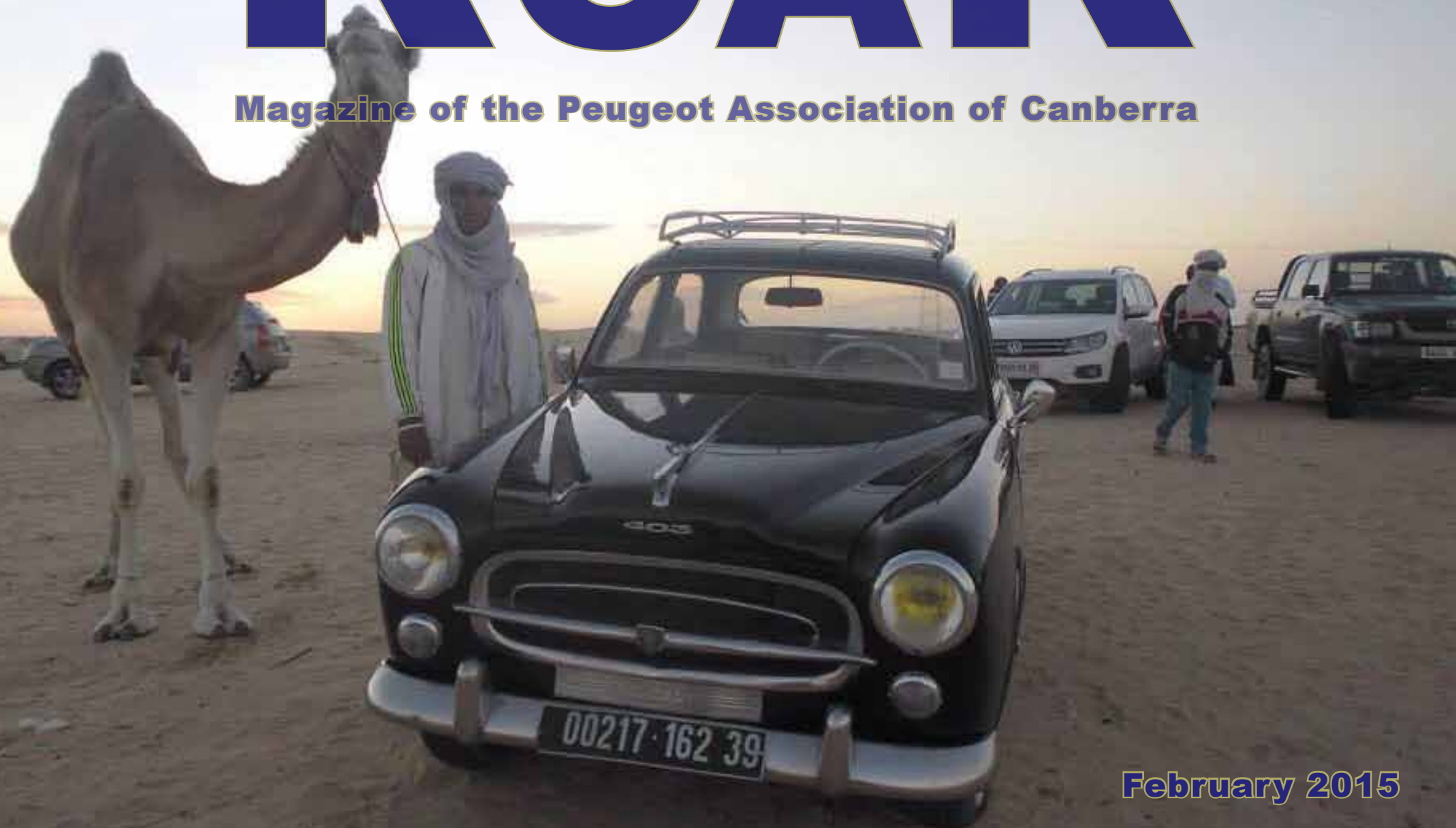


# ROAR

**Magazine of the Peugeot Association of Canberra**



**February 2015**

02 President's Report

03 2015 Committee  
• Who's who in PAC

04 Classifieds  
• For Sale

06 Calendar  
• Club events 2015

07 Events  
• French car drives in 2014

08 Events  
• Peugeot Pageant Yass 2015

10 Events  
• Peugeot Pageant Registration Form

11 Events  
• Wheels 2015

12 Pictorial  
• Mike Garrett's Sri Lankan pugs

14 News  
• French car market down 6.8% in December

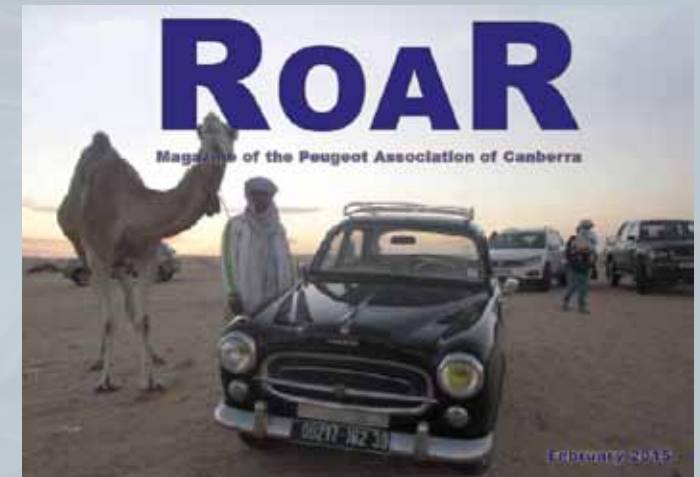
15 News  
• Is Peugeot winding down its Hybrid Air project

16 News  
• Big year for French car sales in Australia

18 History  
• The 403 marks 60 years

22 History  
• Snapshot, 1969: Who set the Mirua among the Peugeots?

23 PAC Minutes  
• PAC Minutes of General Meeting 25 November 2014, Weston Club, Weston ACT



ON THE COVER

The Peugeot 403 is now 60 years old and still turns heads. Read the story of the development of the 403 starting on Page 16.

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.





**G**reetings all,

I trust that all club members had a safe and enjoyable summer holiday and welcome to the Chinese Year of the Sheep (or is the Goat?) – I've heard both descriptions, so maybe it should be the Year of the Shoat (or Geep)....

Our first club activity for the year will be a club meeting on Tuesday 24 February at 8 pm at the Raiders Weston Club. As usual we will meet for dinner and drinks from 7 pm. After a 3-month break, since the last club meeting, this is a great opportunity to catch up with all the latest Peugeot gossip, so I encourage you all to come along.

The next event will be the annual Shannon's Wheels exhibition to be held in King's Park (adjacent to the Carillon), on Sunday 8 March, from 10 am to 2 pm. As usual, we will have a marquee, around which club cars will be parked. Those wishing to

display cars should arrive no later than 9.30 am, and the entry fee is a gold coin donation at the gate. Entry for French vehicles is from the north-bound lane of Kings Avenue.

Obviously, the biggest event of the year, for our club, is the annual Peugeot Pageant to be held in Yass from Friday 17 to Monday 20 April. This year it is our turn to host the event, and the pageant committee is well advanced with planning for the weekend. Detailed information, including the registration form, is included on Page 10 of this newsletter and is also available for download from the club web site <http://www.peugeotcanberra.com.au/>

Pageant highlights will include a Concours d'Elegance and picnic lunch in Banjo Paterson Park on the Saturday, followed by a motorkhana/driving skills afternoon at Jeir Creek Winery (they have a great paddock for the 'khana and a very inviting tasting shed for those not competing in the driving skills events).

On Sunday there will be observation run, with lunch in Binalong and visits to the Binalong Car Museum and Peter Minson Glass Art studio (also in Binalong). A busy weekend will finish with



a presentation dinner, featuring local wines, on the Sunday night, and a farewell breakfast on Monday morning. We also have a few surprises for participants, but I'm staying tight-lipped about those – otherwise they wouldn't be a surprise, would they?

All 30 rooms of the Swaggers Motor Inn, in Yass, have been booked for the pageant for the Friday, Saturday and Sunday nights, at a heavily discounted rate of \$120/room/night, including cooked breakfast and free internet. Sue and I have booked a room and I encourage other club members to do the same, rather than commute from Canberra. Note that the \$120 rate applies regardless of how many people are in the room, making it a very attractive proposition for families with one or more children.

Coincidentally, when I visited Binalong before Christmas, to organise pageant activities, glass artist, Peter Minson, had just bought a yellow 306 cabriolet. As I recall, he had not previously owned a Pug, but was attracted by a low price tag for a sporty, good-looking convertible. Needless to say, with appropriate encouragement from me, Peter has joined the club!

Keep on Pugging.

Brad Pillans

Yass courthouse, designed by well-known colonial architect James Barnet and opened in 1880. Brad Pillans' 508 provides the scale....

# 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 407

407 Peugeot, 2010, 2 litre turbo diesel. White gold; 6 speed auto sedan; full black leather interior with heated front seats; sun roof; retractable side mirrors; front weather shields; 5 alloy wheels; tow bar; tinted windows. One owner, full service record. Excellent condition, 122,000 kms. Just serviced by Bill Macnamee. 5 months rego. \$16,450 ono. Call Peter on 0417662870. Photo at right.



### 505 Peugeot STI 1984

505 Peugeot STI 1984. Same owner since 1993. 288,000kms. Well maintained. Log book. \$4,000 ono. PEU 505. Ray 02 6352 5826. See photo at right.





# 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.



## PARTS

### 505 Sports steering wheel

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

### 203, 403, 404, 504 parts

Peugeot parts for 203, 403, 404 and 504. Too many to list, call to see what is available. Phone Jon and Bev Molvig 02 49986152, located near Cessnock NSW.

### 404 hubcap

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

# CLUB EVENTS 2015

- |                         |  |
|-------------------------|--|
| <b>24 February 2015</b> | Club meeting, the Weston Club, with dinner from 7 pm and the meeting at 8 pm. The Weston Club at 1 Liardet St, Weston. |
| <b>24 March 2015</b>    | Club meeting, the Weston Club, with dinner from 7 pm and the meeting at 8 pm. The Weston Club at 1 Liardet St, Weston. |
| <b>17-20 April 2015</b> | Peugeot Pageant, Yass. Email: <a href="mailto:brad.pillans@anu.edu.au">brad.pillans@anu.edu.au</a>                     |
| <b>18-19 April 2015</b> | Cooma Monaro Historic Automobile club vintage & classic pre 1960 car rally.  |

# FRENCH CAR DRIVES 2015

## Calendar

<b>Sunday April 26</b>	Cooma to visit rail museum in morning and Cooma car club museum in afternoon. <a href="http://visitcooma.com.au/attractions/cooma-monaro-historic-railway/">http://visitcooma.com.au/attractions/cooma-monaro-historic-railway/</a>
<b>Sunday June 28</b>	Goulburn to visit Old Goulburn Brewery, 23 Bungonia Rd Goulburn. Historic tours and beer tastings are available. <a href="http://goulburnbrewery.servebeer.com">http://goulburnbrewery.servebeer.com</a>
<b>Sunday August 23</b>	Crisp Gallery, Gap Range Bowring and afternoon tea at Rollonin Cafe in Bowring. <a href="http://www.petercrisp.com.au">www.petercrisp.com.au</a>
<b>Sunday October 25</b>	Braidwood Historic Town walking tour, self guided. <a href="http://www.visitbraidwood.com.au/expbwd">http://www.visitbraidwood.com.au/expbwd</a>
<b>Sunday December 6</b>	Christmas BBQ at Lake Ginninderra

Please contact Lisa on [reno1338@hotmail.com](mailto:reno1338@hotmail.com).  
Lisa Molvig  
Social Secretary  
Renault Owners Club of Canberra  
Australia





*Photo: Exclusive Peugeot parking outside Yass courthouse*

## **PEUGEOT PAGEANT YASS 2015 REGISTRATION CIRCULAR**

The Peugeot Association of Canberra has pleasure in inviting you to join them in Yass, for the 2015 pageant, from Friday 17th to Monday 20th April 2015 (two weekends AFTER Easter).

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 weekend program will broadly follow the successful format of previous pageants:

**FRIDAY:** Registration at Swaggers Motor Inn, from 2 pm onwards, including car grooming in preparation for the concours. Pre-dinner drinks in the courtyard, followed by dinner in town.

**SATURDAY:** The day will kick off with a concours d'elegance in Banjo Paterson Park, Yass (subject to council approval). We hope that the Yass mayor will accept our invitation to present the prizes. After a picnic lunch in the park, we will head to Jeir Creek Winery, near Murrumbateman, for driving skills/motorkhana activities. Non-driving pageanteers will be able to tour the vineyard and taste the wines. Winery owner, Rob Howell, is also a motoring enthusiast and owns a lovely Citroen Light 15 (Traction Avant) as well as an MG TF and an MGA. The day will finish with dinner at the Yass Golf Club.

**SUNDAY:** In the morning there will be an observation run to Binalong, with lunch in Binalong. In the afternoon we will visit the Binalong car museum and Peter Minson Art Glass. In the evening, a presentation dinner, featuring local wines, will be held at the Swaggers Motor Inn.

**MONDAY:** Farewell breakfast at Swaggers Motor Inn.

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 heavily discounted room rate is an excellent deal, because some 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. Our hosts, Gene and Tony Bernar, are motoring enthusiasts themselves, so they are very understanding of our needs.

Brad Pillans, President PAC

Email: [brad.pillans@anu.edu.au](mailto:brad.pillans@anu.edu.au)

Mobile: 0427-662112

# Events

9 SPA Q+spa +sofa	8 SPA Q +spa	7 DLX Q+S	6 DLX Q+S	5 DLX Q+S	4 DLX Q+S disabled	3 DLX Q+S	2 DLX Q+S	1 DLX Q+S	Reception
-------------------------	-----------------	--------------	--------------	--------------	--------------------------	--------------	--------------	--------------	-----------

10 FAM Q+S +3S
11 FAM Q+S +3S
12 FAM Q+2S

14 DLX Q+S
---------------

15 DLX Q+S
---------------

16 DLX Q+S
---------------

17 DLX Q+S
---------------

18 DLX Q+S
---------------

19 DLX Q+S
---------------

20 DLX Q+S
---------------

STOCKMANS Q+SPA +SOFA
-----------------------------



Outside picnic benches

COVERED COURTYARD	CONFERENCE AND FUNCTION FACILITY	RESTAURANT AND BAR
----------------------	---	--------------------------

**SWAGGERS MOTOR INN**  
**33-41 Laidlaw St**  
**ph. (02) 6226 9900**  
**Hosts: Gene & Tony Bernar**

2S	30 APT +Q	+2S
----	--------------	-----

29 APT Q+2S	28 SPA Q+2S +SPA	27 STD Q	26 STD Q	25 STD Q	24 STD Q	23 STD Q	22 STD Q	21 STD Q
----------------	------------------------	-------------	-------------	-------------	-------------	-------------	-------------	-------------

Parking for rooms 29 & 30

ENTRY

EXIT

LAIDLAW ST (MAIN STREET)

CASTOR ST



## REGISTRATION FORM

PEUGEOT PAGEANT 2015 IN YASS

Friday 17<sup>th</sup> April to Monday 20<sup>th</sup> April



Name(s): \_\_\_\_\_

Signature: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: Home ( ) \_\_\_\_\_ Mobile \_\_\_\_\_

I will represent the \_\_\_\_\_ car club at the Pageant

I expect to be driving a \_\_\_\_\_ Registration number \_\_\_\_\_

I am interested in participating in the motorkhana: YES or NO (circle which applies)

Special dietary requirements: \_\_\_\_\_

\_\_\_\_\_

### REGISTRATION FEES AND PAYMENT

Early bird registration is \$150 per person, rising to \$165 per person from March 13, 2015.

Registration includes the following meals: Saturday lunch & dinner, Sunday lunch & dinner and Monday breakfast; plus entry to Binalong car museum and pageant 'goodies' bag.

1. Payment may be made by either:

(a) Cheque payable to Peugeot Association of Canberra, or

(b) Direct deposit to the PAC bank account, BSB 633-000, account number 120005178

Please identify your transaction with your name and the words 'pageant 2015'

2. Indicate here how you paid: cheque enclosed or direct debit

3. EITHER: post this form to Peugeot Association of Canberra, PO Box 711, Civic Square, ACT, 2608, and send an email confirmation to [brad.pillans@anu.edu.au](mailto:brad.pillans@anu.edu.au) OR, scan this form and email to Brad.

4. Cancellation: if you cancel after Friday 4<sup>th</sup> April, a charge of \$100 per registration will apply

*The fine print: At the Peugeot Pageant you are responsible for your own actions. Pageant activities reflect normal lifestyle activities. Prudent care is to be applied by all participants. No responsibility is implied or accepted by the organisers.*



# WHEELS 2015

KINGS PARK  
SUNDAY 8<sup>th</sup> March, 2015  
10:00 AM to 2:00 PM

A Car Show for all Marques & Models – Vintage, Veteran, Classic & Modern

Promoted by: **Council of ACT Motoring Clubs**

Sponsored by: **Shannons Insurance**

**Entry Fee: gold coin donation to charity**

Exhibitors: please assemble vehicles before 9:30 am

Organised by: Mercedes Benz, MG and Rolls Royce & Bentley clubs of ACT

Contact: Richard Jackson, phone: (02) 6282 5287 or 0429 1407 46

email: [info@actmotorclubs.org.au](mailto:info@actmotorclubs.org.au)

Web: <http://ACTMotorClubs.org.au>

**Entry and Parking: (see map below)**

**Participating cars and bikes must only enter and exit via the Gate indicated as follows:**

**Gate 1 (off Kings Avenue):**

All motorbikes, Antique and Classic, **French**, Japanese, Mercedes, MX5, Queanbeyan Veteran and Vintage, STHARC);

**Gate 2 (off Parkes Way):**

All British cars (including Rolls Royce and Bentley), BMW, Audi, VW, Porsche, Sports/Racing Clubs including those with trailers), ad hoc visiting car clubs, and emergency service vehicles;

**Gate 3 (off Constitution Avenue):**

American, ACT Street Machines, all Fords, all GMH, all Italian vehicles. Individual car clubs and separate marques will be allocated to sign-posted areas. Marshals will direct cars to their allocated areas, so please observe their direction.



There will be **NO Public Parking or Public access via Parkes Way**. Public parking will only be available in the Defence Car Park and Constitution Avenue car parks. Entrance to these car parks will **ONLY** be as follows:

Defence Car Park, via the pedestrian lights at the northern end of Kings Avenue Bridge;

Constitution Avenue Car Park from near Blundell's Cottage.

Please note that **all club coordinators and marshals** should attend the important pre-briefing at the **Merchant Navy Memorial** on **Sunday 1 March at 9.30am**.

Download the wall poster here: [Wheels2015 wall poster](#)

or the signboard poster here: [Wheels2015 board poster](#)



On a recent trip to Sri Lanka, we saw a few older Pugs but this still working 403 was the best. Seen in Galle. Mike Garrett.



Pictorial



## French car market down 6.8% in December

David Leggett

The French car market posted a larger than expected 6.8% year-on-year decline in December as it struggled against a weak domestic economy.

According to CCFA data, car sales in France declined to 163,382 vehicles last month and in the full year were up by a slender 0.3% to stand at 1,795,913 units.

However, it was the first time that the annual French car market has grown since 2009. December's fall follows a 2.3% year-on-year decline posted in November and a 3.8% drop in October.

Analysts say that consumers in France remain reluctant to spend on big-ticket items amid continuing concern over high unemployment and uncertainties over government economic policy.

The CCFA data confirms the French car makers' continuing dominance of their domestic market with a combined share of just over 55% last year. The top ten models were all supplied by the two big French groups. The highest ranking model from a non-French group was the VW Polo in 11th spot and sales of 40,407 units last year.

### New car sales France Jan-Dec 2014

	units	%ch
PSA Peugeot Citroën	536,146	1.6
Peugeot	305,015	5.3
Citroën	199,385	2.4
DS	31,746	-27.2
Groupe Renault	456,425	6.8
Renault	353,906	4.8
Dacia	102,519	14.1
French Groups	993,793	3.9
Others	802,120	-3.8
<b>Total</b>	<b>1,795,913</b>	<b>0.3</b>

### Top Ten Car Lines

Renault Clio IV	105,182
Peugeot 208	83,965
Renault Captur	62,985
Peugeot 308 II	60,842
Citroën C3 II	59,627
Peugeot 2008	54,161
Renault Scenic III	49,068
Citroën C4 II Picasso	45,339
Renault Megane III	44,791
Dacia Sandero	44,357

Source: CCFA

## Is Peugeot winding down its Hybrid Air project?

The death of PSA Peugeot Citroën's innovative Hybrid Air program appears to have been greatly exaggerated, a spokesperson for the company told Automotive News Europe.

The French press had been reporting that the system, which relies partially on compressed air for power, was to be shelved because PSA couldn't find a cost-sharing partner, with Les Echos citing the September departure of project leader Karim Mokaddem.

"We have no plans to cancel the project," a PSA spokesperson told ANE, adding that the company was planning on Mokaddem leaving once the compressed-air system's development phase was complete. "We are now waiting for another partner to help us begin the production stage."

So while the program doesn't appear to be totally shelved, it looks like there was at least something to Les Echos' report, and something worth keeping an eye on in the future.

When PSA Peugeot Citroën unveiled their revolutionary Hybrid Air setup back in early 2013 they said it would be ready for a 2016 launch in a B-segment production car but that won't happen. It seems development costs are on the rise and putting the technology into a car costs an estimated

€500 million so PSA is looking for another automaker willing to share costs.

Nevertheless, the technology is indeed promising as PSA estimates a Hybrid Air system can reduce fuel consumption of a city car by more than 40 percent. They say a C3 or 208 would average 2.9 liters / 100 km (81.1 mpg US or 97.4 mpg UK) with CO2 emissions of 69 g/km and in city driving would run on air for 60-80 percent of the time with zero emissions.

As a reminder, a Hybrid Air system encompasses a conventional gasoline combustion engine working together with compressed air, a hydraulic motor pump and an automatic gearbox featuring an epicyclic gear train. It compresses air while coasting and braking and then uses it for accelerations and PSA mentions the car can be driven in three modes: pet-

rol, petrol & air combined or just on air.

It's going to be tricky to implement the setup on a production car since PSA research and development boss Gilles Le Borgne has previously declared that for the technology to make economic sense they would have to sell approximately 500,000 units per year since the system has many parts that current regular cars don't have, like the special transmission, hydraulic motors and 300-bar gas tanks.

Autoblog and Automotive News Europe



## Big year for French car sales in Australia

Peter Wilson

In 2014 French cars gained record market acceptance in Australia, with a manufacturer topping the long-desired target of 10,000 new registrations for the first time.

It wasn't Peugeot, which had hoped to build on its peak of 8,807 units in 2007 and then saw sales plummet in the global financial crisis. It was Renault, riding a fresh wave, that got there first with an expanding spread of dealerships, glitzy new models, in some cases Korean build pricing, and commercial contracts.

Still, Peugeot held its ground in a year in which some big players took big hits in sales. Amid the end-of-year specials frenzy, its November and December results were not spectacular at 344 and 348 respectively but improved on the same months in 2013.

Peugeot Automobiles Australia finished the year with 4,394 new registrations, just 19 units short of 2013, but importantly ahead of the 2 per cent fall in the national market and well placed with a key new model for this year.

It moved from No 24 to No 23 on the leaderboard as Great Wall fell out of favour. Citroën, Peugeot's stablemate at Sime Darby Motors, came back from the near dead to achieve a 35 per cent rise in registrations to

1,207 units, according to official industry figures. The other French-built make, the Smart with 108 registrations, slipped 17 per cent in sales.

Peugeot's strength came from the crossover boom. The SUV/crossover segment climbed last year to a record 32 per cent of the Australian market at the expense of sedans and hatches.

The best-selling Peugeot was the 4008, which found a 38 per cent gain in popularity to achieve 1,240 new registrations and moved up the model leaderboard to No 145 from No 148.

The 4008's French-styled clone, the Citroën C4 Aircross, did not fare as well, with its sales falling from 133 in 2013 to 50 this year.

My neighbour, the Sydney correspondent of France's prestigious *Le Monde*, recently interviewed French chefs who had come to Sydney to pick up the local trend to add Asian flavour nuances to traditional French and other dishes.

The 4008 justified adding a French character to the Japanese "cuisine" of Mitsubishi's ASX, which in 2014 became Australia's most popular crossover, its 10,404 registrations being 35 per cent up on 2013. After all, eight of Australia's top ten models are Asian and Renault is tapping its Asian factories.

The Peugeot group was slow to respond





to the SUV/crossover wave that seemed against the officially desirable goal of smaller, more economical vehicles. Like the 4007 – 37 units mopped up last year's extended runout – the 4008 was an interim move to gain a slice of the action and in some parts of Paris headquarters was not regarded as a real part of the family.

However, the Aircross did well in France with 3,978 registrations, ahead of the Renault Koleos that has done so well here and the 4008 didn't make the top 100 models.

Peugeot's other important crossover, the 2008, arrived late in 2013 and in its first full year achieved 488 registrations. It will soon be up against the Renault Captur, which in its first full year ranked No 3 model in French sales behind the Renault Clio and Peugeot 208.

Interest in Peugeot's first crossover of its own, the 3008, fell back 35 per cent to 115. The new grille coming this year might buck things up for the model. If Peugeot phases out the 4008 in its model cull, it won't have a French equivalent when the crossover craze is gaining momentum in Europe.

This year 39 new crossovers will hit the market, but nothing new from Peugeot or Citroën, until the arrival of the C4 Cactus in the second half of 2015. Peugeot's big hope, here and in France is the Car of the Year all-new 308. It's early days for it but between the runouts and the surprisingly agile new three-potter, total 308 registra-

tions soared 53 per cent from 656 in 2013 to 1,004 in 2014.

A wagon option is a strength – the first batch of 40 new Touring models sold out quickly, with a waiting list ready for the next shipment. The range will continue to attract interest as it expands to include heartier drive trains. First, a 1.6-litre turbo petrol engine, then GT variants with a 151kW/285Nm turbo or a high-output, 2.0-litre 133kW/400Nm HDi.

Although the model is relatively new, the 208 lost ground here with a 13 per cent fall in plates to 869. It also fell in France but remained No 2. The crossover boom has dented sedan and hatch sales in the Australian market, but popular models are holding up. The Toyota Corolla remained Australia's top seller, up 1 per cent to 43,745 units; the Mazda3 was up 3 per cent to No 2 and the Hyundai i30 was up 3 per cent to 31,505 at No 4.

The Commodore broke the trend away from big cars for a 9 per cent gain to 31,505 registrations to hold No 5. Despite its publicised failings, the VW Golf gained 10 per cent on plates – 19,545 – and made 10 in its

debut on the Top Ten list.

The VW Polo gained 18% to achieve 6,607 at No 48. Renault gained 43 per cent to achieve its 10,014 total and moved up the leaderboard from 21 to 19, spearheaded by the Clio, up 277 per cent to 2,611 units at No 96, the Megane, up 9 per cent to 2,066 units at No 110 and the Koleos, up 9 per cent to 1,709 units at No 126.

Renault also had bumper sales of its vans. Australians bought 1,113,224 new cars in 2014. Toyota was the top selling brand with 18.3 per cent of the market, followed by Holden with 9.5 per cent and Mazda with 9 per cent.

The Pugilist



## The 403 marks 60 years

Despite Peugeot's firm belief in the single-model doctrine after World War II, the company knew right at the outset that however successful the Peugeot 203 might be, it was not going to last forever.

A replacement had to be put on the drawing board. Work on the Peugeot 403 started in the autumn of 1950. The company was forced to recognise privately that its policy of preferring quality to quantity came at a cost: its prewar French market share of 24 per cent dropped to barely 17 per cent in the 1950s (of course, there were no foreign cars in France at the time), to the joy of their competitors, mainly Simca, whose Aronde had just been launched and which soon became a favourite with those who could not get a Peugeot 203!



At any rate, the future Peugeot 403 was soon defined as "...a more widely selling car, in keeping with purchasing power". It must be remembered that the useful volume of the 203 was not much in relation to its external dimensions, as the Lincoln Zephyr style from which it descended had been for a significantly larger body.

With the Peugeot 403, the style was no longer American, but Italian. Jean Pierre Peugeot was very impressed when he saw at the Turin Motor Show in April, 1951 the way Farina had modified the look of the Nash Rambler,

*The most exciting car you'll ever drive!*

Still One of the World's Seven Finest Cars

Peugeot is not brash or flashy. It appeals to the class of motorist who prefers proven performance, function and reliability with restrained elegance. Peugeot is the car that leads your kind of life.

It is mature . . . it is sensitive . . . it is sensible. Yet, for all Peugeot's outstanding qualities, its price is remarkably low for a car which keeps such distinguished high-priced company.

Price £1,218.10.0 including tax.

# PEUGEOT 403

Let a test drive prove Peugeot's exceptional performance

**YORK MOTORS PTY. LTD.**  
101-111 William Street, Sydney, Tel: 31 0444  
and at Peugeot dealers throughout New South Wales

*Australian Concessionaires: Continental & General Distributors Pty. Ltd., West Heidelberg, Victoria.*



the ugly first US compact car, and the next month the Milan firm was signed up to help with the Peugeot 303 and 403 studies.

When the Rambler was shown at the Zurich motor show the Peugeot designers nearly had kittens at some of the similarities but some fast Italian talking smoothed things over. After all, his designs for the Peugeot 403 also had significant differences and Farina was flavour of the month.

A fruitful collaboration was set up between Peugeot and Pininfarina and lasted at least up to the 406 coupé.

The prototype 403 with a Fiat 1400 engine was delivered to Peugeot in May 1952. Jean-Pierre liked its look, but agonised over whether the new car should have an extra side window beside the rear door and checked what was in US new car catalogues.

In October 1952, the new model was endorsed and then the engineers began their job of working out the structure of the sedan and how to make it, and the dies and pressings needed for producing the sedan and its heavier duty commercial variations.

The designing of the 403 began in an unfavourable economic atmosphere, but the model counted on an improvement in the social position of potential buyers.

Despite this, Peugeot management was cautious, and the car was more innovative in its looks than in its engineering features. Even though it shared a large number of parts with the 203, it remained on the drawing board for five long years, which



may even have been a deliberate ploy on the part of Peugeot.

With its rather massive lines, the 403 stood for comfort, sturdiness and safety. It even claimed to offer its future buyers more respectability. The overall dimensions of the new model were larger than those of its predecessor: it was 12cm longer and 5cm wider, which altered its proportions to some extent.

It looked very different to the 203, so much

The official introduction of the 403 in Paris.

so that some even worried that it showed a trend towards extravagant luxury. Peugeot management was aware of the problem and decided to combat it by reducing the price of the Peugeot 203, which was still being produced.

This initiative was unexpectedly successful and 203 sales scaled even greater



heights. Even though the more technically minded observers could see that the two models were in fact just a model and a quarter, Peugeot was dragged into a two-model policy that was quite literally dictated by events! For the driver, the Peugeot 403 was not very much different from the 203.

For the first time, a Peugeot car had a convex windscreen, a fully synchronised gearbox and some hundred extra kilos on the scales. This made it rather stolid, and it seemed that the 16 extra hp provided by the new 1,468 cc engine that had been on the shelf for several years – the bore had been increased from 75 to 80 mm – could not do much about that.

In fact, the 403 was faster than the 203 by about 15 kmh (it clocked 135 kmh), more responsive and more supple. On the other hand, the improvement in soundproofing and comfort (suspension and seats) and the increase in available space soon gave the 403 the reputation of being a middle-class car, with no particular claims to sportsmanship.

Not that that was going to stop the specialists from altering the motor with their customary enthusiasm. Peugeot canned the 303 project and the marquette is shown at the Peugeot Museum (Farina did not waste the work, selling Simca the Vedette design).

In the 1950s, the 203/403 tandem enabled Peugeot to keep up a good indus-



trial rate, but this was not achieved at the cost of quality. In 1959, for instance, Peugeot dealers were given a guarantee allowance of 500 francs per car, whereas at the other end of the spectrum, Citroën dealers were supported to the tune of 2,300: francs for each DS.

Gradually, and despite there being two

Peugeot studying the effectiveness of its progressive crumple monocoque design in 1957.

models, manufacturing times were reduced significantly, and the 403 took scarcely more time to make than the 203. On average,

the time required to build a car dropped from 440 hours in 1950 to about 250 hours in 1955 and a little over 200 hours in 1957. Consequently, the production rates were also increased, and soon reached 600 cars a day.

This was also the rate at which Peugeot manufactured their sober, yet distinguished convertible 403, which later became identified with one of its most famous users, Inspector Columbo.

At the other end of the range, utility and estate Peugeot 403s were also great successes in France and even greater successes in French-speaking Africa. So much so that from Senegal to the Ivory Coast, almost all bush-taxis were Peugeots. They gave faithful service for 20 or 30 years, till their bodies were completely corroded, or right up to their final crash with a particularly murderous truck.

The first French Indenor diesel engine was mass-produced from September, 1959 onwards, and used in 403Ds. It would put Peugeot in a niche where it long occupied the place of undisputed master.



Through The Pugilist, based on articles from Andre Costa & Dominique Pagneux.



## Snapshot, 1969: Who set the Miura among the Peugeots?

25 January 2015

In the late 1960s, Paul Bouvot was responsible for Peugeot's series models in his role as chief designer. But he secretly yearned for a more exotic automobile...

From the 1950s onwards, Bouvot worked on Peugeot's new small saloons and coupés but, after closing time, his wish was to drive home in something more sporty. He'd already owned many Ferraris and, by the end of the 1960s, he had his eye on a new Ferrari 275 GTB/4.

Bouvot was well-connected, so asked his Italian friend Sergio Pininfarina – who had designed several cars for Peugeot – whether he could quickly source him such a car.

However, before the Turinese designer had the chance to look, Bouvot snapped up a Lamborghini Miura – penned by Pininfarina's rival Bertone, of course.

### Car park surprise

The next time Pininfarina was in Paris, he spotted the white Lamborghini in the employee car park surrounded by modest Peugeots, and was highly amused at the cheeky design chief's bravado. Next morning, Alain Peugeot took a birds-eye picture of the ironic scene, wrote a tongue-in-cheek message on his business card, and left both

on Bouvot's desk.

But Bouvot soon experienced a sobering moment. While on a drive with a friend in his Bertone-bodied supercar, a pebble jammed the throttle open at 140mph. The only way he could stop the car was to withdraw the ignition key; at 110mph, it pirouetted twice in the rain, yet they came to a stop, somehow unharmed. The next day, the wild bull was sold.

Photo: Archiv Marc Bouvot





# **PAC Minutes of General Meeting**

## **25 November 2014**

### **Weston Club, Weston ACT**

#### **Persons Present**

Brad Pillans	President
Ross Stephens	Secretary
Neil Sperring	
Glen Bryden	
Neil Birch	
Alan Lance	
Greg Francis	
Jim Taylor	
Col Handley	

#### **Apologies**

John Bower  
Ian Brock  
Bill MacNamee

#### **Introduction**

1. The meeting opened at 8:26pm, following dinner in the Weston Club Bistro.

#### **Minutes of last meeting**

2. The minutes of the previous meeting were read and accepted.

#### **Financial report**

3. The Treasurers Report was presented by Glen Bryden, this included the Auditors Report that was not available at last month's AGM, the period of Audit being 1 Oct 13 to 1 Oct 14:

a. Cash at Bank is \$11,196.27, with no significant outgoings

b. In view of the healthy financial position Glen proposed that the Membership Fee remain unchanged.

c. Brad Moved the Treasurer's Report be accepted, Seconded Jim Taylor, Result: Carried.

#### **Secretary's report**

4. Inward correspondence

a. Letter from GFC Automotive Services, in Fyshwick, advising change of Business Name and offering Car clubs a discount for Car detailing for the Months of November and December.

5. Outward correspondence - nil

#### **Council of ACT Motor Clubs (CACTMC)**

6. a. Information Request to PAC, regarding a CRS Registered Peugeot.

b. The next CACTMC meeting will be held on Thursday 15 January 2015.

#### **General business**

7. Peugeot Pageant planning by the sub-committee continues with a view to having registration circular available early in the new year:

a. Revised Dates 17-20 April 2015.

b. Most of the program is complete with indicative costing, a timetable of events and venues determined.

8. In view of the up coming Pageant, a review of PAC memorabilia indicated that stocks of stickers and badges etc. needs replenishing.

#### **Close**

9. The Meeting closed at 9.25pm. The next meeting will be held on 24 February 2015.

