

# ROAR

Magazine of the Peugeot Association of Canberra



February 2016

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### ON THE COVER

A 403 wagon in Milton, on the NSW south coast, December 2015. Mike Garrett.

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>

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**G**reetings all,

Welcome back. I hope that all members have had an enjoyable and automotively trouble-free summer break. With so many other people on holiday, Sue and I prefer not to travel during the summer school holidays and we spent a quiet Christmas in Canberra.

The first club meeting of the year will be held at 8pm on Tuesday 23rd February at the Raiders Weston Club, with dinner and drinks from 7 pm.

Meteorologically speaking, the days and nights are very pleasant, as we move towards autumn, so I encourage members to take advantage of 'Goldilocks' driving conditions – not too hot and not too cold – and join us at the Weston Club. There will also be a club BBQ in March at a place and time to be advised and the club will provide food and beverages. An email notice will be sent to members immediately following the club meeting.

I enjoyed watching the Australian Open Tennis in January. Several Australian players enjoyed moderate success, but it has been many years since an Australian player won the men's or women's singles title. This year, the men's title was won by the seemingly unstoppable Novak Djokovic, wearing a highly visible Peugeot logo on his shirt.

Peugeot also had another notable sporting achievement, in January, winning the 2016 Dakar Rally in South America. The famous Paris-Dakar Rally, first held in 1978, not surprisingly ran from Paris to Dakar, in Senegal. Peugeot enjoyed strong success, winning in four consecutive years (1987-1990) before the marque pulled out of rallying to focus on other motorsports. However, with increasing security threats in North Africa, in 2009 the event was moved to South America, although it was, and still is, called the Dakar Rally.

There are four classes of vehicles in the Dakar – bikes, quads, cars and trucks. In this years race the Peugeot 2008 DKR dominated the race in the cars category, winning 9 out of 12 stages. The winning driver for Team Peugeot Total was Stephane Peterhansel, who had previously won the event in 1991, 1992, 1993 1995, 1997 and 1998 (in the bike category) and again in 2004, 2005, 2007, 2012 and 2013 (cars, but not Pugs), making him the most successful competitor in the history of the rally.

The Peugeot 2008 DKR looks like something out of a Mad Max film – a vehicle that can go anywhere anytime in the harshest terrain, at break-neck speed. It is therefore somewhat surprising to discover that the DKR is 2-wheel drive (rear wheel drive), competing in a class which has been generally dominated by 4WD vehicles.

However, competition rules allow 2WD vehicles to be lighter and have larger wheels, both of which provide advantages over 4WD in certain terrain types. In winning the 2016 Dakar Rally, the 2008 DKR became the first diesel-powered 2WD to win the event in its 27-year history.

Meanwhile back in Australia, the annual



Peugeot Pageant is looming and will be hosted by the NSW club at Oberon, in the Blue Mountains. The pageant will be held over the weekend of the 8th and 9th of April, two weeks after Easter.

As in previous years, most participants will arrive on the Friday and depart on the Monday. Sue and I have paid our registration fee and booked a room at The Big Trout Motel, where the pageant will be based. All the usual pageant events will be held, including a concours, motorkhana and observation run, with points scored in each event being counted towards the club championship.

The ACT club are the current holders of the motorkhana trophy and I hope we can retain that again this year. Much depends on a good turnout of club members, so I encourage any of you to participate for the glory of the club. I have no doubt that this will be well organised and fun weekend.

Keep on Pugging.

Brad Pillans



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# CLASSIFIEDS

## FOR SALE

### 203 Peugeot 1949

203 Peugeot 1949. Fully restored to original condition, some years ago, and still looks good (see photo at right). Six volt battery system. Factory sun-roof. Windscreen sun-visor and roof-rack (both as new). Old tyres could do with replacing, but otherwise a very nice car and always popular at car displays. Currently on NSW historic plates. \$7,500 ono. Brad Pillans 0427 662 112.



## PARTS

### 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 Mølvig 02 49986152, located near Cessnock NSW.

# CLUB EVENTS 2016

**23 February 2016**

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

**22 March 2016**

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

**25-28 March 2016**

Easter

**8-11 April 2016**

Peugeot Pageant - Oberon.

**26 April 2016**

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

**15 May 2016**

Shannons Wheels 2016 - 10am to 2pm, Lawns of Old Parliament House, Canberra.

# FRENCH CAR DRIVES 2016

**Proposed program of French car drives, 4th Sunday of even month**

**28 February 2016** - The Scope Café is currently closed, so instead we will enjoy Tourist Drive 5 and visit Tidbinbilla Tracking Station, afternoon tea at Moon Rock Café. Meet at the Visitor Centre at 2.30pm.

**24 April 2016** - Bungendore, afternoon tea and walking tour of this historic village June 26: Gunning, lunch at Merino café

**28 August 2016** - Jugiong, lunch at Long Track Pantry

**23 October 2016** - Mt Stromlo, tour of recently restored Directors House. Hopefully Scope Café will have re-opened.

**4 December 2016** - 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



# COUNTDOWN FOR PEUGEOT DISCOUNT



Organisers of the Peugeot Pageant at Oberon in April after Easter expect a rush of registrations in the next weeks.

Graeme Cosier said the NSW club, which is hosting this year's national gathering, had a good number of fully paid registrants. Most were members from different parts of NSW who regularly attended pageants and liked the opportunity to catch up with their Peugeot friends.

Graeme said he expected a rush of payments after the February club magazines go out with a reminder to join in.

"Members realise they have to sign up promptly before the early bird discount ends on 20 February," he said. "I know Peugeot people and that's usually what they do." The pageant fee will rise from \$190 a head to \$205 for bookings after the deadline.

Two motels are fully booked for the Pageant and intending participants should book their rooms soon before the motels release any rooms to the public. Venue limits may restrict Pageant numbers to 80 and priority will be given to those in order of pageant fees being received and having accommodation.

Graeme is joining the organising team in Oberon in early February to check all Pageant details on the ground. The Pageant is being held two weeks after Easter, from Friday, 8 April to Monday 11 April.

The small town high in timber country of the NSW central highlands has welcomed the prospect of hosting the pageant, with local officials pitching in to assist organise the event and expressing the hope that other car clubs will follow the Peugeots in the future.

The format will follow the traditional annual pattern. Dinner on the Friday, concours on Saturday morning, a motorkhana and driving skills event on Saturday afternoon, and an observation run on Sunday morning with lunch at a huge private garden. Free time in the afternoon can be used to inspect the 4.04-hectare garden and water garden, or see some of the many other interesting museums (military, district and heritage railway), a pri-

vate tractor collection, etc in or around town.

The presentation dinner will be on Sunday night and the event will conclude with breakfast on Monday morning. All meals will be included from Friday dinner to Monday breakfast. The Big Trout Motel or Titania Motel (both 3 1/2 star and both have free WiFi) are 550 metres apart.

The main Pageant motel and venue for all the breakfasts will be The Big Trout Motel. Most rooms have a queen and a single bed in them and are very clean and spacious. These will be \$125 a night for room only for two. Talk to Maria or one of her assistants for prices of other room configurations, which include queen and 3 singles; 2 queens, 1 single with a spa; and a 2 bedroom unit with one bathroom. Ph 02 6336 2100 (Maria) and mention the Peugeot Pageant for the special rates.

The Titania Motel has queen and single rooms for \$125 a night for two (or smaller double rooms for \$109 per night) for room only. Talk to Denise for prices of other room configurations which include queen and single with kitchenette; queen and 3 singles; 2 bedrooms self-contained with 2 separate toilets; a 1 bedroom self-contained unit; and a 3 bedroom cottage. Most have air cond. Ph 02 6336 1377 or 1800 462 376 (Denise) and mention the Peugeot Pageant for the special rates.

Otherwise, there is the Highlands Motor Inn (3 1/2 star) – Ph 02 6336 1866, or the Jenolan Caravan Park (in Oberon) which has sites and cabins – Ph 02 6336 0344.

Pageant fees are \$190 per person, with the price rising to \$205 per person on 20 February 2016.

Please note: The Pageant registration fee includes all meals, including hot breakfasts.

PW, PCCNSW





## REGISTRATION FORM

### Peugeot Pageant 2016 Oberon

Friday 8 to Monday 11 April

**PAYMENT OF \$190 PER PERSON IS DUE BY 19 FEBRUARY FOR EARLY BIRD DISCOUNT, OTHERWISE A LATE FEE OF \$15 PER PERSON WILL APPLY.**

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

Postal address \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

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

Phone: H \_\_\_\_\_ Mob 04 \_\_\_\_\_

I will represent the \_\_\_\_\_ (state) car club at the Pageant.

I plan to be driving a \_\_\_\_\_ with registration number \_\_\_\_\_

Please list any special dietary requirements: \_\_\_\_\_

I have booked my accommodation at ☐ Big Trout Motel; ☐ Titania Motel;

☐ Other: (please indicate name) \_\_\_\_\_

I/we are interested in participating in the Borgs factory tour on Mon morning: ☐ N; ☐ Y (how many?) \_\_\_\_\_

#### FEES, PAYMENT and FINE PRINT

**On 20 February, the registration fee rises to \$205.** The fee includes three hot breakfasts, two lunches, three dinners, entry to all events, and a welcome goodies bag. Entry to motorkhana and Mayfield Garden is NOT included.

#### Payment can be made by:

☐ CHEQUE to Peugeot Car Club of NSW, PO Box 404, Gladesville, NSW, 1675 OR

☐ EFT to PCC NSW BSB 082-352 A/C 035 838 284 and state your name and "Pageant".

**Final date for registration is 25 March 2016. No refunds are possible after this date.**

**On completion**, either: Email the completed form to [pageant@peugeotclub.asn.au](mailto:pageant@peugeotclub.asn.au); or mail to: Anne or Graeme Cosier, 61 Woodcourt Rd, Berowra Heights NSW 2082; Let us know when you have sent your money.

**Questions to Graeme or Anne Cosier** 02 9456 1697, 0418 203 195 or email the above email address.

***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.*

# SHANNONS WHEELS 2016

## Shannons Wheels 2016

**Date** Sunday, 15th May 2016, 10:00am to 2:00pm

**Venue** Lawns of Old Parliament House, Canberra  
A Car Show for all Marques & Models – Vintage, Veteran, Classic & Modern vehicles Promoted by: Council of ACT Motoring Clubs

**Hosted by** BMW Owner's Club of ACT

**Sponsored by** Shannons Insurance

**Details** <http://ACTMotorClubs.org.au>

**Entry Fee** Gold coin donation to charity Exhibitors: please assemble vehicles before 9:30 am 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.

## AROUND Oz – 2016

NSW club member Bruce Knowling and his wife are organising a relaxing tour of Australia over 68 days in 2016. The convoy will leave on Thursday 14 April from Blaxland and finish on 20 June, travelling in a clockwise direction. Bruce is accepting expressions of interest, contact him on 02 4739 8372 or via email: [brucek@jista.com.au](mailto:brucek@jista.com.au)



## Roland Peugeot was architect of merger

Roland Peugeot, the man behind the merger of French auto makers Peugeot and Citroën died on January 7, the company said. He was 89.

During his tenure as chairman of the family firm's supervisory board, in 1976, Peugeot acquired 90 per cent stake of Citroën from Michelin at the French government's request to save the tyre company from bankruptcy.

It was a move to avoid Fiat taking over Citroën and an opportunity for Peugeot to gain a larger international dimension.

The group then came to be called PSA Peugeot Citroën. Peugeot turned Citroën around quickly, dumped the SM and two-rotor engine and selling off Maserati.

In 1978, PSA bought European and Iranian subsidiaries of the ailing Chrysler group, which included Simca and the Rootes group, to avoid a Japanese takeover.

In 1982 after another oil hike, the overstretched PSA encountered serious financial difficulties and the Peugeot family hired the services of the outspoken technocrat Jacques Calvet, who became CEO for 13 years from 1984 and restructured production.

Born in 1926, Roland was a grandson of Robert Peugeot, who succeeded Armand Peugeot as a dynamic head of the family company until 1941.

Roland was one of the first leaders of the firm to study at Harvard.

He worked his way through different positions with the company. He became head of Établissements Peugeot Frères in 1959, following his father Jean-Pierre.

He was chairman of the supervisory board between 1972 and 1998, when he stepped down after the appointment of Jean-Martin Folz as CEO, and advisor to the supervisory board between 2001 and 2014. He left when Dongfeng bought into the firm.

He was a member of the board of directors of Automobiles Peugeot from 1982 to 1996.

He was the father of Jean-Philippe Peugeot, chairman of Établissements Peugeot Frères and director and vice-chairman of FFP.

In 1960, Roland delivered personally a ransom of 50 million francs in notes to individuals who had kidnapped his three-year-old son Eric and the boy turned up unharmed in a Paris cafe. Eric Peugeot now works outside the group.

The Pugilist.





## Peugeot must improve performance in Germany - CEO in magazine

Maria Sheahan and Mark Potter

PSA Peugeot Citroën must urgently improve its position in Germany, where it lags peers because it is failing to convince customers of the value and attractiveness of its cars, Chief Executive Carlos Tavares told a German magazine in November 2015.

"The unsatisfactory results in Germany are apparently due to the fact that German customers are not as convinced of our products as the Spanish, French, Austrian or Dutch ones are," automotive magazine *Auto Motor und Sport* quoted Tavares as saying in an interview.

He said PSA needed to improve its image as well as its dealership network in Germany, where its Peugeot and Citroën brands had a combined market share of about 3.3 percent in January to October this year, compared with 21 percent held by the VW brand or 7.1 percent by Opel.

"I do not want to accept that as normal. We must get better in Germany," Tavares said.

Asked whether he was interested in taking on new investors, he said PSA could

remain independent but did not need to do so.

"I'll talk to anyone. The main point is: If I am talking to someone I want to be in good shape," he said, while adding he was currently not in negotiations with any one particular party.

PSA expects to be back in the black this year, after swinging to its first profit since 2011 in the first half of this year and despite some headwinds from currency effects and a slowdown in the Chinese market, he said.

"With a return on sales of 5 percent we

are back on par with our rivals and not at the end of the field," he said, adding he expected 2015 vehicle sales to be stable versus 2014. (Reporting by Maria Sheahan; Editing by Mark Potter)

Reuters





## Market stymies France's plan to sell Peugeot shares

February 17, 2016

Helene Fouquet, Blaise Robinson, and Mark Deen

Nearly 24 months after France bailed out Peugeot jointly with China's Dongfeng Motor, the state is ready to dispose of its stake in the carmaker.

The company's full-year results, slated to be released next Tuesday, will provide a gauge for the state to determine the extent of the company's turnaround and help it decide on a possible exit.

While the state will pocket a profit of about €600m if it sells the stake now, it may have missed an opportunity to have made a great deal more by not selling the shares in May, when the stock hit an almost four-year high. Since then, an industry emissions scandal together with tumbling global markets have pulled down auto stocks. Peugeot shares have sunk 35% since May 27.

"The timing to sell Peugeot shares is plain negative," said Saxo Bank trader Andrea Tueni. "There has been a carnage in the auto sector with the emissions scandal and worries about global growth, so selling at these levels doesn't make sense at all."

Peugeot shares tumbled as much as 5.1% yesterday. Peugeot, which posted three consecutive years of losses, is expected to report a profit of €1.03bn for 2015. Global sales rose 1.2% last year, led by a 5.9% gain in Europe.

"The state helped the company rebound magnificently," Louis Gallois, Peugeot's supervisory board chairman, said this month.

That has not prevented a slide in Peugeot shares. The tumble since the end of May has shrunk the value of the state's stake by about €768m. Car makers are the second-worst performers in Europe after banks this year, down

21%. The sector is one of the cheapest, trading at 7.7 times expected earnings in the next 12 months.

Peugeot was rescued in February 2014, when the French state and Chinese partner Dongfeng announced the purchase of 14% each. The Peugeot family owns another 14%. An exit by the state might remove a roadblock to a partnership with an industrial group for the French carmaker, including a greater participation by Dongfeng.

Bloomberg



## Compliance of tested PSA Peugeot Citroën vehicles

January 15 2016

PSA has announced the results of the tests conducted by the technical committee led by French environment minister Ségolène Royal. These results attest to the absence of anomalies on PSA Peugeot Citroën vehicles.

The purpose of the tests, which were carried out by French testing laboratory UTAC, was to verify vehicle compliance with regard to pollutant emissions. The test results confirm the validity of PSA Peugeot Citroën's choices in terms of pollutant emission treatment technology.

These initial results also confirm the effectiveness of the BlueHDi after-treatment system, which includes selective catalytic reduction (SCR) technology positioned upstream of the particulate filter, to treat the nitrogen oxides (NOx) released by diesel engines.

This technology has been deployed on all of the Group's Euro6 vehicles since late 2013. PSA Peugeot Citroën has not been the subject of a search by France's General

Directorate for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF).

Sime DarbyMotors Group  
PEUGEOT AUSTRALIA



## Great News for Mark 1 504 Coupe/Cabriolet & 404 Coupe/Cabriolet owners

18 January 2016

Amicale 504 are re-manufacturing headlamps for the Mark 1 504 Coupe/Cabriolet & 404 Coupe/Cabriolet

Dear friends collectors,  
For many years we sought the re-manufacture of now unobtainable low/high beam headlamps H4 and high beam headlamps H1, in full compliance with current European standards.

The Association "Amicale 504" and the "Amicale Alpine A310 4 cylinders" has identified a global supplier capable of re-manufacturing, at a reasonable price, a minimum threshold number of 1.000 lighthouses (500 pairs) for:

- Peugeot 504 Coupe / Cabriolet (1969/1974)
- Peugeot 404 Coupe / Cabriolet (1967/1969)

- Alpine A310 & A310 4-cylinder V6 (1971/1974)

These headlamps have the same reflector bowl and optical setting, but specific fitments: Alpine on one side, Peugeot 504 CC Series 1 (1969/1974) and the CC 404 (calender lighthouse 1967/1969) on the other side. The two fitment options will be produced in the program for each of the vehicles and managed respectively by each association (subscription form for 504 CC headlamps attached).

We encourage you to spread the news to your members by any means available to you.

Amicale 504

[www.amicale504.fr](http://www.amicale504.fr)

Contact : [pieces@amicale504.fr](mailto:pieces@amicale504.fr) or [web-master@amicale504.fr](mailto:web-master@amicale504.fr)





## Peugeot 308 R HYbrid re-view

Peugeot's 308 R HYbrid concept feels almost production ready but should Peugeot build it?

A mere concept it may be for the time being, but the 308 R HYbrid feels almost production ready on this evidence. Peugeot Sport says it is waiting to judge the reaction to the car from the world's press before making any further decisions, and the reaction from Auto Express is; build it. Having put this much time, money and engineering effort into the project so far, and made this much progress, Peugeot would be mad NOT to build this car.

So what's not to like about the following set of head-

line re-writing credentials; 500bhp, 730Nm of torque, four wheel-drive, 1550kg, 94.1mpg and 70g/km, all wrapped up within the entirely practical skin of what appears to be a mildly breathed upon Peugeot 308 GTi?

Answer; you can't actually buy this car yet. Indeed, unless the engineers at Peugeot

Sport persuade their bosses to turn the 308 R HYbrid Concept into a production reality, you might never be able to drive this incredible car.

But having now driven the 308 R HYbrid, and driven it properly at a track for one full morning with none of the usual "please can

you only do 40mph in it because it's a concept car and we've only got one them" restrictions, I can tell you one thing without hesitation; Peugeot should build this car, and build it soon.

The 308 R HYbrid is a potential game-changer if ever there was one. Considering the cars it would look to compete with – everything from a Honda Civic Type R up to and beyond the forthcoming new Ford Focus RS and Audi's RS3 – that means it has the





potential to be more than just very good. On this evidence, it could even be the car to finally pick up where the 205 GTi left off for Peugeot all those years ago. That's how significant the 308 R HYbrid COULD be – if the bosses at Peugeot decide to make it.

Powered by a mixture of 1.6-litre petrol turbo engine and two electric motors – one at the front axle, another at the rear – the 308 R Hybrid has been in development for the last year and a half at Peugeot Sport. It could well herald a new era at Peugeot, not to mention a new direction for the hot hatchback in general.

There are three different driving modes in the car; full electric (known as ZEV), hybrid, and hybrid sport. In full electric mode you are propelled by two 85kw electric motors, each boasting 115bhp. You can do up to 60mph in full electric mode before the 1.6-litre petrol engine comes alive, and at that point you have 270bhp and 330Nm beneath your right foot, about the same as the regular 308 GTi by Peugeot Sport, in other words.

In hybrid mode, however, the electric motors are also used to fill in the gaps between gear changes, and during those brief moments when the petrol turbo engine is off boost. So in hybrid mode the car feels a bit like it's powered by an atmospheric 3.0-litre V6, with zero lag, a fast but still slightly clumsy shifting six-speed auto gearbox and absolutely no let up in its acceleration between gear changes.

But the moment you press the hybrid

sport button on the steering wheel, you get the full benefits of all three motors (one petrol, two electric) and 400bhp to play with. And in launch mode that gives you 500bhp and a faintly astonishing 730Nm until you back away from the throttle, at which point the engine reverts to a mere 400bhp. In hybrid sport mode the R HYbrid transforms from feeling like an unusually torquey hot hatch into something altogether more incredible, and a whole lot more ridiculous in terms of pure, straight line acceleration.

Peugeot Sport claims a 0-62mph time of "less than 4.0sec" with a standing 400m time of 12.2sec, and a standing kilometre time of 22.5sec. Top speed is restricted to 155mph, but in practice the 308 R HYbrid feels a fair bit quicker than even these numbers would suggest. The instant response to the throttle courtesy of the electric motors is fantastic, at any revs, and seemingly in any gear; you always get the same immediate hit of energy – and therefore acceleration – no matter what gear you are in. And it's a unique experience in a hot hatch.

Ultimately this car is all about its powertrain, obviously, but at the same time Peugeot Sport has worked equally hard – and seemingly done just as good a job – on making the chassis match up to the power

and torque. The handling, steering and even the ride of the 308 R HYbrid feel sharp, tidy, polished, composed. The car feels ready to go on sale, in a nutshell, and that's just what Peugeot should do – before someone else gets there first and steals their thunder.

### Key specs

**Model:** Peugeot 308 R HYbrid

**Price:** n/a

**Engine:** 1.6-litre 4cyl turbo + 2 elec motors

**Transmission:** 6-speed auto, four-wheel drive

**Power/Torque:** 500bhp/730Nm

**0-62mph/Top speed:** Sub 4.0s/155mph limited

**Economy/CO2:** 94.1mpg/70g/km

Auto Express



## New chief on way

A new chief for Peugeot distributor Sime Darby Australia is expected to be announced later this month.

It's been business as usual for the company since John Startari stepped down in November.

John oversaw the reorganisation required to handle the integration of the Citroën brand into the Sime Darby operation, the changes to handle logistics for New Zealand from Sydney and introduced some innovations in customer service to boost customer loyalty.

John had made the major decisions for operations and the experienced management team was working to his plans, Peugeot spokesman Tyson Bowen told The Pugilist.

Australian operations come under the wing of New Zealand Sime Darby chief Pat McKenna.

PeterWilson

## Can a Pug go for a service on its own?

Watch out, Apple and Google. The Peugeot group is working to improve its connectivity solutions so they rival or beat the high-tech competition.

When editor Simon tested the latest 208 Allure, he was able to connect his phone to the Pug's electronics and listen to his music via Bluetooth without looking at the manual.

That is the kind of simple and seamless connectivity that PSA Peugeot Citroën is seeking to strengthen customer loyalty. The group's first connectivity chief, 44-year old Brigitte Courtehoux, however, says that offering customers a range of apps and an experience that matches what they get from their consumer electronics will not be easy because that skill is not part of any automaker's DNA.

As the firm's director of connected services and mobility for the past two years, the European auto industry's Woman of the Year for 2015 sees it's her job to try to bring the changes. The Peugeots, Citroëns and DSs of the future will be supercomputers on wheels, with centralised processors replacing most of the dozens of modules in a modern car.

In interviews with auto publications, Brigitte said customers are already used to using their smartphones for things such as navigation and infotainment. Cars will need IT embedded to handle issues other than entertainment, from cyber security to prevent hacking

and cloud-based technology to privacy and autonomous driving.

The new players, Apple and Google, have shown that they can respond to what customers want. Google is talking to Ford already about production while Apple is being secretive. However, the automaker works with the long development cycle of three to five years before a car is launched while for consumer electronics, the development cycle is only 18 months to two years.

"The real difficulty is offering customers solutions that also compete in the [consumer electronics] markets," she said. Peugeot's strategy is to work on the solutions that will allow that; upgrading quickly is important.

"We have a long list of things we must do to compete in this sector. We have a long way to go, as well," she said. Autonomous driving will rely on connectivity in many ways.

"The car must be able to connect to maps, receive real-time information and to communicate with other cars," Brigitte said. "Also, autonomous driving will allow us to provide more services to customers.

"What we are working on now is the needs and experiences that our customers will have tomorrow. "In the future you won't have to drive your car to the dealership for maintenance. You won't have to go to your dealership because the car will drive itself there and back autonomously, possibly by 2020."

To make autonomous driving successful, all automakers must be on board, she said. Partnerships will be important as cost

is a huge factor with all the R&D money involved. It means working with cloud based technology providers, cyber security groups, IT providers and key component suppliers such as Bosch, Continental and Delphi that are preparing for changes.

Updates to apps after the cars are sold introduce another cost to the maker that has to be taken into account. – IT will cost more after the launch than before.

Brigitte said a feature of Peugeot's connected car roadmap is the over-the-air updating of several key functions. Since 2010 Peugeot has been able to remotely update the telematics unit that forms the core of its European emergency calling system. This was before Tesla stole a march on the US industry in designing its Model S to receive smartphone-style remote updates.

In Peugeot's next step, over-the-air will come to maps and navigation, and later updating remotely the software in its car's head units "Adding connectivity and autonomous driving solutions will be a challenge for everyone," Brigitte said. "Initially new technology is very expensive, but if you have millions and millions of cars on the road that are autonomous, then prices will decrease very quickly.

"The other change will be that autonomous driving will likely cause the overall number of cars sold globally to decrease."

Peugeot will begin to offer more connectivity solutions than at present in the new DS flagship this year, beginning in China with the rollout of DS Connect. "We

have been first in class in connectivity among our competitors [there]," Brigitte said.

"Chinese customers are more willing to accept connectivity. Everything is done online there, while in Europe and elsewhere, customers are less connected. The new applications will also roll out in the higher-end Peugeot models first. But the automaker realises it is crucial to offer connectivity in all its cars.

- A jury of journalists chose Brigitte, la directrice de la business unit Services Connectés et Mobilité de PSA Peugeot Citroën, as Woman of the Year for 2015 on behalf of Wave, the association Women And Vehicles in Europe. The award honours a woman doing well in a vital and influential role in the traditionally very male auto sector and who could inspire young women in their career choices.

From Automotive News Europe and Automotive IT International and The Pugilist



Brigitte Courtehoux: Work in auto IT an inspiration to young women.



## Enter the fresh Pug people

Peter Wilson

The 308's status as 2014 European Car of the Year was becoming old hat in 2015 but it appealed sufficiently to Peugeot new car buyers for it to become the marque's most popular model last year.

In contrast to the way other brand's SUV sales have eroded sales of their hottest sedan models, the 308 scored almost twice as many new registrations in 2015 as the 2014 leader, the Peugeot 4008.

The 308 had a 50 per cent rise in deliveries to 1,515, up from 1,004 in 2014, while the 4008 dropped 33 per cent from 1,240 units to 825, according to the auto industry statistician.

In most years, the three-oh series has been Peugeot's money spinner here. Last year the 308 overtook the Captur to be third most popular model in its French home market.

The biggest local tick for the 308 came from Woolworths, a business known to strike extremely tough terms with its suppliers, when the grocery giant ordered 800 of them to replace its fleet of manager vehicles over three years.

Woolies shopped around, did the sums on offers from just over 20 manufac-

turers and declared the Peugeot response "head and shoulders above the rest", according to the distributor.

The curiosity about the deal is that while Peugeot has been fostering the Australian diesel car market since 1979 and enjoyed the boom in diesel demand early this century, it is now selling

petrol-powered 308 Actives to Woolies.

They will gradually replace the fresh food people's Ford diesels with petrol Pugs that will give them better fuel economy. It was a combination of price, efficiency, desirability and comfort that swung the deal.

As the Pugs have the latest European





low emissions standard, years ahead of Australian standards, the grocer will have both the fresh Pug people and the freshest air fleet. With updated models, Peugeot Automobiles Australia has had Nigel Wright chasing fleet sales and he has also bagged a deal with cosmetics company Nutrimetics to replace its beauty saleswomen's Fords with 250 "more aspirational" Pug SUVs.

Most will get 2008s, but great results can score a 3008 or 4008. Nigel told the trade press Peugeot's fleet deals could have knock-on benefits for the retail market. Peugeot public relations manager Tyson Bowen said the vote of confidence from big businesses goes some way to banishing the myth that Peugeots are expensive to live with.

"We've not been in this space before and when you start talking about big fleets, fleets are driven by both running costs, servicing costs and support," he told GoAuto News. It helped dispel the perception that Peugeots are weak on running expenses. Peugeot can handle a big fleet, he said. "We service them, we look after them, but it's the same as what we would do for our customers. It's great to have those proof points to tell people perception is one thing, but here is the reality."

That was the good news from a year that started with improved sales but from May things slowed down. Peugeot reached

2,500 new registrations in the first half, compared to 2,239 units in the first half of 2014, but it finished the year with 4,000, down 9 per cent from the 4,394 in 2014.

Three months dropped into the 200s, then deliveries slumped to 194 in December, the lowest monthly figure since Sime Darby took over Peugeot distribution. If part of the problem was minimal representation in the important Sydney market with just four dealerships, that situation has been improved with two Ford dealerships investing in Blue Boxes in the Penrith area and near the Alexandria auto sales hub.

The Peugeot group is firing up again in Europe at last, lifting to 20 per cent, and the distributor is confident of improvement here. The new 208 model arrived down under too late in the year to have an impact on sales after the runout and the 2015 total of 736 was down on the 869 of 2014.

The 2008 was also down, 315 units after 488 in 2014.

Renault's smallest were going great guns. Its most popular model was the Clio, up 6 per cent to 2,767 and the Captur small SUV with 1,614 in its first year. However, Renault's Megane slipped back to 1,912 from 2,066 and the Koleos SUV fell to 1,419 from 1,709.

Interest fell in Peugeot's big car, the 508, with 341 on new plates compared with 357 in 2014. Despite the winding back of the minerals boom and sales of work utes slipping, big dollars were being spent on luxury cars with bumper

sales at the high end and Mercedes (22,817) moving more cars than Ford (19,817).

The national market reached a record 1,155,408 new vehicles in 2015, a 3.8 per cent gain on 2014. German cars almost out-sold locally built ones as Australian production is winding up, with Ford's exit this year and Holden and Toyota next year. (An exception is France's Thales Australia, due to build 1,100 new Hawkei light military vehicles in Bendigo when it finishes its armoured Bushmaster contract.)

In 10 years demand for Australian-made cars has halved from 248,000 in 2005 to 97,443 last year, the lowest since 1953.

Toyota remained market leader with 203,371, down a mere 13 units and for the first time full importer Mazda (up 13 per cent to 114,024 thanks to the introduction of the CX-3 small SUV) beat Holden (down 3 per cent to 102,951), with Hyundai fourth with 102,004.

Volkswagen sailed through its diesel scandal with a 10 per cent gain here to remain No. 8 with 60,062 units. The Toyota Corolla was the most popular model (down 4 per cent to 42,073), with the Mazda3 second (down 11 per cent to 38,644) and the Hilux third (down 8 per cent to 25,161).

Renault led French deliveries with 11,525, up 15 per cent, while Citroën fell 15 per cent to 1,106. Smart fell to 76.

## Peugeot, Peterhansel win Dakar Rally

Dakar win is first for Peugeot in 26 years, 12th at Dakar for Peterhansel

Peugeot has won the Dakar Rally, exactly 26 years since the French marque last sealed victory on the endurance epic.

The all-new Peugeot 2008 DKR claimed nine stage wins out of a possible 12 in Argentina and Bolivia, with Frenchman Stéphane Peterhansel claiming his own 12th win on the event, having led from stage 10.

This was the crucial stage of the rally, run through the notorious Fiambala sand dunes. Many drivers struggled on the 278 kilometre section, which combined tricky navigation with almost impassable terrain.

Former Dakar winner Carlos Sainz, who was leading at the time, retired from the stage after a rock broke the spacer between the engine and the gearbox, making his Peugeot impossible to drive. And Mini driver Nasser Al-Attiyah, who was holding third, rolled within five kilometres of the stage start.

Despite that problem, the attrition meant that the Qatari moved up from third place to second, while

Stéphane Peterhansel -- the most successful driver in the history of the Dakar -- found himself with an hour's lead, after admitting that he "pushed like a crazy man."

From there, with just three stages remaining, the top two places didn't change, despite Al-Attiyah pushing as hard as he could to try and capitalize on any problems that might befall the lead Peugeot.

It was very much a rally of two halves, with the first week of action on WRC-style stages before the rest day in Salta dominated by the French machines. Nine-time world rally champion Sebastien Loeb took advantage of these

familiar surroundings to lead a Peugeot one-two-three on his Dakar debut.

But after the rest day, when the Dakar moved onto more classic off-piste roads and sand dunes, the event really started to bite. Loeb lost his advantage by rolling his car in a rocky river bed, and then Sainz had the problem that led to his retirement.

With Peterhansel and Al-Attiyah occupying the top two places, the best of the rest was another former winner, South African Giniel de Villiers in third, while former WRC star Mikko Hirvonen, who was making his Dakar debut, had a great run to fourth, claiming a stage win





a Peugeot on the Dakar too. To have finally done that and won with them is a very special moment.”

The only cloud on Peugeot’s horizon is a protest that has come in from Mini, alleging that Peterhansel illegally refueled on a road section. The protest was dismissed by the event stewards but Mini now aims to take it to a higher authority: the FFSA in France, which is the licensing body of the Dakar Rally. The results should be known within a month.

as well.

For Peterhansel, the victory was an emotional occasion as it came exactly 25 years after his very first Dakar win, on a motorbike. Since then, he has carried a tattered blue bandana that he wore round his neck on that event on very other occasion he has contested the Dakar – and this year

it brought him luck again.

“It’s like my special talisman,” he explained: the bandana tucked safely in the pocket of his overalls as always. “When I was first riding on the Dakar, I looked at all the Peugeots that were dominating the car race at the time and thought to myself that one day, I’d like to drive



### Results after Stage 13 (Rally finish)

1. Stéphane Peterhansel (F)/Jean-Paul Cottret (F) Peugeot 2008 DKR, 45 hours, 22 minutes, 10 seconds.
2. Nasser Al-Attiyah (QAT)/Mathieu Baumel (F) Mini, +34:58
3. Giniel de Villiers (ZAF)/Dirk von Zitzewitz (D) Toyota +1:02:47
4. Mikko Hirvonen (FIN)/Michel Perin (F) Mini +1:05:18
5. Leeroy Poulter (ZAF)/Robert Howie (ZAF) Toyota +1:30:43
6. Nani Roma (ESP)/Alex Haro (ESP) Mini +1:41:06
7. Cyril Despres (F)/David Castera (F) Peugeot 2008 DKR +1:49:04
8. Vladimir Vasilyev (RUS)/Konstantin Zhiltsov (RUS) Toyota +2:01:45
9. Sébastien Loeb (F)/Daniel Elena (MC) Peugeot 2008 DKR +2:22:09
10. Harry Hunt (GB)/Andy Schulz (D) Mini +3:11:30

Autoweek.com





# RETROSPECTIVE



## BASE JUMPING

*Pininfarina's shopping car turned sportster never really took off*

BAD REVIEWS can kill a stage show. Did critical response from the motoring press kill Pininfarina's Peugeot, the ingenious late 70s prototype for a low-cost sports car?

Neither Peugeot nor Pininfarina – long-time associates in automobile styling – explained why the stumpy little one-off disappeared from the European motor show circuit in 1977.

The Peugeot was a typical Pininfarina project in that it was conceived by the designer/coachbuilder rather than the manufacturer. In this case the car was based on the floorpan and running gear of Peugeot's bottom-of-the-range 104, a front-engine, front-drive sedan with about 42 kW from its east-west four cylinder 1124 cm<sup>3</sup> engine.

Peugeot acknowledged its interest and took the prototype for several months' testing and examination, but did not proceed with the idea. Neither did other manufacturers – Fiat, VW, Ford, Renault – with small sedans which might at the time have provided alternative sources of mechanicals.

Was it because some sections of the motoring press considered the car unattractive? *Road & Track*, for example, had quite some fun at the Peugeot's expense. On the car's debut at Turin in late 1978, *R&T* described it as "a curious bright yellow and blue blob... greeted with incredulity". At Geneva early the following year *R&T* identified

it as the "ugly little Peugeot from Turin last year".

Pininfarina, hardly accustomed to such cheek, stood on its dignity: "Apparently people have not yet appreciated that the emphasis is shifting from sheer style to pure design. The Peugeot is a piece of design."

Well, yes – fairly obviously the Peugeot was not "sheer style" in the long-standing traditions of motor show extravagance. That (as *R&T* went on to agree) was the whole point.

What Pininfarina was trying to demonstrate was the under-the-skin potential of a typical mass-produced family runabout. The argument did not depend on the car being a Peugeot. Any volume-built, low-cost, small-dimension car would have been suitable. Working from such a base, Pininfarina was saying, it very different car could be built – and built very simply.

As well as using all the major 104 mechanicals, the Peugeot retained a lot of the 104's auxiliary systems – its fresh-air and heater trunking, wiper mechanism, mirror controls, its instruments and their housings.

The flexibility of the bodiless 104 platform was partially restored by a full-width roll-over bar

behind the seats. Added stiffness came from deep rocker panels of moulded plastic which defined a belt line, above which were the plastic nose, tail and door panels.

The screen was mounted by its own frame. The rear window zipped into the arch of the roll-over bar, a cloth hood clipped between screen and roll-over bar, and the side-windows clipped onto the doors.

Simple as it all seemed, it was in fact even simpler. The rocker panels were symmetrical, as were the door-panels. Even the nose and the tail panels were the same. So the six main panels only needed three moulds.

Granted, there was more to the car than these six panels – firewall, seatback, wheel arch and boot-inner panels were required, as were front and rear bumper/light mouldings, each, of course, different from the other.

Nonetheless, Pininfarina had achieved a dramatic transformation of the small Peugeot sedan using only a minimum of panels – and making only minimum alteration to the basic 104 platform and running gear.

Perhaps the mistake was to insist on presenting the Peugeot as a sports car.

After its Turin debut in 1978, the car re-appeared at Geneva repainted red over silver and with the full-width screen replaced by a wrap-around perspex screen for the driver, the passenger's seat being covered by a tonneau panel. The story was that this illustrated the car's suitability for a one-make racing class.

It would undoubtedly have been a lot of fun. The 104 engine could readily have been improved to deliver 30 per cent more power, and even with its engine in standard form the prototype impressed one journalist lucky enough to sample it. Its wide, low-profile Michelins gave it plenty of grip, it was light enough to have entertaining acceleration, and at the same time its Peugeot underpinnings allowed it to be smooth, flexible and comfortable.

Even so, this emphasis on sportiness was rather losing the original plot. What the Pininfarina concept demonstrated was not so much that the humble shopping car could be transformed into a 1970s equivalent of a Bugeye Sprite.

More important was the potential of such an everyday design to provide the basis for a car which could be very different from its parent.

Yet the attraction of the idea persists today. Imagine, something like the Peugeot on the platform from a Barina, or a Chirade, or a...

GRAHAM HOWARD

## CORRECTION. 103.



~~\$34,995.~~ \$31,995:

ALL THESE refinements and a price reduction? How is this possible? By purchasing Australian manufactured parts, Peugeot is now able to land the new 405 in Australia for less.

This reduced price is even more impressive when you add the following features to the previously mentioned refinements: Climate control air conditioning. Electric windows on all doors. Electric mirrors. Power steering. 6-speaker, anti-theft radio/cassette. Remote central locking. Fully-independent suspension. These are standard in every new 405.

Like every Peugeot, the new 405 is about driving. The pure pleasure of driving. And, like every Peugeot, it benefits from a serious sporting heritage. This was capped off just weeks ago by 3rd place, 2nd place and

1st place at Le Mans (that's 1st place for two consecutive years).

The Peugeot 405 comes in four models. This superbly equipped SRI is priced from \$31,995. The sporty, ABS equipped M116 (with what's often acknowledged as the best handling front-wheel-drive chassis on the market), from \$41,995. The luxurious, leather-upholstered STI, from \$42,795. And the turbo charged, intercooled diesel SRDT, from \$32,995.

A very limited shipment of these new Peugeot 405s has just arrived. We stress the word limited. Your Peugeot dealer is waiting to share his enthusiasm for these new 405s with you.

For the name of your nearest authorised Peugeot dealer, consult the Yellow Pages or, for further information, please telephone (02) 796 5599.



Engineered to be enjoyed.

\*Peugeot 405 SRI (Manual). Dealer delivery fees and statutory charges additional. See from PC100000

**Peugeot Association of Canberra  
Minutes of the General Meeting  
24 November 2015 at the Weston Club ACT**

**Persons Present**

Brad Pillans	President
Ross Stephens	Secretary
Neil Sperring	
Glen Bryden	
Jim Taylor	
Bill MacNamee	
Greg Francis	
Allan Lance	

**Apologies**

John Bower  
Peter Rees

**Introduction**

1. The meeting opened at 8:15pm, following dinner in the Weston Club Bistro.

**Previous meeting**

2. The minutes of the previous meeting were read and accepted. Prop Brad, 2nd Greg F; Carried unanimously.

**Matters arising from the Minutes of the previous meeting**

3. The proposal to pay the first Our Car Club Subscription - \$100.00 p.a., from club funds has been done.

**Financial report**

4. The Treasurers Report was still unable to be presented as it remains with the Auditor and will be presented at the first available opportunity. Glen advised the meeting that there is \$11,884.93 Cash at Bank.

**Secretary's report**

5. Inward Correspondence  
a. Bank Statements  
b. Letter from CAMS offering PAC Membership.

6. Outward Correspondence  
a. Nil

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

7. Main points from the CACTMC General Meeting were as follows:

a. CACTMC responded to the NCA over their draconian approach to holding motoring activities on NCA controlled land.

b. Discussion on the viability of 'Wheels' for 2016 owing to difficulties with finding a club to organize it, and conditions imposed by the NCA. The conclusion was that a club would have to come forward by January 2016 if the activity was to go ahead as scheduled on 10 April 2016.

c. The 40th Terribly British day was a success with good support received by the ACT Government and the Tuggeranong Men's Shed whose members acted as Marshalls and collected donations for charity.

d. RTA Administration is moving from Dickson to a new facility at Hume, however, the Testing Station will remain at Dickson.

e. The Australian Historical Motoring Federation (AHMF) will be holding their national rally in 2020.

**General business**

8. Main Points of General Business were as follows:

a. Reminder to Members with H plated vehicles to carry a downloaded list of CACTMC endorsed events in their log books when using their vehicles for events other than those specified by PAC.

b. The 2016 Peugeot Pageant is to be held at Oberon NSW on 8-11 April 2016.

c. PAC Stickers: Owing to reduced holding and type of PAC stickers Neil Sperring proposed the motion that; the Club provide funds up to the value of \$200 on replacement stock, Seconded by Bill McNamee, Result; Carried.

**Action: Neil to seek the best value and design to advertise PAC.**

d. French Car Day at Telopea Park School – Not well attended by PAC and with a generally poor turnout by other clubs as well. This prompted discussion led by Neil Sperring on the prospect of creating a combined French Car Club for the ACT. The feeling of the meeting was that this was a good concept to ensure a better support and representation but would require negotiation to bring to fruition.

e. Brad reminded the meeting of the French Car Club BBQ to be held at Lake Ginninderra at 6pm on the 6th of December.

**Close**

9. There being no further business, the Meeting closed at 9:00pm. The next meeting will be held on 23 February 2016.