

# 406

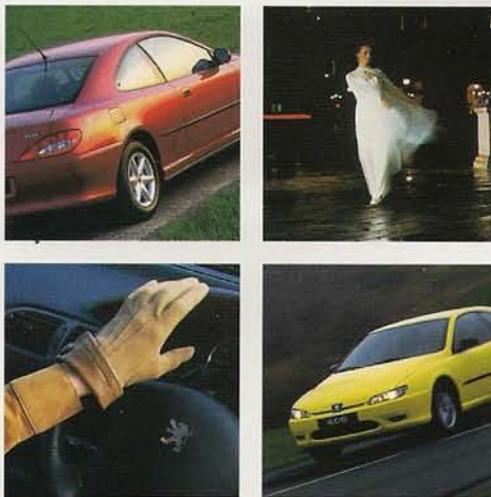
## *Coupé*



**PEUGEOT**  
THE DRIVE OF YOUR LIFE

# W

ITH THE CREATION of the new 406 Coupé, Peugeot have introduced a thrilling and stylish car into a market crowded with the commonplace. After only a single motorshow appearance, it was acclaimed as one of the most dynamic and distinctive new cars for years – not a bad impression to make in an industry long used to innovation and improvement. Anyone who enjoys the spirit of excitement



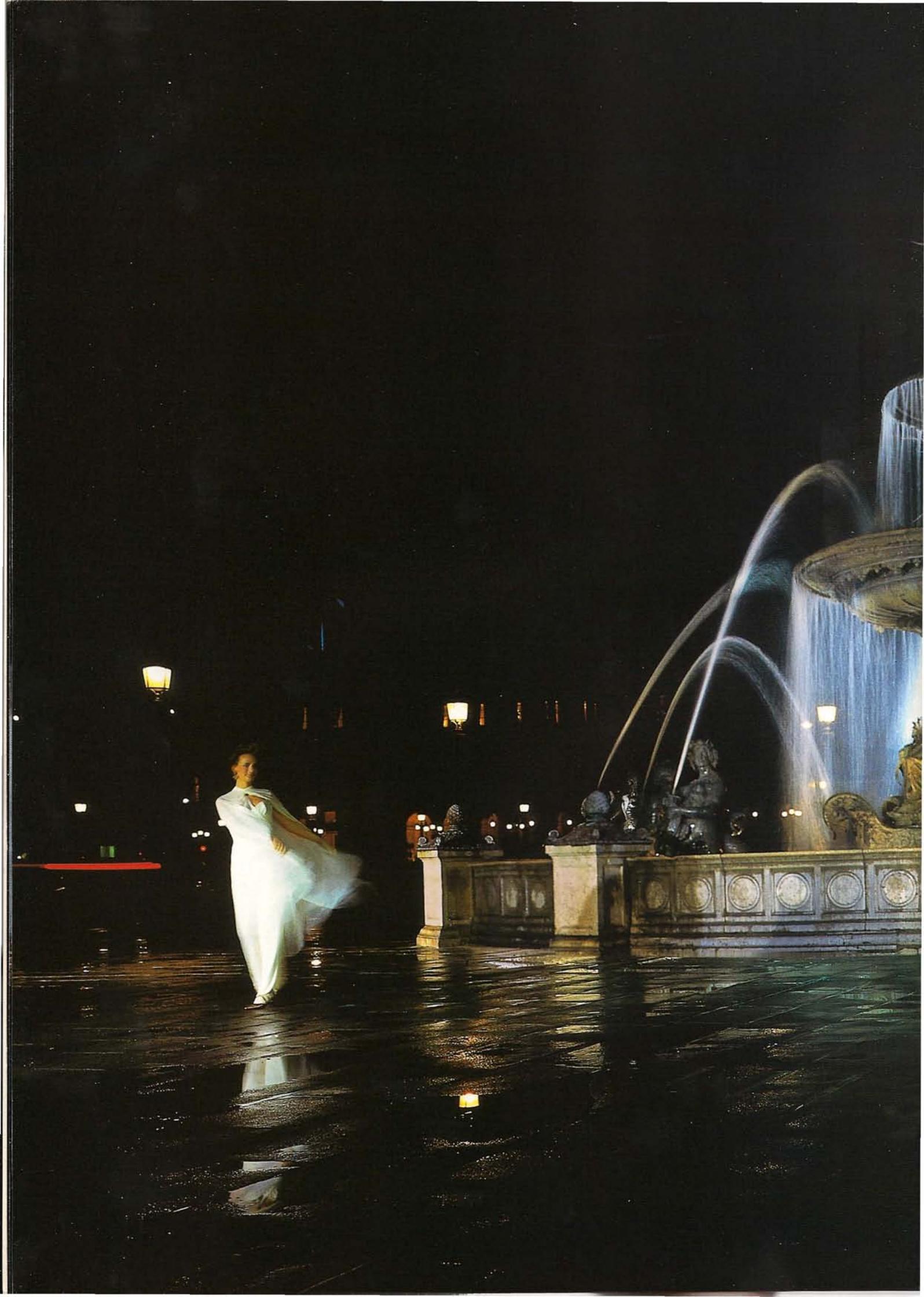
and elegance that this striking Coupé evokes is likely to be similarly impressed. It is gloriously liberated from modern design orthodoxy and it has an originality that will inspire intense pride of ownership. It features some highly advanced technology that makes it thrilling to drive – but also reassuringly safe. And it offers sumptuous interior comfort and the high levels of specification that make the difference between getting there in style and just getting there. Above all, the 406 Coupé stands out as having qualities that so few cars ever possess – pure, unmistakable style. The new Peugeot 406 Coupé. It's out – and it's out on its own.

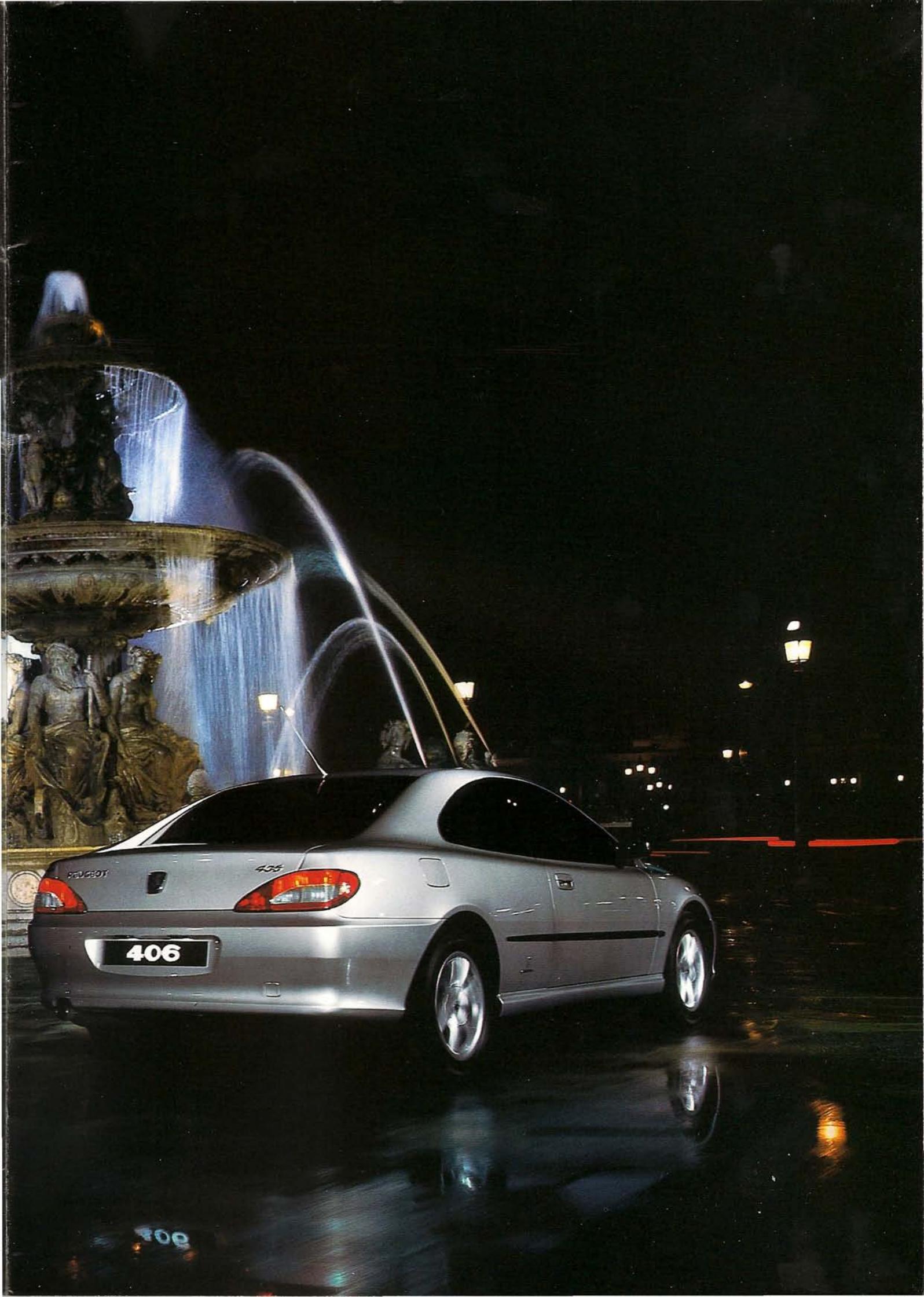




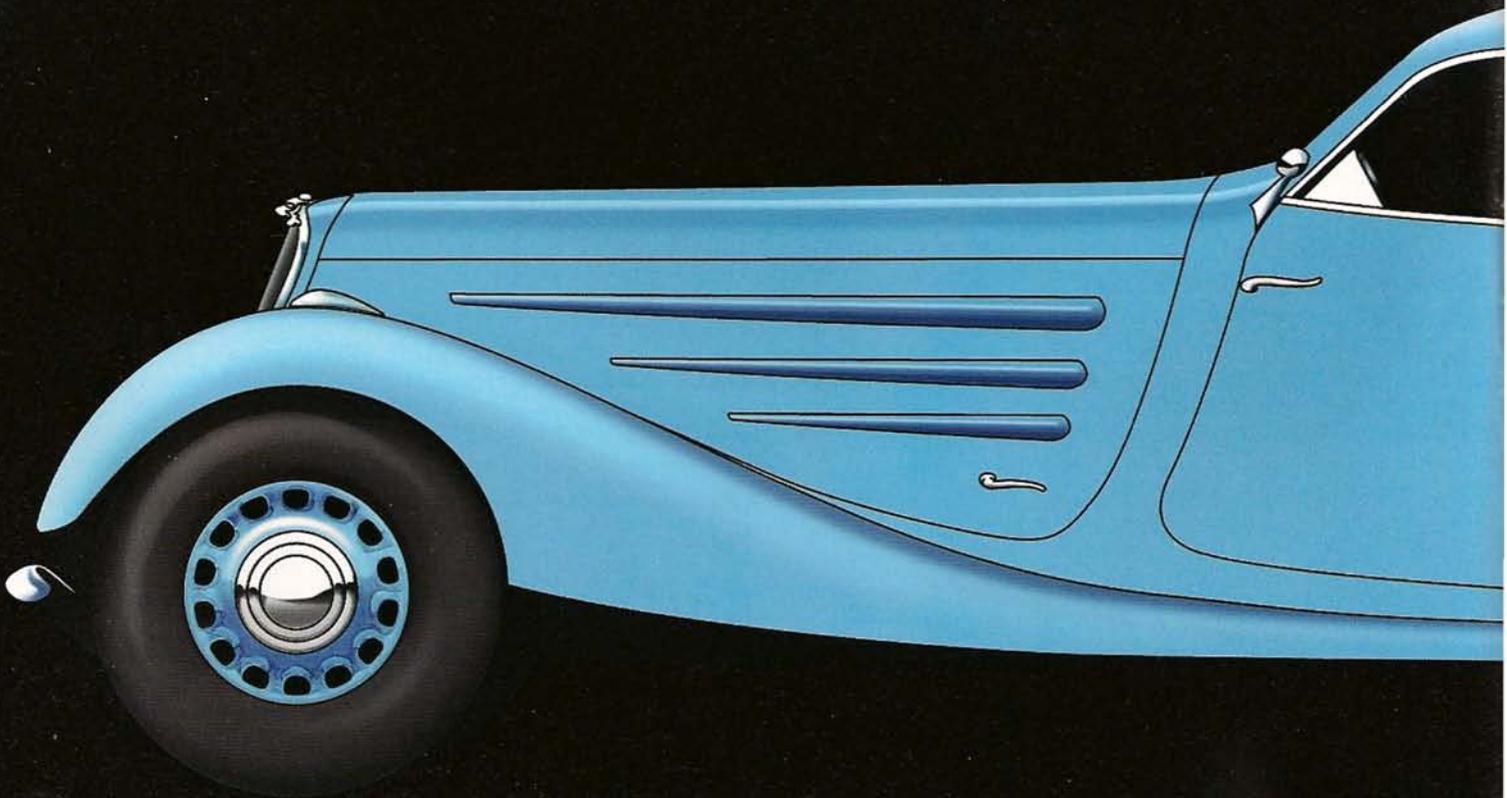








*Always*





OME CARS CAPTURE and inspire the imagination.

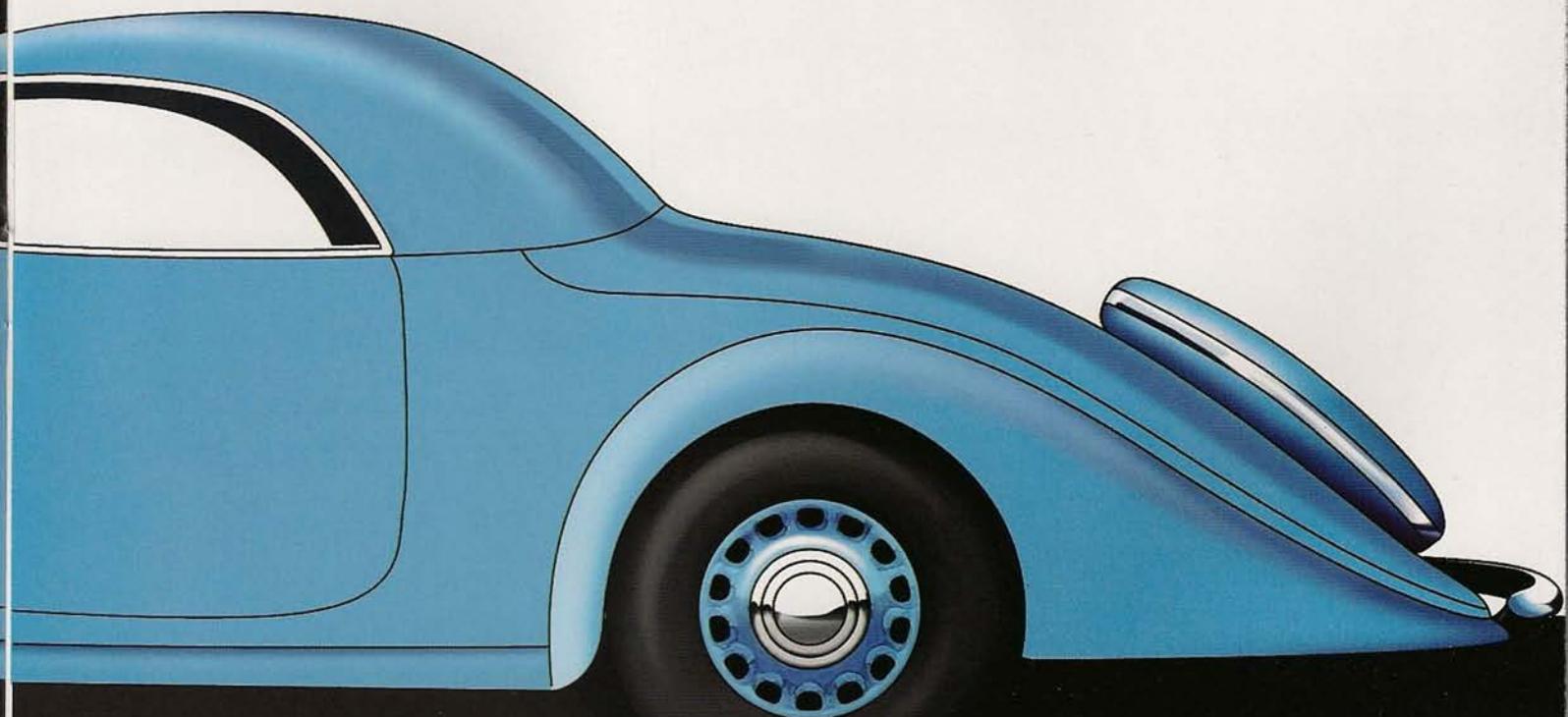
They always seem to have a distinction and style that arouses the emotions and creates desire.

Although they may not always look the same, distinctive cars always seem to have originality and the courage to be different as a common factor. For many, the Peugeot 601 Coupé 'Felippe' was just such a car. It had a freshness of appeal and a look that was not only unmistakably chic and undeniably French, it also had rare qualities that were easier to observe than describe. And it wasn't just its mould-breaking styling that caused

hearts to skip a beat. Six decades ago, the 601 Coupé also had an electrically retractable hood. Even then, the 'Felippe' was way ahead of its time.

The new 406 Coupé is a modern reincarnation of the spirit of optimism, innovation and desire to create something distinguished and different that inspired the celebrated Peugeot 601. Styled by the Pininfarina design house and engineered by Peugeot, the 406 is the latest generation of this fine tradition of exceptional Coupés.

Like its famous predecessor, the new 406 Coupé is a celebration of technology and imagination. And it always will be.





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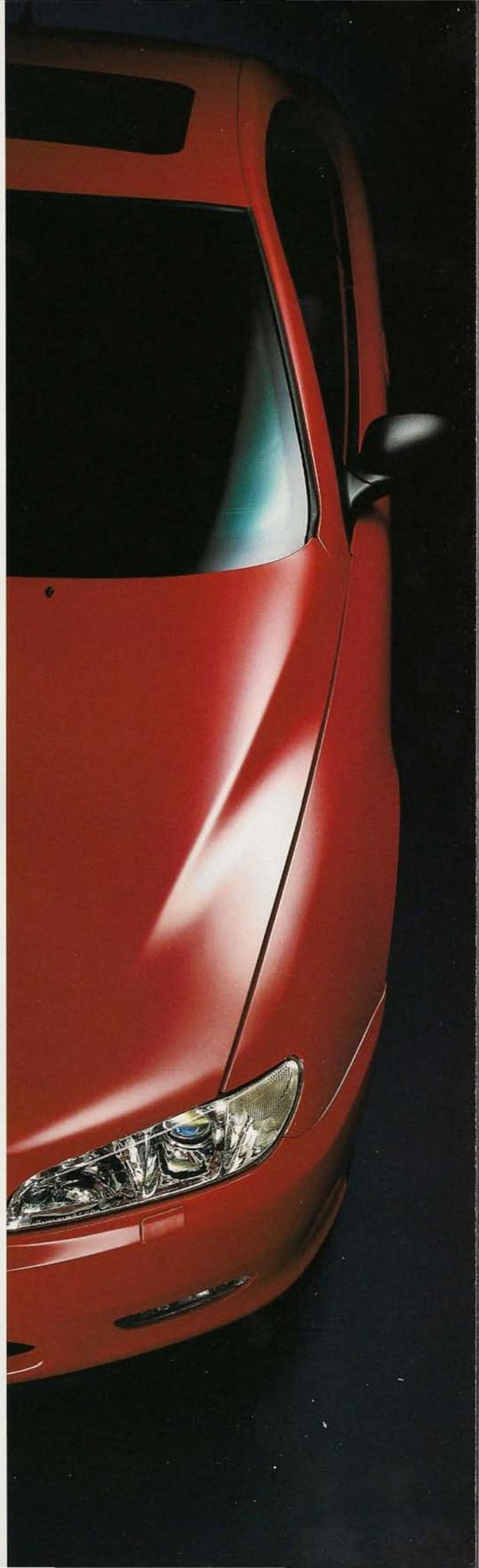
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HE 406 COUPÉ has been designed, shaped, engineered and finished with such a passion for perfection, it is wholly appropriate to describe the car as one would a work of art. A car that needs to be experienced as well as looked at, the 406 Coupé rewards aesthetic and contemplative viewing.

Only then will you notice the imaginative and innovative skills of the renowned Pininfarina designers. Take your time to savour the flowing, sculpted lines of the gleaming body with its truly masterful symmetry and proportion. With an eye for detail, you will notice that the headlamps are polished glass lenses that have been shaped and turned to complement the curved flow of the bonnet. And the body coloured bumpers add to the overall harmony by the stylish way they marry form and function.

Like all great works of art, the 406 Coupé has genuine originality. This is not to say that it won't be imitated but only that its real essence – the unique combination of style, comfort and performance – will not be matched. There may be many competitors, but there'll never be much competition.

The Peugeot 406 Coupé. Inimitable style, unequalled passion.



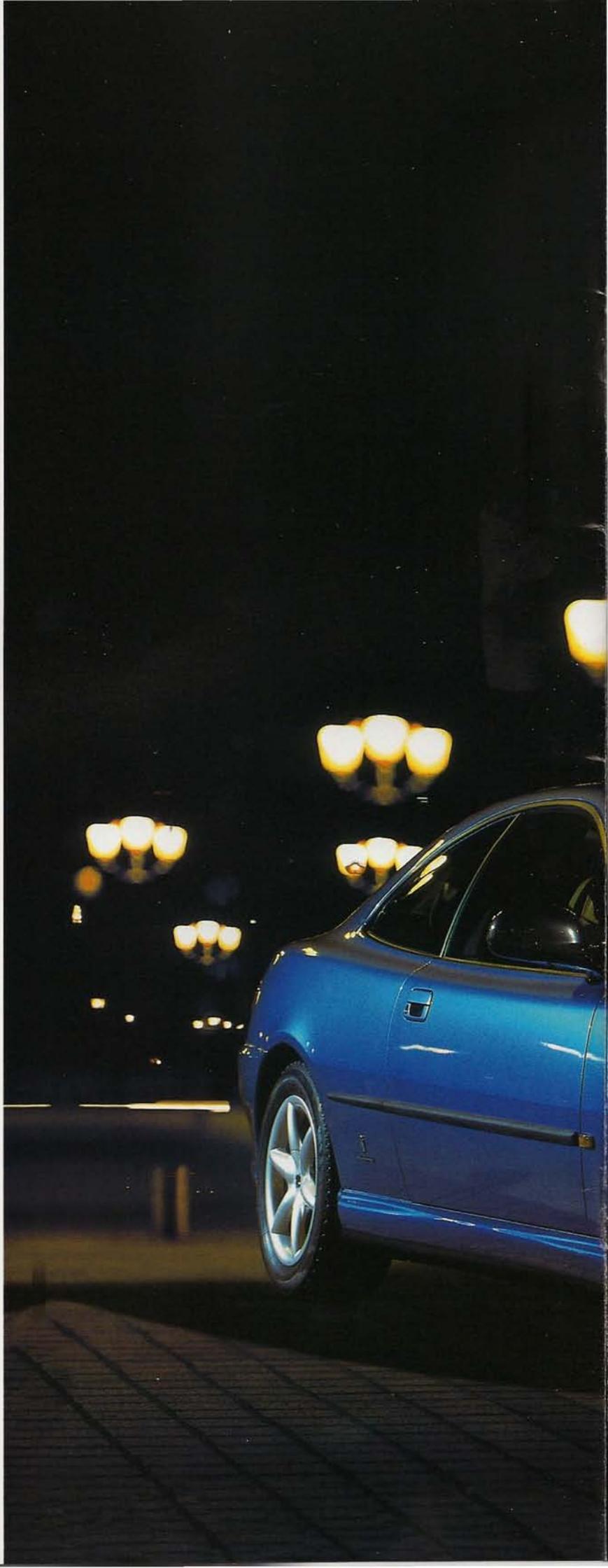
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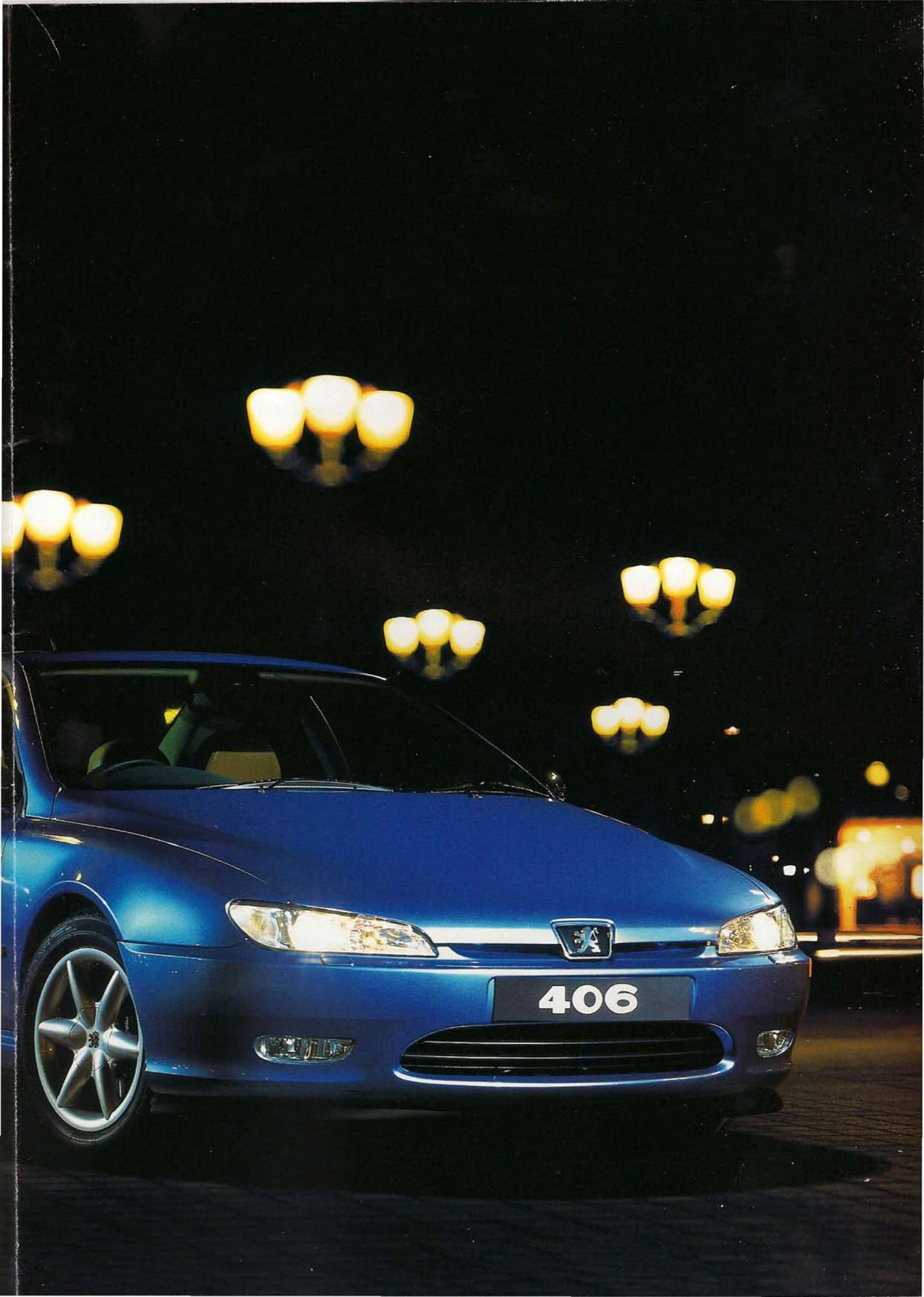
HE PEUGEOT 406 COUPÉ

has been finished with a degree of quality which complements and enhances its sleek, silken looks. Colour plays an important part in the allure of a car and so it is fitting that the 406 Coupé is available in a range of seven dynamic and completely original new colours that express different moods. In Pulsar yellow it's original and daring. In Tucanae Green it's serene and dignified. In Polaris Blue it is distinctive and imposing. In Scarlet Red it's electric and exciting. In any colour, it's a masterpiece.

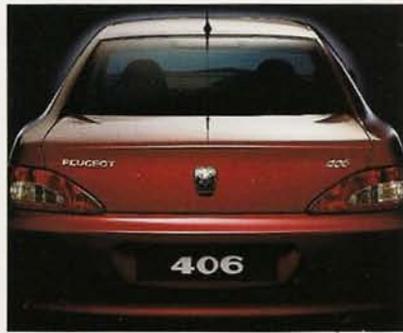
Tinted glass adds a dimension of depth and the striking sports alloy wheels create an aura of anticipation. On a more practical level, the integrated front fog lights and the grey lacquer finish to the door mirror surrounds are further expressions of the obsession with quality that is the hallmark of this exceptional Coupé. Even the sports aerial at the rear of the roofline is an expression of the thoughtful way in which aesthetics and technology have been harmonised. Nothing has been added on as an after thought. Everything is in its proper place.

The new Peugeot 406 Coupé.  
The power to move you.





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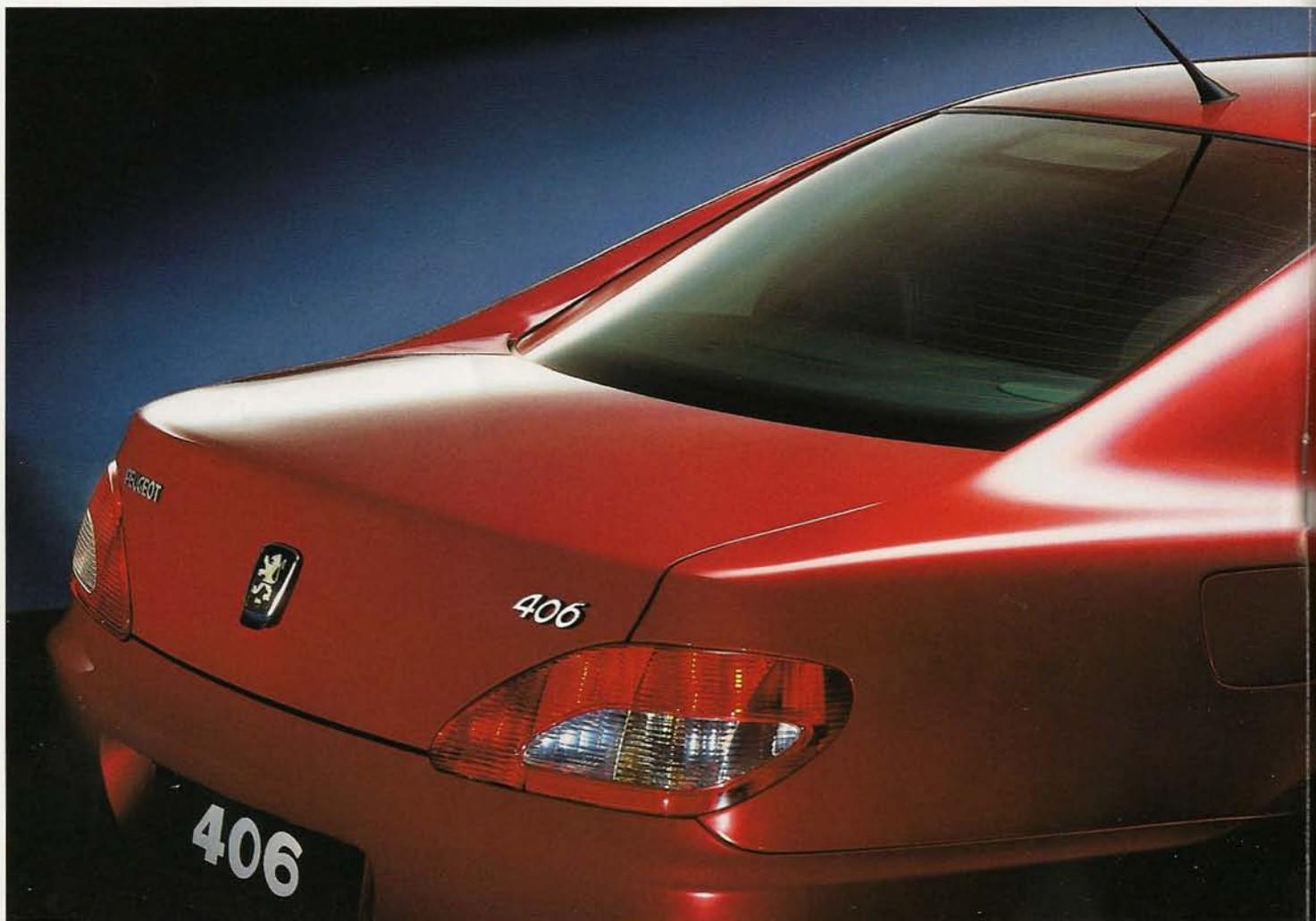
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HERE ARE THREE VERSIONS of this scintillating newcomer to the 406 range – the Coupé 2.0, the Coupé 3.0 V6 and the Coupé 3.0 V6 SE – each with a choice of either manual or automatic transmission\*. Just open the door and it's sporting luxury from the word go.

The Coupé 2.0 has sports front seats that are height and tilt adjustable and

wrap around the upper body, giving support that makes the longest journey seem like a regrettably short trip. In the rear, large and comfortable bucket seats with rear headrests provide the utmost comfort for adult passengers.

This new 406 is not just a sports car with a bench at the back for small kids or golf clubs – it's a genuine 4-seater Coupé





*Polished glass headlamp lenses*



*Electrically operated and heated  
door mirrors*



*Dynamic sports alloy wheels*

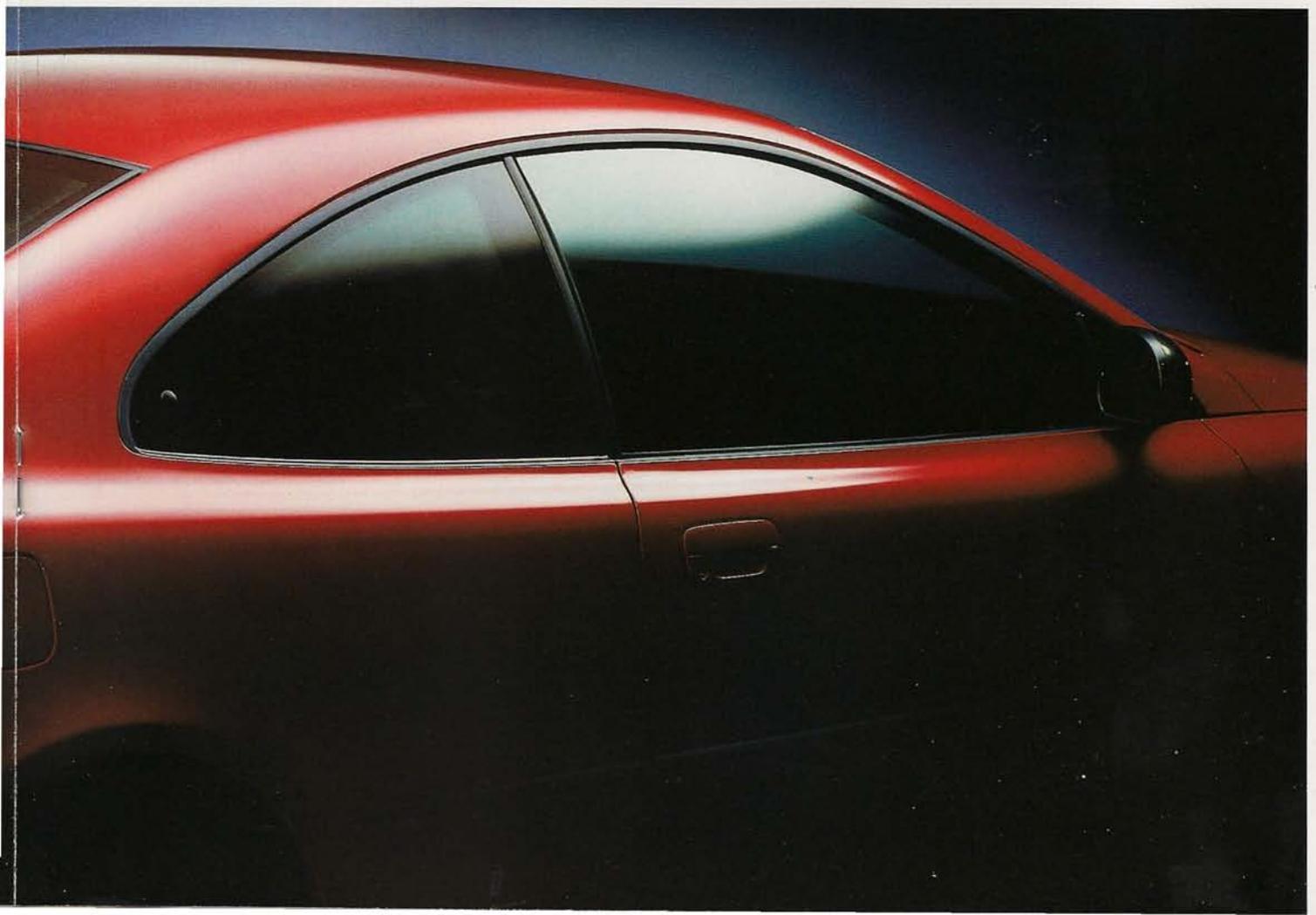
in the finest traditions of the genre and one of the biggest in its class. The rear centre armrest even has a ski flap and stowage box.

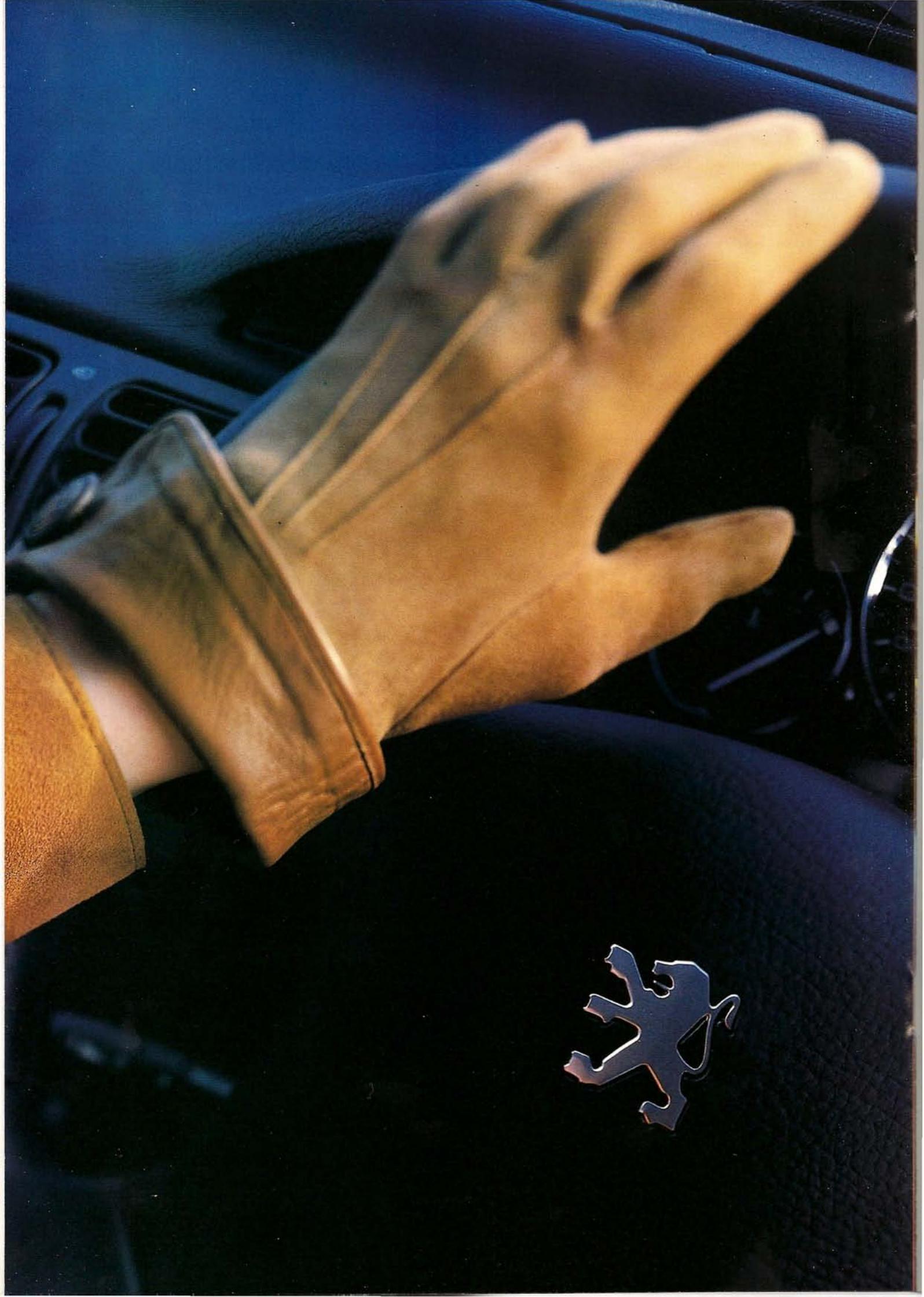
As you might expect, the overriding concern to deliver only the highest levels of passenger comfort finds its best expression in the top of the range Coupé 3.0 V6 SE. This model boasts front seats which

are electrically operated to slide forward at the slightest touch to let the passengers in and then repositions itself automatically. The front seats are heated, the vanity mirrors are illuminated and there are carpet mats to the front and rear.

The new Peugeot 406 Coupé. Refined elegance and exceptional luxury.

*\*Available in Autumn 1997*





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HE INTERIOR of the new 406 Coupé will surprise even the most knowledgeable Peugeot owners who have grown accustomed to innovation. The single colour fascia and retro chrome instrument surrounds are attractive and easy to read. For comfort and control, there is leather on the rim of the steering wheel and around the chromed gearknob. All models have electric front windows with auto reverse and one touch drivers facility, 'plip' central locking, electrically operated

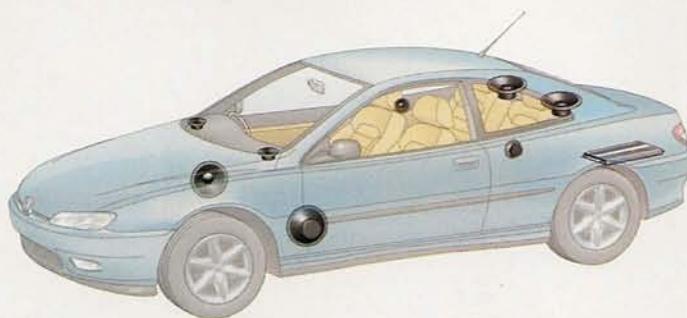
and heated door mirrors and external temperature indicator – but with electrically folding door mirrors, rain activated windscreen wipers and headlamp wash the Coupé 3.0 V6 SE takes ease of control to new heights.

To control the interior environment, Digital Air Conditioning is standard on the 3.0 V6 and 3.0 V6 SE models with an

electric sunroof standard in the Coupé 2.0 (which also offers Air Conditioning, but as an optional extra).



*People who appreciate fine cars also tend to appreciate high fidelity. You will not be disappointed.*



*The Coupé 3.0 V6 SE has a 4050 radio/cassette system with a boot mounted CD autochanger, a separate 320 watt amplifier and JBL 8 speaker sound system. A system that would not disgrace the home of a true connoisseur is standard equipment in a car. But then, what a car.*





# NOTHING CONVEYS

THE PRIVILEGE of real refinement in the interior of a car quite so well as leather. Even when it is stretched tightly over a lumbar supporting curve of a sports seat, it is soothing and pliant. As durable as it comes, leather is nonetheless softly textured. A natural organic material, leather harmonises more easily with the environment. It's cool to the touch when its hot, warm and welcoming when its cold. When you sit on it, leather allows your skin to breathe – allowing you to stay more comfortable on longer journeys.

The Ascari leather upholstery in the Coupé 3.0 V6 SE is simply impeccable. Whether you choose from Sahara Tan, Amarante Red or Storm Black, you are assured of the very finest quality.

*It is carefully selected by Peugeot experts for softness, texture and durability. It is cut, seamed, shaped, styled and stitched with extreme craft. Finally, it is inspected and approved with pride. One more example of the effort and quality that goes into the 406 Coupé.*





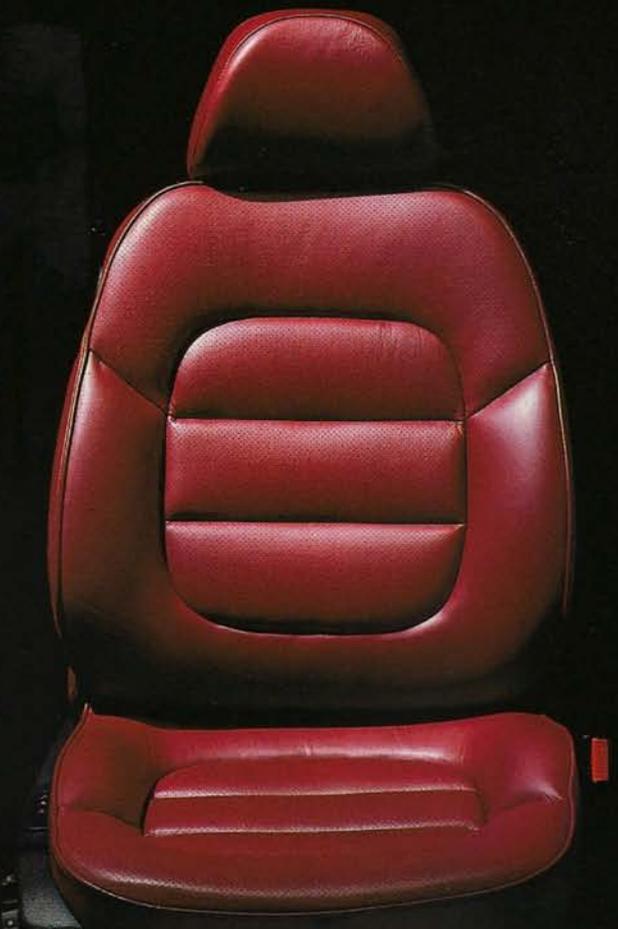
*Ascari leather – Storm Black*

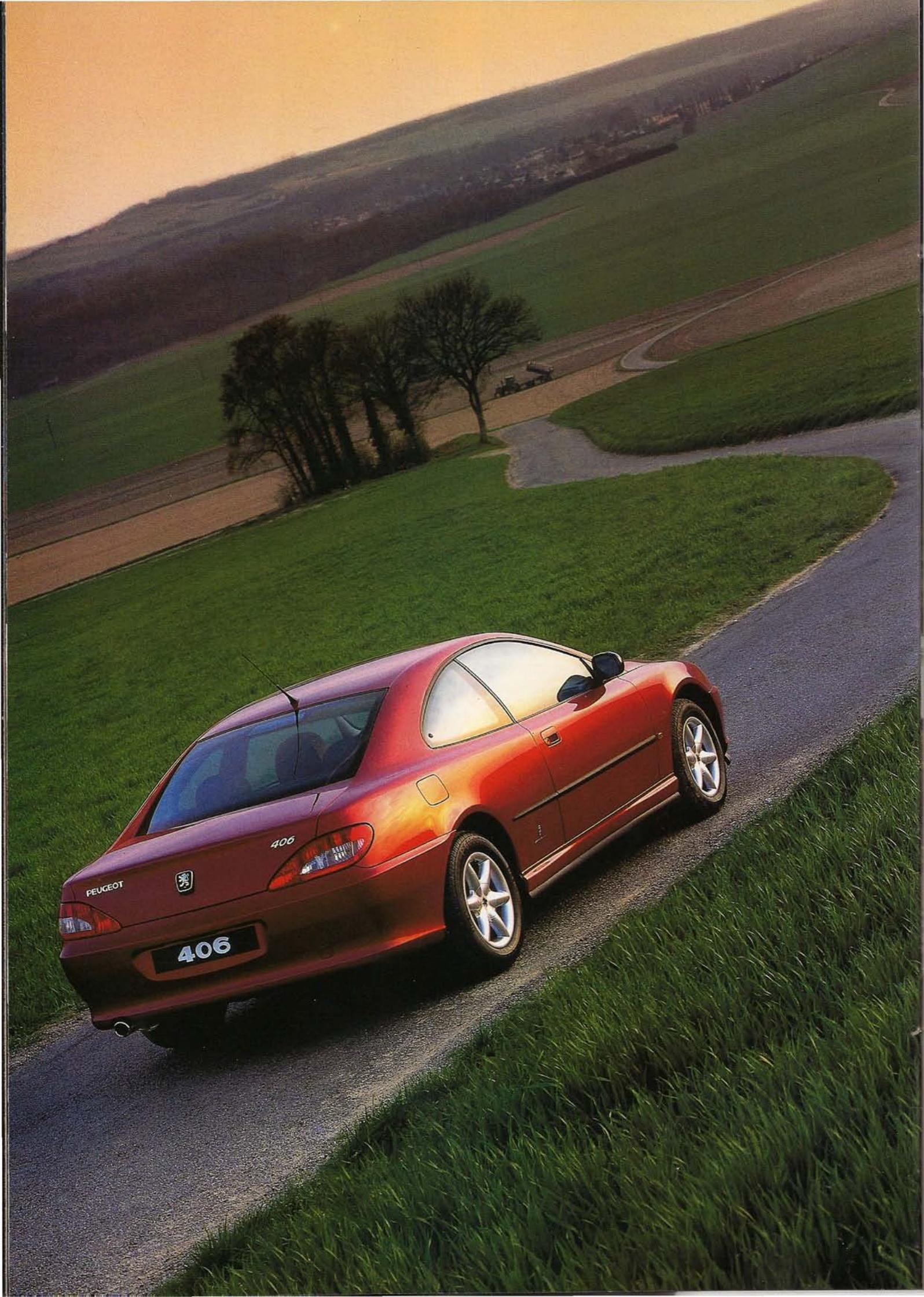
*Ascari leather – Amarante Red*



*Ascari leather – Sahara Tan*

*Blue Florio Cloth with velour bolsters*





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OU WOULD EXPECT

the 406 Coupé to have all of the inherent safety features and handling characteristics of the superb 406 saloon range – and it does. But it also has a lot more.

So whereas you will find all the advanced features which contribute to safer, more relaxing driving and give any Peugeot 406 its impeccable handling and road holding, the Coupé 3.0 V6 and 3.0 V6 SE utilise the latest generation “Brembo” front brakes. Tested and developed in the incredibly demanding environment of top level motor racing, these new brakes make a significant contribution to improved safety – as does the Multi-link rear suspension which

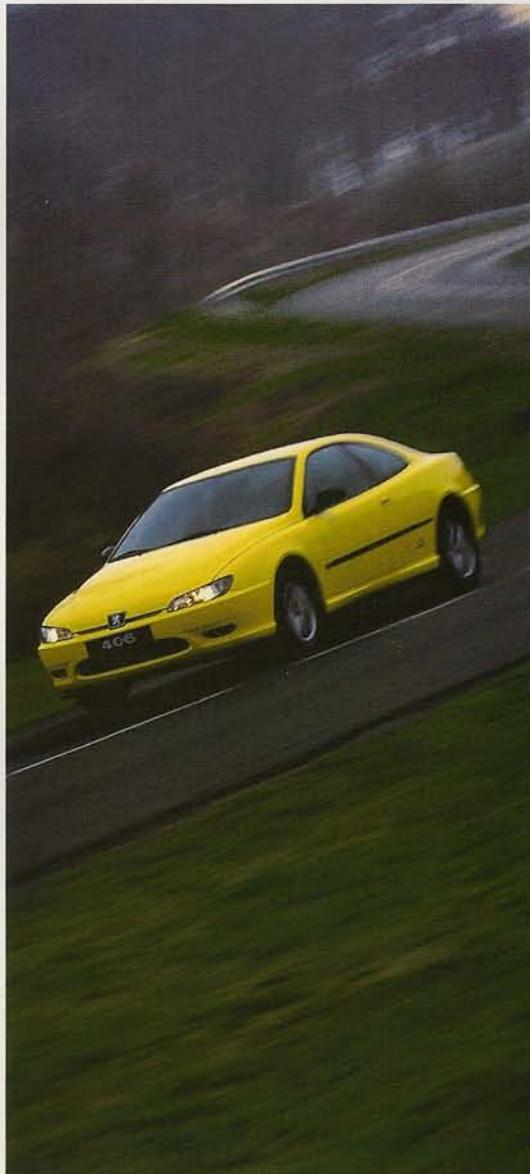
automatically adjusts to the prevailing road conditions for safer handling and control.

Passive safety is equally thorough and effective. The driver and front passenger are held securely by seat belt pretensioners and weblocks – with airbags and even the option of side airbags for the highest possible levels of complete,

all-round protection.

Other safety features include a double angle driver’s door mirror and a high level third brake light and, on the SE model an electrochrome rear view mirror which automatically adjusts for day or night.

The new 406 Coupé. It offers all the excitement you want – and all the safety you need.





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HE NEW 406 COUPÉ offers an exciting choice of engines with power curves to match your expectation curves – and performance levels to suit your personal driving style. For some, automatic transmission is the very epitome of driving pleasure. For others, nothing beats the precision and control of a beautifully engineered, close ratio manual gearbox. With the 406 Coupé, you have the choice of either.

The same is true of the engines. Some will find the responsive performance\* of the 16-valve, 2.0 litre engine perfectly suited to their motoring requirements.

Others will settle for nothing less than the pure power and adrenaline rush of the new 3.0 litre V6 petrol engine.



This is a high technology powerhouse which produces a very impressive 194 bhp. Whether you choose the automatic or manual 5-speed gearbox, the effect is electrifying. You may have experienced acceleration like it – but only on a white knuckle fairground ride. Put your foot

down and you will feel a surge that is quite scintillating – with enormous reserves of power to give a top speed of more than twice the legal limit. Both of these engines offer exceptional levels of reliability as well as the efficiency and economy

of electronic fuel injection and low maintenance costs.

The new 406 Coupé. Put your foot down and settle for nothing less.



*Lateral side airbags*

*For detailed specification, performance and economy figures please refer to the latest edition of the 406 Coupé specification supplement.*



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## THE 406 COUPÉ RANGE

*T*HERE ARE THREE superb models to choose from – the Coupé 2.0, the Coupé 3.0 V6 and the Coupé 3.0 V6 SE. All three have the same distinctively curved, sculpted bodies. All three offer high levels of comfort, safety and security. All three have the ability to lift motoring out of the ordinary into the unforgettable. True, there are differences – but these are the subtle shades of refinement that constitute individual driving preference. Just the sort of enjoyable choices you expect from Peugeot – and more proof that there's only one 406 Coupé.



**COUPÉ 2.0**

*Leather trimmed steering wheel*



**COUPÉ 2.0**

*Chrome and leather gear knob*



**COUPÉ 2.0**

*Electric front windows with auto-seal*



**COUPÉ 3.0 V6**

*Digital air conditioning*



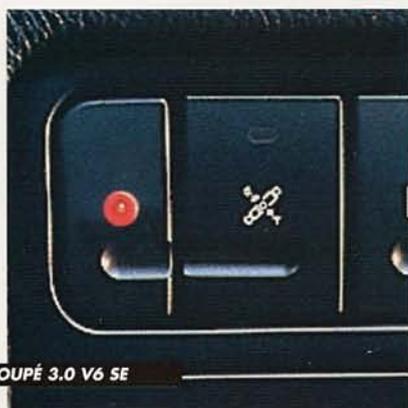
**COUPÉ 3.0 V6**

*Brembo four-piston front brakes*



**COUPÉ 3.0 V6**

*Rain sensitive windscreen wipers*



**COUPÉ 3.0 V6 SE**

*Electronically adjusting multi-link rear suspension (optional)*



**COUPÉ 3.0 V6 SE**

*Electrically operated front seats – driver's with memory setting*



**COUPÉ 3.0 V6 SE**

*Electrochromic rear view mirror*

# PEUGEOT PEACE OF MIND - YOUR PEUGEOT DEALER HOLDS THE KEY

Peugeot cars are designed and manufactured to give you trouble free motoring and total peace of mind. As a Peugeot owner you are immediately entitled to a comprehensive range of customer care services - all available from your Peugeot Dealer. Your local Dealer has the expertise to maintain your Peugeot to its peak performance. Each Dealer employs a Master Technician with at least 7 years experience, he has access to the latest technical information and diagnostic equipment developed for Peugeot vehicles. There's no way your car could be in better hands. To get the very most from our commitment to service, just ask about any of the benefits listed below. Your Dealer will also keep you up to date on any new product innovations that could add to your driving pleasure. It's all Part of the Service.

## ■ UNLIMITED MILEAGE 12-MONTH WARRANTY

Complete parts and labour coverage in the first 12 months, irrespective of mileage. During the period, you will also automatically receive Peugeot Assistance cover for complete peace of mind.

## ■ PEUGEOT EXTENDED WARRANTY

Extended Warranty cover for a further 12, 24, 36 or 48 months after the original 12 month warranty expires. (Not available for taxis, driving schools or self drive hire operators). Peugeot Extended Warranty is one of the most comprehensive mechanical breakdown insurance schemes available and is exclusively available to Peugeot owners. Customers wishing to extend their warranty benefits can concurrently extend their Peugeot Assistance cover at extremely advantageous rates. This will of course extend their European Cover.

## ■ EXTRACARE

Optional Tyrecare Insurance can be added to Peugeot Extended Warranty. It covers the cost of repairs and/or replacement, resulting from accidental or malicious damage, to all insured tyres fitted to the vehicle. Cover commences on the policy application date and expires at the same time as the vehicle Extended Warranty. Optional Extra Care Insurance can be added to Peugeot Extended Warranty. It provides protection against accidental damage to your car and the interior fabric as well as insurance against theft of car contents. Cover commences on the policy application date and expires at the same time as the vehicle warranty.

## ■ PEUGEOT INSURANCE

Peugeot Insurance has been specifically arranged for Peugeot owners. Offering discounted premiums and a fast and efficient claims service, it is another benefit of owning a Peugeot. Your Dealer can provide a proposal form for a free quotation. Alternatively you can call the Peugeot Insurance Centre direct on 0345 333500 for a free quotation. Whatever Peugeot you drive, we guarantee to beat your current renewal premium on a like for like basis.

## ■ 6 YEAR ANTI-PERFORATION WARRANTY

Transferable on ownership, on the condition that your Peugeot is serviced by an approved Dealer. (Subject to conditions outlined in the Warranty/Maintenance book). Maintains and enhances the resale value of your car.

## ■ Peugeot Service Plan

Peugeot Service Plan is an innovative customer benefits package, which has been specially developed by Peugeot, in conjunction with IMCO Group plc, to offer the best and most comprehensive vehicle protection available for Peugeot motorists. The three major features of Peugeot Service Plan are:

### Extended Warranty

A mechanical and electrical breakdown insurance, with a level of cover approaching that enjoyed during Peugeot's normal 1st year warranty. It includes Car Hire, European cover, repairs and hotel expenses where necessary, the full details of which can be found in the Peugeot Extended Warranty Leaflet.

### Peugeot Assistance Breakdown and Recovery Service

Including Relay, Relay Plus, Homestart and unlimited use of the European cover, which starts from your vehicle's original registration date.

### Routine Servicing

Covering full parts and labour costs of routine servicing, as recommended by Peugeot in their official servicing schedules.

## ■ PEUGEOT ASSISTANCE

Whatever it takes to get you going again, it only takes a Freephone call to make it happen. Peugeot Assistance is free for the first year of ownership. Operated by the AA it includes vehicle recovery, free replacement car or hotel accommodation and chauffeur provision in the case of medical disability. Within Europe, Peugeot Assistance is provided by ARC Transistance, a European motoring organisation in which the AA is a major shareholder. Your Dealer has full details of the cover.

## ■ PEUGEOT LIONCARE GOLD

Designed to eliminate the inconvenience even a routine service can cause, features include a choice of while-you-wait service, vehicle collection and delivery, competitive hire car costs and free transport to local destinations. Furthermore your car will be washed before its return.

## ■ PEUGEOT GENUINE PARTS PROMISE

If your car is in for a service or repair, the parts required to keep your car on the road are normally available from stock. However, when a part is not immediately available we guarantee that the parts the Dealer identifies needed to complete the job will be delivered from the Peugeot central warehouse by 8.00 a.m. the following morning. If the part does not arrive on time you receive it free of charge. (Your Peugeot Dealer has full details of the terms and conditions of this offer). This offer does not apply outside mainland Britain.





**406**

YOUR PEUGEOT DEALER:

**ISSUED BY SALES AND MARKETING, PEUGEOT MOTOR COMPANY PLC,  
ALDERMOOR HOUSE, ALDERMOOR LANE, COVENTRY CV3 1LT.**

**For details of Diplomatic & Export Sales contact Peugeot Export,  
454-490 Mile End Road, London E1 4PE. Tel: 0171 265 8844.**

It is our policy to continually improve our vehicles in every way and we reserve the right to modify our vehicles' specification (including colour), equipment, accessories and characteristics or to discontinue any model, without notice, at any time.

Every endeavour has been made to ensure that the information, details and descriptions set out in this literature are correct, at the time of going to press. However, we are unable to guarantee that no changes have subsequently taken place to the specification (including colour), equipment, accessories and characteristics of, or relating to, any Peugeot vehicle, after the publication of this literature.

Although every effort is made to bring this literature up to date, from time to time, in order to avoid any misunderstandings, you are advised to check with your Peugeot dealer the specification (including colour), accessories and equipment relating to any Peugeot vehicle, prior to ordering.

M/CP 0851 JUNE 1997



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