









# Peugeot

Peugeot S.A.



<b>Type</b>	Public subsidiary of PSA Peugeot Citroën
<b>Founded</b>	1882
<b>Headquarters</b>	Legal and Top level Administrative: Ave de la Grande Armée, Paris Operational: Sochaux, France
<b>Key people</b>	Roland Vardanega (Interim CEO), Jean- Pierre Ploue (Head Design)
<b>Industry</b>	Auto and Truck Manufacturers
<b>Products</b>	Peugeot 207, Peugeot 308, Peugeot 807, Peugeot 206, etc.
<b>Revenue</b>	▲ €56.3 billion (2005)
<b>Net income</b>	▲ €1.0 billion (2005)
<b>Employees</b>	207,200 (2005) PSA Group
<b>Website</b>	Peugeot.com



**Peugeot** is a major French car brand, part of PSA Peugeot Citroën, the second largest carmaker in Europe. Peugeot's roots go back to 19th-century coffee mill and bicycle manufacturing. The Peugeot Company and family is originally from Sochaux, France. Peugeot retains a large manufacturing plant and Peugeot Museum there. It also sponsors the Sochaux football club, founded in 1928 by a member of the Peugeot family.

## Company history

### Early history

The Peugeot family of Valentigney, Montbéliard, Franche-Comté, France, began in the manufacturing business in the 1700s. In 1842 they added production of coffee, pepper, salt and grinders. The company's entry into the vehicle market was by means of crinoline dresses, which used steel rods, leading to umbrella frames, saw blades, wire wheels, and ultimately bicycles. Armand Peugeot introduced his "Le Grand Bi" penny-farthing in 1882 and along with a range of other bicycles. Peugeot bicycles continued to be built until very recently, although the car company and bike company parted ways in 1926.

Armand Peugeot became interested in the automobile early on, and after meeting with Gottlieb Daimler and others, was convinced of its viability. The first Peugeot automobile (a three-wheeled steam-powered car designed by Léon Serpollet) was produced in 1889; only four were made. Steam power was heavy and bulky and required lengthy warmup times. In 1890, after meeting Gottlieb Daimler and Emile Levassor, steam was abandoned in favour of a four-wheeled car with a petrol-fuelled internal combustion engine built by Panhard under Daimler licence. The car was more sophisticated than many of its contemporaries, with a three-point suspension and a sliding-gear transmission.

More cars followed, twenty-nine being built in 1892, forty in 1894, seventy-two in 1895, 156 in 1898, and fully three hundred in 1899. These early models were given "Type" numbers with the **Type 12**, for example, dating from 1895. Peugeot became the first manufacturer to fit rubber tires to a petrol-powered car that year (solid tires). Peugeot was also an early pioneer in motor racing, entering the 1894 Paris-Rouen Rally with five cars (placing second, third {Pierre Giffard, who had conceived the trial}, and fifth {Koechlin}) and the 1895 Paris-Bordeaux with three, where they were beaten by Panhard's car (despite an average speed of 20.8 km/h (12.9 mph) and taking the 31,500 *franc* prize. This also marked the debut of Michelin pneumatic tyres in racing, also on a Peugeot; they proved insufficiently durable. Nevertheless, the vehicles were still very much horseless carriages in appearance and were steered by a tiller.

1896 saw the first Peugeot engines built; no longer were they reliant on Daimler. Designed by Rigoulot, the first engine was an 8 hp (6.0 kW) horizontal twin fitted to the back of the Type 15. It also served as the basis of a nearly exact copy produced by Rochet-Schneider. Further improvements followed: the engine



moved to the front on the **Type 48** and was soon under a hood (bonnet) at the front of the car, instead of hidden underneath; the steering wheel was adopted on the Type 36; and they began to look more like the modern car.

In 1896 Armand Peugeot broke away from Les Fils de Peugeot Frères to form his own company, Société Anonyme des Automobiles Peugeot, building a new factory at Audincourt to focus entirely on cars. In 1899, sales hit 300; total car sales for all of France that year were 1200. The same year, Lemaitre won the Nice-Castellane-Nice Rally in a special 5,850 cc (357 cu in) 20 hp (14.9 kW) racer.

At the 1901 Paris *Salon*, Peugeot debuted a tiny shaft-driven 652 cc (40 cu in) 5 hp (3.7 kW) one-cylinder, dubbed *Bébé* (Baby), and shed its conservative image, becoming a style leader. After placing nineteenth in the 1902 Paris-Vienna rally with a 50 hp (37.3 kW) 11,322 cc (691 cu in) racer, and failing to finish with two similar cars, Peugeot quit racing.

Peugeot added a motorcycle to its range in 1903, and motorcycles have been built under the Peugeot name ever since. By 1903, Peugeot produced half of the cars built in France, and they offered the 5 hp (4 kW) *Bébé*, a 6.5 hp (4.8 kW) four-seater, and an 8 hp (6.0 kW) and 12 hp (8.9 kW) resembling contemporary Mercedes models.

The 1907 *Salon* showed Peugeot's first six-cylinder, and marked Tony Huber joining as engine builder. By 1910, Peugeot's product line included a 1,149 cc (70 cu in) two-cylinder and six four-cylinders, of between 2 litres and 6 liters. In addition, a new factory opened the same year at Sochaux, which became the main plant in 1928.

A more famous name, Ettore Bugatti, designed the new 850 cc (52 cu in) four-cylinder *Bébé* of 1912. The same year, Peugeot returned to racing with a team of three driver-engineers (a breed typical of the pioneer period, exemplified by Enzo Ferrari among others): Jules Goux (graduate of *Arts et Métiers*, Paris), Paolo Zuccarelli (formerly of Hispano-Suiza), and Georges Boillot (collectively called *Les Charlatans*), with 26 year old Swiss engineer Ernest Henry to make their ideas reality. The company decided *voiturette* (light car) racing was not enough, and chose to try *grandes épreuves* (grand touring). They did so with an engineering *tour de force*: a DOHC 7.6 liter four cylinder (110x200 mm) with four valves *per* cylinder. It proved faster than other cars of its time, and Boillot won the 1912 French Grand Prix at an average of 68.45 mph (110.2 km/h), despite losing third gear and taking a twenty minute pit stop. In May 1913, Goux took one to Indianapolis, and won at an average of 75.92 mph (122.2 km/h), recording straightaway speeds of 93.5 mph (150.5 km/h).<sup>[14]</sup> In 1914, Boillot's 3 liter L5 set a new Indy lap record of 99.5 mph (160.1 km/h), and Duray placed second (beaten by ex-Peugeot ace René Thomas in a 6,235 cc (380 cu in) Delage). Another (driven by Boillot's brother, André) placed in 1915; similar models won in 1916 (Dario Resta) and 1919 (Howdy Wilcox).

For the 1913 French Grand Prix, an improved L5 (with 5,655 cc (345 cu in) engine) was produced with a pioneering ballbearing crankshaft, gear-driven camshafts, and dry sump lubrication, all of which soon became standard on racing cars; unfortunately, Zuccarelli was killed during testing on public roads, but Boillot easily won the event, making him (and Peugeot) the race's first double winner. For the 1914 French GP, Peugeot was overmatched by Mercedes, and despite a new innovation, four-wheel brakes (against the Benz's rear-only), Georges proved unable to match them and the car broke down. (Surprisingly, a 1914 model turned a 103 mph (165.8 km/h) lap in practice at Indy in 1949, yet it failed to qualify.) Peugeot was more fortunate in 1915, winning at the French GP and Vanderbilt Cup. During the First World War, Peugeot turned largely to arms production, becoming a major manufacturer of arms and military vehicles, from bicycles to tanks and shells.

## Inter-war years

Racing continued as well, with Boillot entering the 1919 Targa Florio in a 2.5 liter (150ci) car designed for an event pre-empted by World War One; the car had 200,000 km (124,000 mi) on it, yet Boillot won with an impressive drive (the best of his career) Peugeot's in his hands were third in the 1925 Targa, first in the 1922 and 1925 Coppa Florios, first in the 1923 and 1925 Touring Car Grands Prix, and first at the 1926 Spa 24 Hours. Peugeot introduced a five valve *per* cylinder, triple overhead cam engine for the Grand Prix, conceived by Marcel Gremillon (who had criticised the early DOHC); but the engine was a failure.

The same year, Peugeot debuted 10 hp (7.5 kW) and 14 hp (10.4 kW) fours, the larger based on the **Type 153**, and a 6 liter 25 hp (19 kW) sleeve valve six, as well as a new cyclecar, *La Quadrilette*.

During the '20s, Peugeot expanded, in 1926 splitting the cycle (pedal and motor) business off to form *Cycles Peugeot*, the consistently profitable cycle division seeking to free itself from the rather more cyclical auto business, and taking over the defunct Bellanger and De Dion companies in 1927. 1928 saw the introduction of the **Type 183**.

New for 1929 was the **Peugeot 201**, the cheapest car on the French market, and the first to use the later Peugeot trademark (and registered as such)—three digits with a central zero. The 201 would get independent front suspension in 1931, Soon afterwards the Depression hit; Peugeot sales decreased but the company survived.

In 1933, attempting a revival of fortune, the company unveiled a new, aerodynamically styled range. In 1934 Peugeot introduced the **402 BL Éclipse Décapotable**, the first convertible with a retractable hardtop — an idea followed later by the Ford Skyliner in the 1950s and revived in the modern era by the Mitsubishi 3000GT Spyder in 1995. More recently, many manufacturers have offered retractable hardtops, including Peugeot itself with the 206 cc.

Three interesting models of the thirties were the **Peugeot 202**, **Peugeot 302** and **Peugeot 402**. These cars had curvaceous bodies, with headlights behind sloping grille bars, evidently inspired by the Chrysler Airflow. The 2.1 liter 402 entered production in 1935 and was produced until the end of 1941, despite France's occupation by the Nazis. For 1936, there were the new Airflow-inspired 302 (which ran until 1938) and a 402-based large model, designed by Andrean, which featured a vertical fin and bumper, with the first high-mounted taillight. The entry-level 202 was built in series from 1938-1942, and about 20 more examples were built from existing stocks of supplies in February 1945. The 202 lifted Peugeot's sales in 1939 to 52,796, just behind Citroën. Regular production began again in mid-1946, and lasted into 1949.

## Post World War II

In 1946, the company restarted car production with the 202, delivering 14000 copies. In 1947, Peugeot introduced the **Peugeot 203**, with coil springs, rack-and-pinion steering, and hydraulic brakes. The 203 set new Peugeot sales records, remaining in production until 1960. Peugeot would take over Chenard-Walcker and buy a part of Hotchkiss in 1950, then introduce a popular model in 1955: the **Peugeot 403**. With a 1.5 liter engine, it sold one million copies by the end of its production run in 1962, The company began selling cars in the United States in 1958, and in 1960 introduced the **Peugeot 404**, which used a 1,618 cc (99 cu in) version of the 403 engine, tilted 45°. The 404 proved rugged enough to win the East African Safari Rally, in four of the six years between 1963 and 1968. More models followed, many styled by Pininfarina such as the 504, one of Peugeot's most distinctive models. Like many European manufacturers, collaboration with other firms increased; Peugeot worked with Renault from 1966 and Volvo from 1972.

## Take over of Citroën and formation of PSA

In 1974 Peugeot bought a 30% share of Citroën, and took it over completely in 1975 after the French government gave large sums of money to the new company. Citroën was in financial trouble because it developed too many radical new models for its financial resources. Some of them, notably the Citroën SM and the Comotor rotary engine venture proved unprofitable. Others, the Citroën CX and Citroën GS for example, proved very successful in the marketplace.

The joint parent company became the PSA (Peugeot Société Anonyme) group, which aimed to keep separate identities for both the Peugeot and Citroën brands, while sharing engineering and technical resources. Peugeot thus briefly controlled the valuable racing brand name Maserati, but disposed of it in May 1975 out of short term financial concerns.

Both Citroën enthusiasts and automotive journalists point out that the company's innovation and flair took a marked downturn with the acquisition. The Citroën brand has continued to be successful in terms of sales, and now achieves over a million units annually.

## 1980s and beyond

All of this investment caused serious financial problems for the entire PSA group; PSA lost money from 1980 to 1985. The Peugeot takeover of Chrysler Europe had seen the aging Chrysler Sunbeam, Horizon, Avenger and Alpine ranges rebranded as Talbots. There were also new Talbots in the early 1980s—the Solara (a saloon version of the Alpine hatchback), and the Samba (a small hatchback to replace the Sunbeam). In 1983 Peugeot launched the popular and successful **Peugeot 205**, which is largely credited for turning the company's fortunes around. In 1984 PSA developed its first contacts with The People's Republic of China, resulting in the successful Dongfeng Peugeot-Citroën Automobile venture in Wuhan.

In 1986, the company dropped the Talbot brand for passenger cars when it ceased production of the Simca-based Horizon/Alpine/Solara models. What was to be called the Talbot Arizona became the **309**, with the former Rootes plant in Ryton and Simca plant in Poissy being turned over for Peugeot assembly. Producing Peugeots in Ryton was significant, as it signalled the very first time Peugeots would be built in Britain. The Talbot name survived for a little longer on commercial vehicles until 1992 before being shelved completely.

As experienced by other European volume car makers, Peugeot's U.S. and Canadian sales faltered and finally became uneconomical, as the **Peugeot 505** design aged. Several ideas to turn around sales in the United States, such as including the Peugeot 205 in its lineup, were considered but not pursued. In the early nineties, the newly introduced **Peugeot 405** proved uncompetitive with domestic and import models in the same market segment, and sold less than 1,000 units. Total sales fell to 4,261 units in 1990 and 2,240 through July, 1991. This caused the company to cease U.S. and Canada operations after 33 years. There are currently no known plans to return to the American market. Peugeot currently sells vehicles in Mexico. Peugeot Mexico

Beginning in the late 1990s, with Jean-Martin Folz as president of PSA, the Peugeot-Citroën combination seems to have found a better balance. Savings in costs are no longer made to the detriment of style. On April 18, 2006, PSA Peugeot Citroën announced the closure of the Ryton manufacturing facility in Coventry, England. This announcement resulted in the loss of 2,300 jobs as well as about 5,000 jobs in the supply chain. The plant produced its last **Peugeot 206** on December 12, 2006 and finally closed down in January 2007.

Peugeot is developing a diesel-electric hybrid version of the **Peugeot 307** that can reach 80 mpg. It is a 2-door cabriolet and is currently only in the concept stages, but if it reaches production would be one of the more fuel efficient cars available.



Peugeot is a long way off from its ambitious target of selling 4 million units annually by the end of the decade. This year its sales projects put it at 2 million, but chief executive Jean-Philippe Collin has a plan in place to reach the targets set out by parent company PSA.

The plan involves expansion on two fronts. Firstly, Peugeot plans on developing new models to compete in segments where it currently does not compete. Collin figures the French automaker currently competes in 72% of market segments, but wants to get that figure up to 90%. Despite Peugeot's sportscar racing program, the company is not prepared to build a pure sportscar any more hardcore than the upcoming 308 RC Z sports-coupe. It is pursuing government funding to develop a diesel-hybrid drivetrain, however, which might be key to its expansion.

Peugeot is also planning on pursuing new markets, namely in China, Russia and South America. However, while a return to the North American market is being considered, especially in light of the weak American dollar, Collin maintains that such a move would still be several years off.

## **Peugeot Avenue**

Peugeot have stores located on the Champs Elysees in Paris, as well as Berlin. The Berlin showroom is larger than the Paris one, but both feature regularly changing mini-exhibitions featuring production and concept cars. Both also feature a small Peugeot Boutique, and they are popular places for Peugeot fans to visit. Peugeot Avenue Berlin also features a Café, called Café de France.

## **European Car of the Year**

Peugeot has produced three winners of the European Car of the Year award.

1969: Peugeot 504

1988: Peugeot 405

2002: Peugeot 307

Other Peugeot models have come in either second or third in the contest.

1980: Peugeot 505

1984: Peugeot 205

1996: Peugeot 406

1999: Peugeot 206

## Electric propulsion

Further information: PSA Peugeot Citroën

- Peugeot has presented in the Paris Motor Show a new concept hybrid electric sports sedan. Similar to the drivetrain model used in the upcoming Chevy Volt, the 2009 Peugeot RC concept promises the ability to run solely off electric power for extended periods, with a hybrid electric powertrain filling in the gaps when extra range is needed. The Peugeot RC HYmotion4 includes a 70 kW electric motor at the front wheels.
- The Peugeot PROLOGUE HYmotion4 is in many ways the opposite of the same company's RC HYmotion4 concept. The Prologue puts the internal combustion engine up front and runs on diesel instead of gasoline with the electric motor going at the back.

## Other products

Peugeot also produced bicycles starting in 1882 in Beaulieu, France (with ten Tour de France wins between 1903 and 1983) followed by motorcycles and cars in 1889. In the late 1980s Peugeot sold the North American rights to the Peugeot bicycle name to ProCycle in Canada (also known as CCM and better known for its ice hockey equipment) and the European rights to Cycleurope S.A.

Peugeot remains a major producer of scooters, underbones, mopeds and bicycles in Europe. The Peugeot Scoot'Elec is an electric motor scooter.













































































LONDON PARIS  
**HOLLAND & HOLLAND**  
SINCE 1835































