indicated modest imports of different models with an emphasis on sporting vehicles.

The bright spot for Peugeot in this period was Adelaide. In February 1926 the agency for "Peugeot motor cars, lorries and tractors" was transferred from W.L Hill to Olympia Motors, who actively promoted the cars.

In May 1927 Milburn Car Sales took the agency for Adelaide and Broken Hill. With active promotion and good service they achieved excellent results over the next year and gave a hint of what could have been achieved in Sydney and Melbourne.

Although there is mention of a few large sleeve-valve cars the main sales emphasis was on the 7hp Baby and 12hp and 14hp saloons. Sales of up to nine cars a week were noted during 1927.

Throughout the 1920s the price of cars fell as production became more efficient. By late

THE TOWN'S TALKING.

miles! miles! miles! miles!
at 3' per hundred



in a 7 h.p.

Peugeot

Five Minutes at the Wheel will convince you that this is the "Wonder Car."

£175 Complete.

Assembling 7 Disc Wheels, Nickel Finish, 5 Michelin Tyres and Tubes, Clock, Speedometer, 12 V. K.W. Tank.

SEE IT TO-DAY
Visit the Peugeot Car and Motor Sales Ltd. in the City of Sydney. Based at 150-151 of Essex Road, Models of the World famous Peugeot can be seen.

MILBURN CAR SALES, LTD.,
KING WILLIAM-STREET. (opp. Holden's). - - C. 7550.

1927 the Baby Peugeot was the cheapest car in Australia. It was promoted for its economy and quality, capable of travelling at 55 mph and returning 53 mpg.

In Western Australia Smith Dyke Motors were consistently promoting Peugeot and being rewarded with small but steady sales. They promoted the economy of the car by

The Little Wonder!
 THAT THE PUBLIC HAVE BEEN WAITING FOR
The "7-H.P. PEUGEOT"
£175 Complete £175

Outstanding Features of the NEW WONDER CAR

1.—CAPABLE of MAINTAINING a SPEED of 22 MILES PER HOUR. GREAT STAMINA	4.—ACCELERATOR from 5 to 25 mile in 10 seconds—whips through traffic like a snail. EXTREMELY FLEXIBLE
2.—HOLD THE ROAD AT ALL SPEEDS. CORRECT BALANCE	7.—WITH FULL LOAD UP climbs 14 per cent. grade on Top Gear. PLENTY POWER
3.—BRAKES are new Expanding Type, operate easily and smoothly, and infallibly. POSITIVE SAFETY	8.—TURNS IN A RADIUS OF 10 FEET. EASY CONTROL
6.—GLIDES over ROUGH ROADS like an AERO-PLANE. NEW COMFORT	9.—STEERS AS EASILY AS A BICYCLE. A REAL PLEASURE
5.—22 MILES AND MORE PER GALLON of petrol (2,000 miles per gallon at all). THRIFTY ECONOMY	10.—OCCUPIES only 11 feet for PARKING SPACE.
NO BIG CAR ever made with more comfort than the 7 H.P. Peugeot.	11.—THE LITTLE WONDER EVOKE BOTH ADMIRATION FOR ITSELF AND RESPECT FOR ITS OWNER.
NO SMALL CAR has ever approached it in riding ease.	ADVERTISERS cannot represent Performance—20 minutes of the wheel will give you volume of information. ONE BEHIND THE WHEEL OF THE 7-H.P. PEUGEOT for a new conception of what a really fine small car can do.

New Reduced Prices - - -

7.16-h.p. SPORTS	£175 Complete
7.16-h.p. STANDARD	£185 Complete
12.30-h.p. TRANSPORT	£350 Complete
12.30-h.p. DOC	£385 Complete

Your Present Car or Cycle taken as Part Payment — Open Friday Evenings until 9 o'clock

MILBURN CAR SALES LTD.

running a 7hp from Perth to Fremantle and Brookton, a distance of 130 miles, using 2.5 gallons of petrol at a cost of four shillings and eleven pence.

Yet even in South Australia sales began to decline in 1928 and were few in 1929. This is despite price reductions making the small cars the cheapest in Australia. The market was changing. The family car was replacing the single- or double-seater car as a means of personal transport.

Import duties made the larger Peugeot

ots too expensive. They were competing against full-sized American cars. There are few classified advertisements for Peugeots later than 1928. Nonetheless Peugeots were still being sold and are listed in contemporary used car guides as late as 1931.

When the Great Depression hit Australia in late 1929 it devastated the Australian motor industry. Sales in 1930 collapsed to less than 12,000 cars and stayed at that level until 1933. Sales remained low throughout the 1930s and didn't recover the 1928 peak until 1948.

Low turnover agencies were no longer viable and with the exception of Norman Agate in Sydney the Peugeot dealer network disappeared. It would seem that the Australian market was important to Peugeot because the factory made a serious effort to re-establish the network.

Peugeot itself had economic problems but had released a new car in 1928, the 201, which proved perfect for the times. It was a small 1.1-litre four-seat sedan with four doors, designed as a family car. Its construction was unusually robust for a small car with a welded steel body. This was combined with economical operation.

Auguste Menard, the Peugeot factory representative for Australia, took a 201 throughout Australia in an effort to promote it and find new dealers. He displayed it at the Sydney Motor Show in January 1930. At the same time he advertised for a Sydney dealer for Peugeot

bicycles.

The Sydney Morning Herald was intrigued that such a small car had four doors, based on a clever central hinge. It thought the body and upholstery were of exceptional quality and an object lesson to Australian body builders. The aesthetics of the body were impressive and didn't look out of place among the large American cars at the show.

Menard took the 201 to Melbourne where he displayed it to the press and the trade. The Argus thought its sturdiness and economy would ensure it would sell in Australia. I can find no mention of any dealer taking the agency on.

Menard was to drive to Adelaide where he again would try to appoint a new dealer and then sail to Perth. I can find only one reference to a 201 being sold in this period.

In early 1931 Norman Agate had a used "latest Parisien style" Peugeot for sale for £275. This price would indicate a new 201 price of over £300 that would have put it against six-cylinder American sedans.

A late model Peugeot was also for sale in Melbourne in 1934, again possibly a 201. No doubt Menard reported to France that the car would not sell at that price. The only way it could compete would be by local assembly. The Peugeot response was to send a representative to Australia to examine the possibility of setting up an assembly plant in Sydney.

In July a Peugeot export manager, H. L.A. Gillares, arrived with his family. He de-



MR. L. A. GILLARES
who will represent the Peugeot car
company in Australia.

clared that despite the depression Peugeot were Increasing production and were interested in increasing sales in Australia, New Zealand and the Far East.

He would be based in Sydney for 12 months and would look at establishing assembly facilities in that city. We do not have a copy of his report but we can presume

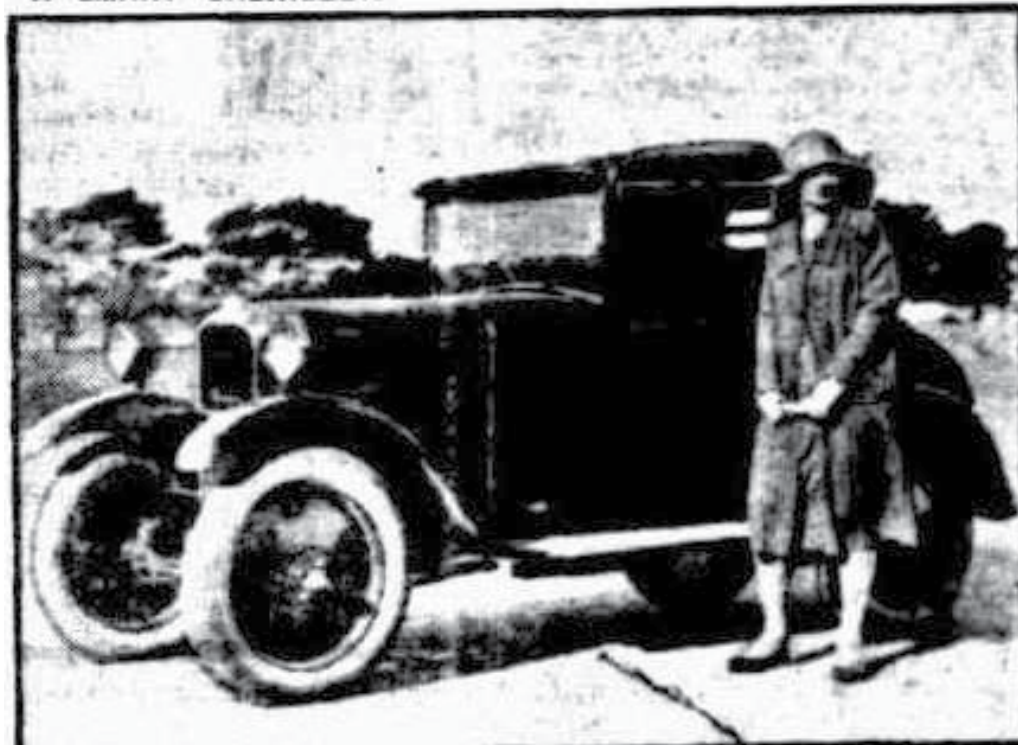
he reported on a car market that had been flattened and showed no signs of revival. This is a great pity.

Australia missed out on some of the most interesting cars available in the pre-war period. The last Peugeots imported officially seem to have been a very small number of 201s in 1930 and 1931. At the start of 1932 Norman Agate was advertising that he was the Peugeot agent and offered a full range of parts. There was no mention of new cars for sale.

By mid 1932 he was no longer advertising he was a Peugeot agent and was seeking to buy Peugeots for wrecking. Bradleys on Parramatta Rd were also advertising Peugeot parts.

It seems that the Peugeot agency for cars in Australia was abandoned in 1932 but it is likely a firm would have retained the parts agency. The cars were not marketed again until 1947. This is not to say Peugeots did not come to Australia in the 1930s but they were private imports

A SMART CABRIOLET.



Miss Doris Wrenchford, of Port Pirie, with her Baby Peugeot Cabriolet.

and tiny in number. An example was the 1934 model 201 that was on sale in Sydney at the end of 1945.

At some point in the early 1930s Peugeot left many export markets to concentrate on the French market, a tactic that proved very successful. It is possible they stopped making right-hand-drive cars, but in 1938 the 202 and 402 were both made in right-hand drive and exported to South Africa.

In 1939 Peugeots still appeared frequently in used car advertisements but the prices of the small cars were low. They were still being advertised in 1945 but there were obviously fewer about.

The lack of spare parts during the war and the difficulty of obtaining tyres in metric sizes took its toll. In April 1940 a shipment of Peugeot motorbikes arrived in Melbourne for the new Peugeot motor bike dealer. That agency was to end within weeks with the fall of France.

During the war Australian forces in the Middle East came into contact with Peugeots. In Syria in 1941 an Australian war correspondent reported on a battlefield scene where "abandoned Peugeot cars... were left strewn haphazardly across the field".

In Tunisia in 1943 an RAAF fighter squadron held a car race in which a long-tailed racing Peugeot was beaten by a Citroën. Peugeot was to come back to Australia in late 1947, when the new factory representative for Australia arrived with a small shipment of 202s.

This was to begin a grand period in the history of the marque in Australia. Peugeot was to come back to Australia in late 1947, when the new factory representative for Australia arrived with a small shipment of 202s. This was to begin a grand period in the history of the marque in Australia.

The Pugilist

SHIPMENTS ARRIVED

PEUGEOTS

LATEST PRODUCTIONS

The Famous 13 h.p. Doctrien
WITH EVERY MODERN DEVICE

The Baby Cabriolets
WILL BE ON VIEW FRIDAY

OPEN FRIDAY NIGHT

OLYMPIA MOTORS LTD.
WAYMOUTH STREET, ADELAIDE