

ROAR

Magazine of the Peugeot Association of Canberra



Have a safe and relaxing holiday season and a prosperous New Year

November 2014

02 President's Report

03 2015 Committee

- Who's who in PAC

04 Classifieds

- For Sale

07 Calendar

- Club events 2014-2015

08 Events

- French car drives in 2014

09 Events

- Peugeot Pageant 2015 - revised dates

10 Pictorial

- French Car Day 2014

15 News

- 308 makes a comeback

17 News

- Mahindra to tap emerging markets for

Peugeot Motorcycles

18 News

- Tyson enters the French ring

19 News

- Peugeot Citroën plans 150 job cuts in Coventry, union says
- PSA Peugeot Citroën sales and revenues rise

20 News

- Peugeot 208 Natural and Urb concepts bow in Sao Paulo

21 News

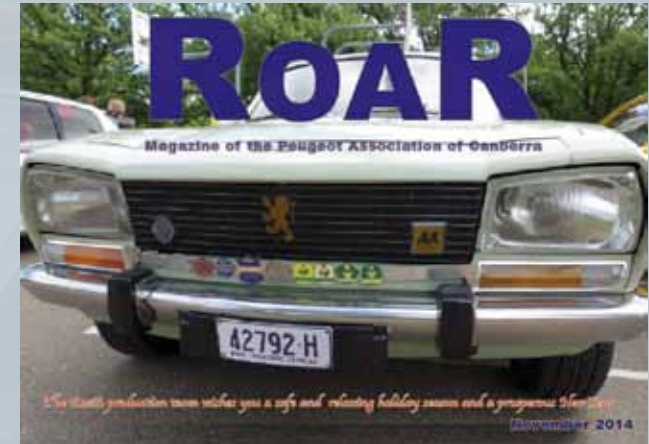
- Beware the dreamcar

22 News

- Hatching a new life for a 404

23 News

- France falls out of love with the car



ON THE COVER

Ben Emmelkamp's 1972 504, voted best Peugeot at the French Car Day in the Telopea Park School grounds on 1 November. This and the other French Car Day photos courtesy of Colin Handley.

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,

French Car Day was held at Telopea Park School, on Saturday 1 November, in conjunction with the school fete. As usual there was a good selection of food, drink and entertainment, not to mention a great selection of cars – 30 French cars in total.

Best overall car, as voted by participants, was the 1969 Renault Alpine of Barry McAdie. Best Peugeot was a very tidy 1972 504, owned by Ben Emmelkamp. In between admiring cars, I nipped off to investigate the various fete stalls and came back with a couple of good buys from the second-hand book stall including a book to help me learn a few words of Italian - our grandchildren are learning Italian at school, so I don't want to be completely left out.

Speaking of grandchildren, we have recently introduced them to Lego, having had a very large collection of Lego in storage in our garage since our children left home. Needless to say, under the tutorship my eldest son, John, they are enthusiastically embracing all things Lego, including building cars – Peugeots of course.

Planning for the 2015 Peugeot Pageant, in Yass, is coming along after a hiccup with the dates. It turned out that on our first-choice weekend (11-12 April), Yass will be hosting around 400 truckers as part of the "Haulin the Hume" truck event and the town just wasn't going to be big enough for the both of us. Consequently, we have moved the pageant to the following weekend (18-19 April) – two weekends AFTER Easter.

The pageant will broadly follow the successful format of previous pageants including concours (Sat morning), driving skills/motorkhana (Sat afternoon), observation run to Binalong (Sun), presentation dinner (Sun night) and farewell breakfast (Mon). A highlight of the weekend will be a visit to the Binalong Car Museum, which houses a small but eclectic collection of cars including Bugatti and Delage. Further information, including all pageant costs, will be made available in the registration circular, due out shortly.

Home base for the pageant will be Swaggers Motor Inn, in Yass, and all (30) of their rooms have been reserved for the Pageant for 3 nights (Fri 17, Sat 18 and Sun 19), at a daily rate of \$120/room, including cooked breakfast and free internet. The per room rate is an excellent deal, because some of the rooms can accommodate up to 6 people! They also have a large functions room and adjacent covered, outdoor area where pageanteers can gather throughout the weekend. Accommodation is the responsibility of pageant participants and bookings can be made by ringing Swaggers on (02) 6226-9900 and make sure that you mention the Peugeot Pageant.

For those wanting a bit more information about Swaggers, their website is <http://www.swaggersmotorinnyass.com.au/>



Meanwhile, our last monthly club meeting for 2014 will be held at the Raiders Weston Club, at 8pm on Tuesday 25 November, with dinner and drinks from 7pm.

Finally, we will finish the year with the customary joint Christmas BBQ, with the Renault Owners Car Club, on the western shore of Lake Ginninderra, on Sunday 7 December at 6pm. Find us at the picnic area on the western side of Lake Ginninderra (Macdermott Place off Joynton Smith Drive in Belconnen). We will provide meat, salad and bread for PAC members; BYO drinks and Christmas treats. Please confirm your attendance with me (0427-662112).

Keep on Pugging, and enjoy a safe and happy Christmas.

Brad Pillans

2015 COMMITTEE

President and Club

Registrar

Brad Pillans
30 Aspen Rise, Jerrabomberra,
NSW, 2619
0427 662 112
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@amorphous.com.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

FOR SALE

Peugeot 505 GTi family wagon



505 GTi Family Wagon, 1988, 8 seat. Argent silver, 5 speed manual, 455,000 km. See photo at right.

Have owned since 2006. Extensive service history. Cruises better than our 306. Engine runs well except for piston noise when cold. Ideal for short term family transport, or for restoration or parts. Would get a new lease of life with an engine transplant. ACT registration to November 2014.

\$800 or best offer. Phone Leon Arundell 6248 0873 or 0431 979 184.

Peugeot 504 wagon



504 wagon. 1982, incl complete set of spare front panels, spare rims and tyres, v.g. early 505 head, complete spare set blue velour seats v.g. cond, numerous other parts. Michael. Bega. 0400 413 077.



CLASSIFIEDS

FOR SALE

Peugeot 403

Peugeot 403, 1960. Rare car with original 75,566 miles. Original interior in great condition. Paintwork in good condition. Owned since 1996. On historical NSW club plates 27133H. Always garaged. \$9,500 ono. Phone Jon and Bev Molvig 02 49986152, located near Cessnock NSW. See photos below and on front cover.



Peugeot 404

Peugeot 404. We have to sell our beautiful and carefully preserved 1962 Peugeot 404 due to space considerations, etc. Mechanically sound and mostly original. This was one of the first of this iconic model sold in South Australia. Comes with a range of spare parts, memorabilia and other items that we can discuss. Phone Daryl on 0427 606 113 or email: dkwarman@adam.com.au for further details.

Peugeot 406

Peugeot 406, 1999, 2 litre auto. Trying to decide whether to pension her off. White, generally in reasonable condition, runs well be it with the occasional AL4 issue. Open to offers if someone needs a car or wants one for parts. Jim Taylor, pug303@bigpond.net.au, 0400 111 504.

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

Citroën Pallas, 1977

Citroën Pallas, 2400cc, 1977, FREE. The body is in good shape, the engine OK (needs some attention to ignition/timing) but it has just suffered a collapsed upper bearing on the RH steering knuckle. I am too long in the tooth to deal with this so its free to a good home. Needs to be taken a way in a trailer because of the steering knuckle problem. David Williams, Watson, ACT, 0261611934. 0409158437.

CLASSIFIEDS

PARTS

505 Sports steering wheel

505 sports steering wheel (with boss), \$70. Phone 0439 263 851.

203, 403, 404, 504 parts

504 sedan doors & panels toughened windscreen; 504 diesel motor gearbox and diff & assorted parts; 404 sedan doors, guards, toughened windscreens, struts, assorted parts; 403 guards bonnet & rear end, doors boot, tail lights etc; 203 early suspension motor & running gear, doors, glass, 16" rims. Negotiable prices, all must move. Collin. 0414 484 398

206 Octagon mags

206 Octagon mags, 14 x 5.5. 4 serviceable secondhand with 2 useable and 2 worn tyres and 4 brand new in boxes. Jim Taylor, pug303@bigpond.net.au, 0400 111 504.

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

404 hubcap

404 hubcap (1 only) for sale for \$25, at Cooma. Contact Noel Carter noelcarter@exemail.com.au

WANTED

306 dashboard mat, towbar and roof bars

Towbar and roof bars to suit 1998 model Peugeot 306. Phone Leon on 6248 0873.

CLUB EVENTS 2014-2015

25 November

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

7 December

joint Christmas BBQ with the Renault Owners Car Club, on the western shore of Lake Ginninderra, at 6pm. Find us at the picnic area on the western side of Lake Ginninderra (Macdermott Place off Joynton Smith Drive in Belconnen). We will provide meat, salad and bread for PAC members; BYO drinks and Christmas treats. Please confirm your attendance with Brad (0427-662112).

2015

24 February 2015

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

24 March 2015

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

17-20 April 2015

Peugeot Pageant, Yass. Email: brad.pillans@anu.edu.au

FRENCH CAR DRIVES 2014

7 December BBQ by the shores of Lake Ginninderra

Lisa Molvig
Social Secretary
Renault Owners Club of Canberra
Australia

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



Peugeot Pageant 2015 - revised dates

The Peugeot Association of Canberra has pleasure in inviting all other clubs to join them in Yass, for the 2015 pageant, which will now be held from Friday 17 to Monday 20 April 2015 (two weekends AFTER Easter). Apologies for the revised dates, one week later than originally announced, but it turned out that on the previous weekend Yass will be hosting around 400 truckers as part of the 'Haulin the Hume' truck event and the town just wasn't big enough for the both of us.

The historic town of Yass, some 50 km north of Canberra, just off the Hume Highway, offers a range of accommodation options and potentially interesting activities for participants. A highlight of the weekend will be a visit to the Binalong Car Museum, which houses a small but eclectic collection of cars including Bugatti and Delarge.

The pageant will broadly follow the successful format of previous pageants including concours (Sat morning), driving skills/ motorkhana (Sat afternoon), observation run to Binalong (Sun),

presentation dinner (Sun night) and farewell breakfast (Mon). Further information, including costs, will be made available in the registration circular.

We will be using the Swaggers Motor Inn as our home base in Yass, but there are other nearby motels and a caravan park just a few hundred metres away. All 30 rooms at the Swaggers have been reserved for the Pageant for 3 nights (Fri, Sat, Sun), at a daily rate of \$120/room including cooked breakfast and free internet.

The per room rate is an excellent deal, because some of the rooms can accommodate up to 6 people! Accommodation is the responsibility of pageant participants and bookings can be made by ringing (02) 6226-9900 and make sure that you mention the Peugeot Pageant.

Brad Pillans, President PAC

Email: brad.pillans@anu.edu.au

French Car Day 2014

Pictorial



French Car Day 2014

Pictorial









308 makes a comeback

Peter Wilson

Let's give a cheer for the Peugeot 308. Not yet for the all-new, second generation T9 308 that was rolled into showrooms and onto forecourts in late October, but for the first generation T7 that has been in runout mode for much of the year.

In the September quarter the T7 became Peugeot's most popular model again, outselling the Peugeot 4008 crossover for the first time since last year.

With the price discounted up to \$5,000 and offers of zero interest finance, the runout T7s became a steady seller at a time of subdued buyer interest in the marque.

The 300 T7 registrations for the quarter were a big improvement on the 354 for the first half, making it 654 units for the year-to-date and two more than the 2013 full-year result.

The previous three-oh series models were Peugeot's volume models.

At last year's count, there were still 8,513 Peugeot 306s on Australian roads.

Australia went gangbusters about the 307, particularly because it was out on its own with thrifty diesels. With sales of 4,862 in its best year, the 307 remains Australia's most popular Peugeot, with 22,930 on the road last year.

The 307 had quality issues, particu-

larly with the early Coms control units, until orders came from the very top for the factory to upgrade bought-in components.

The 308 was built on the 307 floorplan and bigger, longer and better than its predecessor.

In 2008 Peugeot Automobiles Australia offered the 307 and 308 side-by-side and sold 1,288 307s and 3,072 308s.

Although the 308 never achieved that first year response again, an estimated 13,000 examples of the model are on Australian roads.

Competition from the SUV sector and the rise and rise of Renault dented its recent sales.

Gaining in popularity this year, the Megane achieved 380 registrations in the September quarter and a year-to-date of 1,538.

Enter the T9 308 on a new lighter platform and the European Car of the Year gong as Automobiles Peugeot locks in its X08 numbering system.

Peugeot Australia hasn't got the advertising horsepower for big promotion. It took journalists to Paris to drive the car and held the club reveal to encourage favourable word of mouth reports.

Managing director John Startari said the 308 television campaign would be concentrated on Foxtel.

"I hope we will sell all of our stock," he said at the club reveal night.

Australian Peugeot sales

Model	Q3 plates	Q3 place	YTD	2013	2012
308	300	114	654	656	1,027
4008	224	153	965	971	486
208	171	166	644	996	319
2008	124	181	390	92	
508	102	189	283	667	1,085
3008	33	239	93	180	287
5008	25	248	82	111	
RCZ	25	249	76	157	163
Expert	11	274	51	51	43
207	11	277	20	125	988
4007	0	292	2	529	171
Partner	2	293	21	120	99

Australian Citroën sales

Model	Q3 plates	Q3 place	YTD
C4 Grand Picasso	64	214	197
Berlingo	54		197
C5	48	226	129
C4	36	233	83
DS3	35	235	112
DS4	28	246	59
DS5	22	256	66
C3	16	263	61
C4 Air Cross	13	268	41

Australian Renault sales

Model	Q3 plates	Q3 place	YTD
Clio	644	102	1,741
Koleos	519	112	1,054
Megane	380	127	1,538
Trafic	351	135	1,075
Fluence	31	241	80
Latitude	13	266	63

Peugeot is trying to draw a wider and younger demographic than previously to get it out of the wilderness.

The 4008, with 224 registrations, remains the leading Peugeot with a year-to-September figure of 965 units, and was close to overtaking the 2013 full-year result of 971 units. That means it should top 1,000 sales before year-end, a result no Peugeot model achieved in 2013.

Its success is a curiosity of this market. After all, it is a variant of Mitsubishi's ASX with Parisian tailoring and tweaked driving. The ASX – recently updated – is available more widely and, at volumes with haggle room, cheaper than the 4008. The ASX achieved 7,046 registrations to September compared with the 4008's 965.

The third of these triplets, the Citroën C4 Air Cross, has found nothing like the 4008's local sweet spot. Thirteen were registered in the September quarter and 282 units year-to-date.

This is the only country where the 4008 is the leading Peugeot model. It was not sold in France or the UK. It may get the chop in 2016.

Like the 4007 before it, the 4008 has provided dealers with a stylish SUV to give them a role in the global SUV boom. It is priced less than the 3008 and Renault's bigger but more basic Koleos.

Interest in the Peugeot 208 has been falling. After registrations of 59, 47, 89 and 88 in the first four months of the year, the

number fell to 45 in September to bring the year-to-date to 644.

That is the number of Renault's best-selling and considerably cheaper Clios registered in the third quarter. Renault has put plates on 1,744 of them to date this year.

Peugeot's luck held out in the busy subcompact SUV stakes with the 2008 averaging 57 units a month in the last quarter. So far 390 have been registered.

In this hot segment the Holden Trax scored 4,499 registrations to date, the Ford Eco Sport 1,532, the Suzuki S-Cross 1,331, with Hyundai planning to field an ix25.

Sales of small SUVs flattened recently, but the dearer units are still doing well and leaching small car sales.

The bureaucratic needs of Australian Design Rules have helped delay the hottest new rival, Renault's Captur, a model that has gone wild in Europe and South Korea. Strong demand in overseas markets meant the re-engineering to fit a top tether for child seats has held up its homologation and production for sale here.

Just as Peugeot stepped up output to meet orders for 2008s, the model that has played the biggest role in its 7 per cent sales gain in Europe, Renault has boosted its Spanish Captur factory output from 150,000 a year to 250,000.

Peugeot matched its August performance with 305 registrations in September



to bring its year-to-date to 3,249. Sales were 385 in September 2013.

Renault, expanding its representation in Sydney, achieved 834 registrations and a year-to-date of 4,665.

Citroën also matched its August result with 115 in September, bringing its year-to-date to 884.

The national market showed a 2.5 per cent increase in September with 94,978 new vehicle registrations, but business purchases were down and the luxury brands continued to do better than most of the others.

The Federal Chamber of Automotive Industries noted that 14.6 per cent more SUVs sold in the month than in September 2013.

Mahindra to tap emerging markets for Peugeot Motorcycles

Santanu Choudhury

Mahindra & Mahindra Ltd. which has offered to buy a majority stake in Peugeot Motorcycles, plans to grow the French scooter maker's presence outside Europe by tapping new emerging markets to boost sales and turn it profitable, a top company executive said Thursday.

"Right now, 75% of Peugeot's sales happen in Europe," Pawan Goenka, president of Mahindra's automotive and farm equipment businesses told reporters. "We need to bring it down very quickly to maybe 50%, by not reducing European sales but by increasing others."

He said countries in Southeast Asia and North Africa, as well as India, would be key regions for Peugeot to establish its presence, and offset a sluggish European market.

Mahindra had in October offered to buy a 51% stake in the unit of PSA Peugeot Citroën by injecting €15 million as capital and buying €13 million worth of its shares. Mr. Goenka said he expects the deal to be completed by February.

The deal with Peugeot is part of an

ambitious plan by Mahindra - India's largest sport-utility vehicle and tractor maker that started manufacturing two-wheelers in 2008 - to expand its annual two-wheeler sales to one million units in the next few years from 200,000 in the year ended March 31, Mr. Goenka said.

Mahindra would also use Peugeot to sell some of its two-wheeler models such as the Mojo motorcycle and the GenZe electric scooter in France, he said.

It, however, doesn't have any immediate plan to sell the current range of Peugeot scooters in India, which is dominated by inexpensive models used mainly for utilitarian purposes, Mr. Goenka said. Peugeot would therefore need to develop "mass-market"

products to cater to markets like India, he said.

India is the world's second-largest market for scooters and motorcycles, but most of the two-wheelers sold in the country are of 100-125cc capacity with a starting price of about 35,000 rupees (€450). On the other hand, Peugeot's range of scooters costs between €2,000 and about €7,000.

Mr. Goenka said Mahindra doesn't have any plan to move Peugeot's scooter manufacturing to India or to make any changes in management on gaining control of the French company. Instead, it would try to cut costs at Peugeot Motorcycles to improve its financial health.

The Wall Street Journal



Tyson enters the French ring

Tyson Bowen has taken up the public relations fight for Peugeot and its related brands, Citroën and DS.

He's a professional ready to take a fresh approach to the French car scene, though he admits it's something new to him, as it has been to some of his colleagues in the management team.

"I grew up with a family interested in Australian-built cars and we had early generation Commodores," he told The Pugilist

He has pulled down many an engine because of his youthful interest in go-kart racing, though he jokes that he wasn't all that great at rebuilding them.

"I've got an old Commodore V8 in my garage and I've kept that running pretty well," he said.

Only days into the job at Homebush, he was looking forward to driving the new 308, to becoming familiar with the Sime Darby Motors range and learning about the history of the marques, and to getting to know the clubs.

He's "on brand" mentally already because he is toying with getting his own Peugeot 205 GTi and likes the idea of his infant son one day sharing the work on the hatch.

Tyson said he found it important to have good technical knowledge of cars to



get factory engineers to talk seriously to him.

A communication graduate from the University of Western Sydney, he has been in public relations for 11 years and has the solid background of managing communications at Lexus for the past seven years; he is familiar with the local market and has good relationships with journalists.

When Tyson joined Lexus it became Australia's No. 3 luxury car in sales volume. In the past five years, Toyota's luxury brand has enjoyed 48 per cent growth compared with Peugeot's 14 per cent growth and registrations this year of 5,333 cars compared with Peugeot's 3,683 vehicles.

The footprint of the Lexus fleet in Australia is nearly 87,000, still short of Peugeot's 92,000.

So why change when everything was go-

ing so well?

Tyson said he liked the idea of the challenge instead of doing more of the same. "I was impressed by the honesty and candour of the management team when they discussed their situation and thought, 'Why not give it a go?' There's some great product. The new CEO in France – Tavares – is making a difference.

"With Peugeot having great new models like the 308 becoming available, there's great potential. It's a matter of making sure you keep the brand in front of people."

The Pugilist

Peugeot Citroën plans 150 job cuts in Coventry, union says

15 November 2014

French carmaker Peugeot Citroën is to shed 20% of its Warwickshire workforce, according to a senior union official.

Unite said it was told a fifth of the 750 workers based at three sites in Coventry,

Tile Hill and Ryton, will go.

The company has cited restructuring for the decision and is hoping to achieve the cuts through voluntary redundancy.

Unite regional secretary Gerald Coyne said: "It's been a shock to say the least because in the UK market Peugeot is doing very nicely."

Mr Coyne said the union was told on Monday that a formal consultation period would be taking place.

The company has not so far commented to the BBC.

In February PSA Peugeot Citroën received an injection of cash from China's Dongfeng

Motors who took a 14% stake in a move that further dilutes the Peugeot family's control.

It announced a major recovery plan in April with new chief execu-

tive Carlos Tavares unveiling plans to cut the model range by half and raise prices.

Peugeot closed its manufacturing plant at Ryton in Warwickshire in 2006, with the loss of more than 2,000 jobs.

The BBC

PSA Peugeot Citroën sales and revenues rise

22 October 2014

PSA Peugeot Citroën's turnaround plan appears to be making progress, with the troubled French carmaker announcing better sales and revenues.

In the three months to end-September revenues rose 1.6% year-on-year, with sales up 5.4% to 644,000 vehicles.

Sales to China rose 44%, suggesting that a bailout of PSA in which Dongfeng Motor took a stake is bearing fruit.

PSA, which has slashed costs and jobs, has targeted China, and Asia generally, as part of its recovery strategy.

Excluding China and south-east Asia, however, sales fell 4.8% to 461,000 vehicles.

PSA has lifted its 2014 European car market growth forecast to 4%-5%, from the previous 3%. Around 60% of PSA sales are in Europe.



The company said that markets in Russia and Latin America would continue to shrink.

PSA's revenues for the quarter were up 1.6% to €12.2bn (£9.6bn).

Challenges ahead

The carmaker cut thousands of jobs and closed a factory as sales plunged during the car industry's global recession.

It had to be rescued by the French state, which along with Dongfeng, took a 14% stake.

In April, new chief executive Carlos Tavares announced a plan to cut the model range by half, raise prices and transform the company's DS brand into a semi-independent premium carmaker.

Despite the early signs of improvement, PSA still faces many challenges, analysts said.

"It will take a very long time for PSA to start delivering tangible earnings," said Arndt Ellinghorst, a London-based analyst



PSA Peugeot Citroën unveiled a string of new models and concept cars at the Paris Motor Show in October.

with International Strategy & Investment.

"With the European market trending sideways and Renault replacing the majority of its fleet, things are unlikely to get easier."

The BBC

Peugeot 208 Natural & Urb concepts bow in Sao Paulo

Peugeot has introduced the 208 Natural and Urb concepts at the Sao Paulo Motor Show.

First up, the 208 Natural is an eco-friendly model that features a number of components from sustainable sources. The company didn't go into specifics but the model has fuzzy brown exterior; an upgraded cabin with special seats and an upholstered dashboard.

Despite the lack of details, the com-

pany did confirm the concept is based on the 208 Allure with a 1.5-litre Flex engine.

The 208 Urb, on the other hand, is designed to appeal to urban adventurers as it features chrome accents and a roof rack that holds an AE21 electric bicycle. The concept also has an upgraded interior, an umbrella and a luggage compartment tray. It is based on the range-topping 208 Griffe with a 1.6 litre Flex engine and an automatic transmission.

Source: Peugeot



Beware the dreamcar

The rarity of this gorgeous Peugeot 504 cabriolet looking immaculate on the hemmings.com website recently is enough to whet a serious interest.

It is one of the 1,500 or so that were powered by a V6 engine coupled to a manual gearbox, a model that is hard to find these days. It even has a set of French plates and the TRX look-a-like 15 inch wheels.

The black, tan trimmed car is described as a rare find that has been in storage for five years and in excellent condition for restoration. The price is US \$17,750.

However, even with a dream car, a buyer has to be wary, particularly with a cabriolet. Steve Palocz pointed out that gullwing Motors had advertised the cabriolet previously on its website with even more photos. When he saw the engine bay photo there Steve kept his bidding hand in his pocket. He suspected it could have been under water and reckoned he could smell the salt.

The car is certainly a mess under the bonnet, with rusty butterfly clips on the air cleaner, damage to the original sage green paintwork, what seems a shot battery and a disconnected air intake. On the Peugeot-L forum, it was agreed this project car was overpriced.

Montreal Peugeot specialist Mike Aube warned that the substructure would

have to be inspected very carefully for any rusting from the inside.

By the rust in the engine compartment, I'd want to take a real close look at the substructure," he warned. "These cars were rusting from the inside with no outward rust showing.

"When I told the body shop to cut the frame box open on my 304, the body man said I was wasting my time since all the seams were clean and not swelled. I was finding the car flexed too much on the road.

"Surprise surprise, the inside reinforcement had an inch missing the whole length of the passenger cabin on both sides.

"Vermont parts supplier Brian Holm knew the car. "It was parked in an underground garage in New York City during Superstorm Sandy [in November 2012] so it was totally submerged in the salty, gritty floodwater," he reported.

"Despite my urging to get it to someone versed in marine recovery asap, nothing was done with it for a long time. At least I would suspect that the body structure is at serious risk, never mind the mechanical internals, which could be replaced. "They have done an amazing job with the stuff you can see; the question is, what about the electricals, mechanicals, and structural important stuff?"

A Dutch collector said when restored properly or in good original condition the V6 cabrio would be worth €20,000 to €25,000.



"When brought back to original condition, this car is a joy to own and drive and the engine noises it makes brings a tear to my eyes and a lump in my throat just like every time I drive in my 604 Ti," he said.

The Pugilist



Hatching a new life for a 404

You'll remember that wonderful Peugeot TV ad in which an Indian lad crashes, squashes, bashes and reshapes his Hindustani Ambassador into a cool Peugeot 206 lookalike.

Perhaps it was inspired by a Peugeot creation out of Africa. When the Peugeot 404 came out back in the Fin Ages, it was a wonderful design, with a more powerful engine, great handling and a slimmer, lighter look than the plump 403 that it succeeded.

But as hatches began taking to the roads, the three-box finned look became old hat. Hence this hatchback conversion of a 404 from somewhere in Africa.



It is not known if the owner wanted a fashionable update or if it was a modification of expedience because of rust even worse than on the rear door or because its boot had suffered extreme progressive crumple from a rear-end collision.

The resourceful owner knew there was still life in his Pug and modified it with a new sloping back and rewelded the back and rear quarter to give it new life and to yield further service.

The Pugilist



France falls out of love with the car

For an increasing number of French drivers, car ownership is now seen as a burden and a vehicle as merely a service

Jean-Michel Normand

9 November 2014

If you stop at Porte Maillot, on the inner ring road (Boulevard Périphérique) of Paris, late on a Friday afternoon you will see dozens of cars pausing to pick up complete strangers and their luggage, then setting off to some weekend destination.

The huge roundabout, one of the capital's main hubs for *Le co-voiturage*, or car-pooling, is a good indication of how people's attitude to cars has changed. The car is still an essential form of private transport, but its social value now finds an outlet in collective use. Carpooling, which is more economical, flexible and sociable than travelling alone, is one of the more visible aspects of a profound change also reflected in the growth of car-sharing (short-term rental) and peer-to-peer sharing.

Car-sharing services such as BlaBlaCar (ten million members in 13 European

countries) or Autolib' (170,000 subscribers in Paris) have become popular for a growing number of people, particularly the young and urban. The trend raises many questions about the shifting status and dented image of an object that made such a deep mark on the 20th century.

Leading brands acknowledge the crisis in the perception of motor vehicles in Europe and, to a lesser extent, in the United States. Fortunately for them, consumers in Russia, China, India and Brazil, among others, see things differently.



In western Europe there is plenty to suggest that interest in cars is cooling. Predictably the economic crisis has had an impact, but the experts report that the market overreacted to the downturn. "Car sales in the European Union, between 2007 and 2013, fell by almost 25%.

Though the economic climate is expected to improve, we do not expect to see a return to pre-crisis volumes," says Michel Costes, head of specialist consultants Inovev. Substantial investment in public transport

has also contributed to a gradual decline in household spending on new cars.

One revealing sign is that, despite the price of cars having dropped in relation to average wages, most consumers think that replacing their vehicle is “beyond their means”. “The French have opted to spend more on other items such as homes and

their upkeep, entertainment and information technology. Car ownership currently accounts for about 14% of average spending and is seen by a growing number of households as a burden,” says Rémi Cornubert, a specialist on automobile trends at analysts Oliver Wyman.

“The French love their cars,” President Pompidou asserted in the early 1970s, but

these days few people would endorse such a claim. “The utilitarian component of the purchase is uppermost,” says Guillaume Paoli, head of dealers Aramis Auto. “Costs carry more weight with consumers than image or prestige. Nor does it make much difference if it’s new or second-hand. Even switching from one make to another is no longer an issue. There is every indication the car is no longer an emblematic object.”

The cause of greatest concern for manufacturers is the ageing customer base and the generation gap it reveals. In France the average age at which people buy their first new car is close to 55. Meanwhile the under-30s account for less than 10% of customers. A typical carpooler is 33 years old.



These figures not only indicate the difference in buying power between generations, but reflect the dwindling interest in cars, a consumer good which the French – to an even greater extent than the German, Spanish, Italian or British neighbours – tend to view as suspect.

In a country with a long record of higher-than-average road casualties there are many reasons for such misgivings, motor vehicles being associated with pollution, congested cities and fatalities. The economic crisis seems to have exacerbated this malaise. The French still shun those who make too much show of their wealth and flashy cars may well be seen as ostentatious and somehow arrogant.

“With [French philosophers] Baudrillard

and Bourdieu, France started questioning the consumer society some time ago,” says sociologist Eric Fouquier, head of the market research firm Théma. “In the 2000s this critical sensibility really began to impact on purchasing patterns, accentuating the possible misgivings prompted by cars, easily perceived as a clumsy assertion of social status.”

Car culture in France is dogged by this sensitivity to social inequality. Manufacturers have made their mark with popular, but non-conformist models that place the emphasis on practical qualities – the Citroen 2CV and Renault 4, 16 and Espace. The only exception to this tradition was the high-tech, yet middle-class Citroën DS. Rooted in a pragmatic, democratic approach to motor vehicles, this tradition has resulted in considerable variety but has done little to fetishise cars.

In the land of luxury goods and high fashion, cars have been set apart. French car manufacturers ceased producing top-of-the-range models and sports cars as long ago as the 1950s. Compared with elsewhere in Europe, rich French people buy comparatively few Mercedes, Audis, BMWs or Jaguars – and not just to pay less tax.

However 86% of all French households still own a car. “There is a widening gap between those who are losing interest in cars, and those still drawn to objects they

see as offering scope for differentiation. What is more, this split transcends other social distinctions,” Cornubert asserts.

But not all customers are “estranged drivers”; some are still prepared to pay more for extra features to personalise their car. In some cases this means they have to join carpool schemes, driving their own vehicle to cover the cost of the loan or just its upkeep. The industry will, nevertheless, have to come to terms with consumers who are solely concerned with a vehicle’s functional value.

“Just as in many other sectors, the car industry is shifting from manufacturing a product to delivering a service,” Costes explains. By entering into partnerships with car-share operators, manufacturers such as Renault, PSA, Daimler and BMW have already committed themselves to this. But the industry is also focusing much of its attention on the arrival, circa 2018-20, of



driverless cars.

The large manufacturers see this technological leap as a way of updating the image of the car, particularly with the younger generation. But it may fuel a wholesale shift to car-sharing. After all, what is the point in owning a car you don't even drive?

From The Guardian Weekly incorporating material from Le Monde.