



P e u g e o t



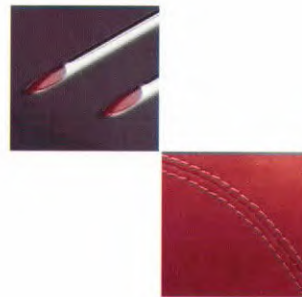


The measure of a dream

The car has always been an object of desire as well as the expression of a dream.

Carmakers face a wide range of constraints in their work – technical, economic and legislative – and they have always sought to reconcile dreams and reality in order to offer the best possible compromise to the customer.

Automobiles Peugeot has a tradition of narrowing the gap between dreams and reality to bring the customer the drive of his life. The most recent expression of this quest for the accessible dream is the 406 Coupé, recently elected “most





beautiful car of the year 1997" following the production of the 15,000th example.

Increasingly convinced of the need to reconcile dreams with reality, Automobiles Peugeot is proud to unveil an original offering, a vehicle that strikes a new balance and narrows the chasm between the two conflicting universes to no wider than a stroke of the designer's pen: the Peugeot 20♥ Coupé Cabriolet.

In conceptual terms, the Coupé Cabriolet is the most complete expression of the many and varied forms of driving pleasure, since it combines two styles in one.

The Cabriolet represents the original pleasure of the automobile – freedom – together with the unique sensation of being one with the surroundings.

The Coupé offers another form of driving pleasure, reflected in both the looks and performance of the vehicle, where the driver is lapped in sophistication, comfort and silence.

Just sixteen seconds are required to pass from one profile to the other, thanks to the mechanism applied to the 402 Eclipse in 1937 and optimized today on the 20♥ Coupé Cabriolet.

This exercise illustrates the styling trends that Automobiles Peugeot has adopted for the years to come. The car is treated in the same way as a sculpture, enhanced by character lines. Each line, each curve contributes to the overall personality to form a homogenous and credible entity.







At the front, the steeply raked windscreen is placed well to the fore, with just the suggestion of a break with the bonnet. This gives the vehicle a modern, elegant appearance.

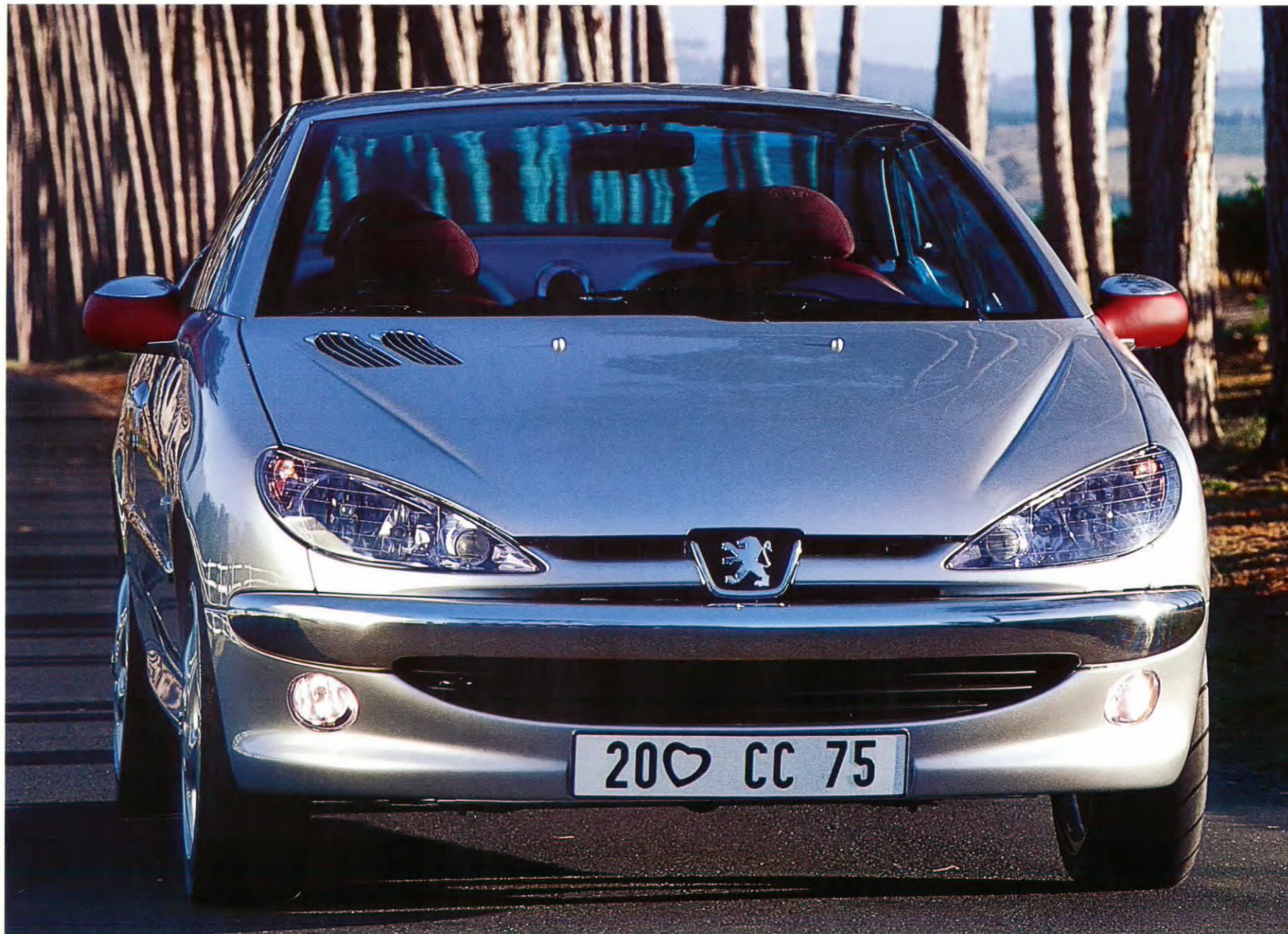
The sloping line of the headlamps gives the car a feline look, while the curving radiator, short bonnet and well sized driving mirrors communicate a pleasant, friendly air.

The wide rear end gives the Coupé Cabriolet natural poise. Both configurations guarantee continuity in style and a complete range of functions for the user.

The interior maintains the fluidity of form expressed by the vehicle exterior: the quest for comfort and protection is expressed by generous volumes conveying a feeling of space.







Appealing and attractive, the 20♥ Coupé Cabriolet is exceptional not only for its looks but also for its ability to arouse longing. The realism that governed its design could provide the basis for an explosive arrival on the motoring scene. The marque's designers and engineers have proved their genius by offering a motoring dream in the shape of a real car.

The 20♥ Coupé Cabriolet offers the external dimensions of a B-segment vehicle with front seats offering a degree of

spaciousness usually only found in cars further up the market. It is a real 2-wheel drive vehicle with a boot that is generous on the Coupé and well dimensioned on the Cabriolet.

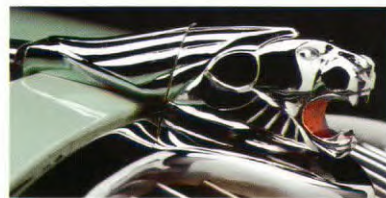
A sober, economical power plant enhances the credibility and realism of this "two-in-one" pleasure vehicle.

Automobiles Peugeot, a full-range carmaker, offers a practical demonstration of its ability to place its creative talents in technology and design at the service of pure emotion.





Stylish driving pleasure



A number of terms exist to describe a car that has not been brought to market but that takes the star role at motor shows. The terms vary according to the time and the place. In the USA of the 1950s, people talked about a dream car... no less! The car was the stuff of which dreams were made and the passing of the years provided a backdrop for the future reality. According to the role of the vehicle or its stage of development, we talk about a "research prototype", or a "study in style". But today, all around the world, these outlines of our future are often called often "concept cars".

The terminology is unimportant: the role of these cars is to catch the public's imagination with products that correspond to changing lifestyles.





Automobiles Peugeot has always played the futures game. Sometimes with futuristic vehicles in praise of utopia such as Quasar (1984), Proxima (1986), Asphalt (1996), Touareg (1996) and Runabout (1997). Sometimes with prototypes exploring new technologies such as Vera Plus (1982), Oxia (1988), Ion (1994) and Tulip (1995). Back in 1936 at the Paris Motor Show, Peugeot did not hesitate to display a prototype, a fantastic prefiguration of the aerodynamic saloon that should have succeeded the 402.

Drawing upon this long tradition of avant-garde design combining futurism and realism, the 20♥ Coupé Cabriolet aims to illustrate a future form of driving pleasure.



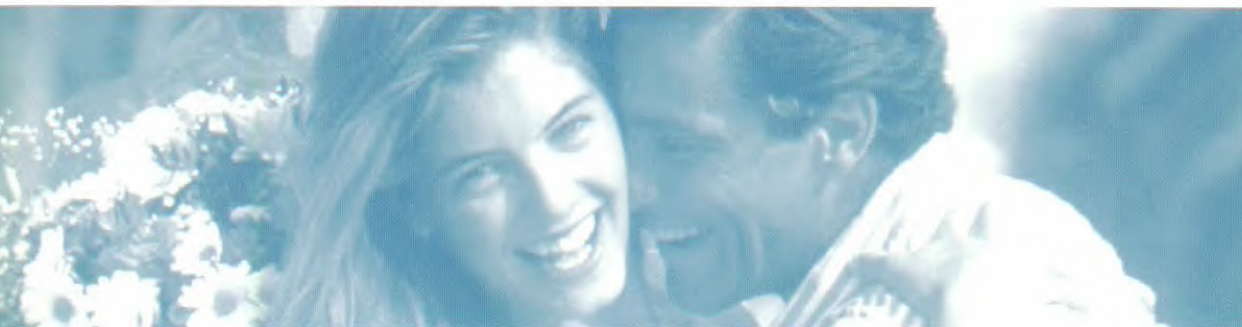
A declaration of identity



The 20♥ Coupé Cabriolet is first and foremost a Peugeot. This new offer from the Styling Centre confirms the marque's maturity. Peugeot's efficient styling team has the expertise to conduct highly diversified programmes, including studies such as the 20♥ Coupé Cabriolet.

The visual identity of the marque cannot simply be summed up as a logo placed on an anonymous vehicle body. Peugeot style has matured as part of a long and coherent process. It has pursued its development without heed for passing fashions and the lure of opportunism, escaping the temptations of bio-kinetics in the 1980s and refusing today the ideas advocated by supporters of conservative design. Like all respected names in contemporary design, Peugeot has imposed a style that is strong, stylish, elegant and personal, a style that is renewed in the 20♥ Coupé Cabriolet with modern panache and flair.





Reconciling man and machine

“The drive of your life”. The slogan adopted by Automobiles Peugeot is illustrated with enthusiasm by the 20♥ Coupé Cabriolet.

As its name implies, the 20♥ Coupé Cabriolet takes the form of a coupé that can be turned into a cabriolet. The compact body is designed to respect the dimensions of an urban runabout from the B segment. The 20♥ Coupé Cabriolet has no need to resort to extremes to express its strong character: it draws its force and energy from its stocky silhouette, balanced volumes and surface treatment.

The profile is unusual with the curve of the passenger compartment, the short, plunging bonnet, steeply raked windscreen extended by the roof, and short, powerful shape. The 20♥ Coupé Cabriolet has an imposing silhouette, expressing continuous power. This impression is reinforced by the location of the wheels - at the four corners of the vehicle - to limit front and rear overhang.







From any angle, the 20♥ Coupé Cabriolet looks like a sculpted image. The overall appearance is structured by lines that punctuate the play of shadow and light. The curving sides give the vehicle a marked sensuality, while the superb flowing line of the driving mirrors conveys pent-up movement, while extending the bonnet and wings.





The front end of the 20♥ Coupé Cabriolet is a masterpiece of expressive styling, with its sophisticated wrap-around bumper, generous air intake, and harmoniously shaped bumper at the front.

We must also mention the extraordinary headlamps, the fascinating eyes that characterize all Peugeots. The design of the 20♥ Coupe headlamps – slender, bold, provocative – is inspired by the Asphalt roadster (seen at the 1996 Paris Motor Show). As is the mouth, with its facetious, jovial and suggestive smile.

Without playing on the vocabulary usually used to describe these “pumped up” machines (bulging wings and aerodynamic devices), the 20♥ Coupé Cabriolet is clearly related to these throaty sports models. The turbulent attitude of the 20♥ Coupé Cabriolet reflects the marque’s sporting genes, the same genes that gave birth to the 306 French Rally Champion and the 406 German Touring Champion.



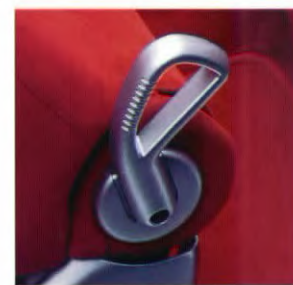




However, the 20♥ Coupé Cabriolet does not show off its sporting talents. It seeks to enchant rather than to intimidate. Its technology is not ostentatious but tamed and harnessed. At the service of man.

Colours and materials

The styling of the interior reflects continuity with the exterior. The 20♥ Coupé Cabriolet is not a showy car but a jewel conveying a robust, technological image. The forms of the dashboard are gentle and non-aggressive, with contours that the driver will immediately appropriate for his own use. The vehicle is sober: the silver grey of the passenger compartment conveys serenity and sobriety. The Alcantara upholstery





brings a note of warmth and the silvery sheen of the console a note of luxury.

Similarly, the bordeaux leather and metal-coloured fabric of the seats contribute to the inexpressible atmosphere of refinement.







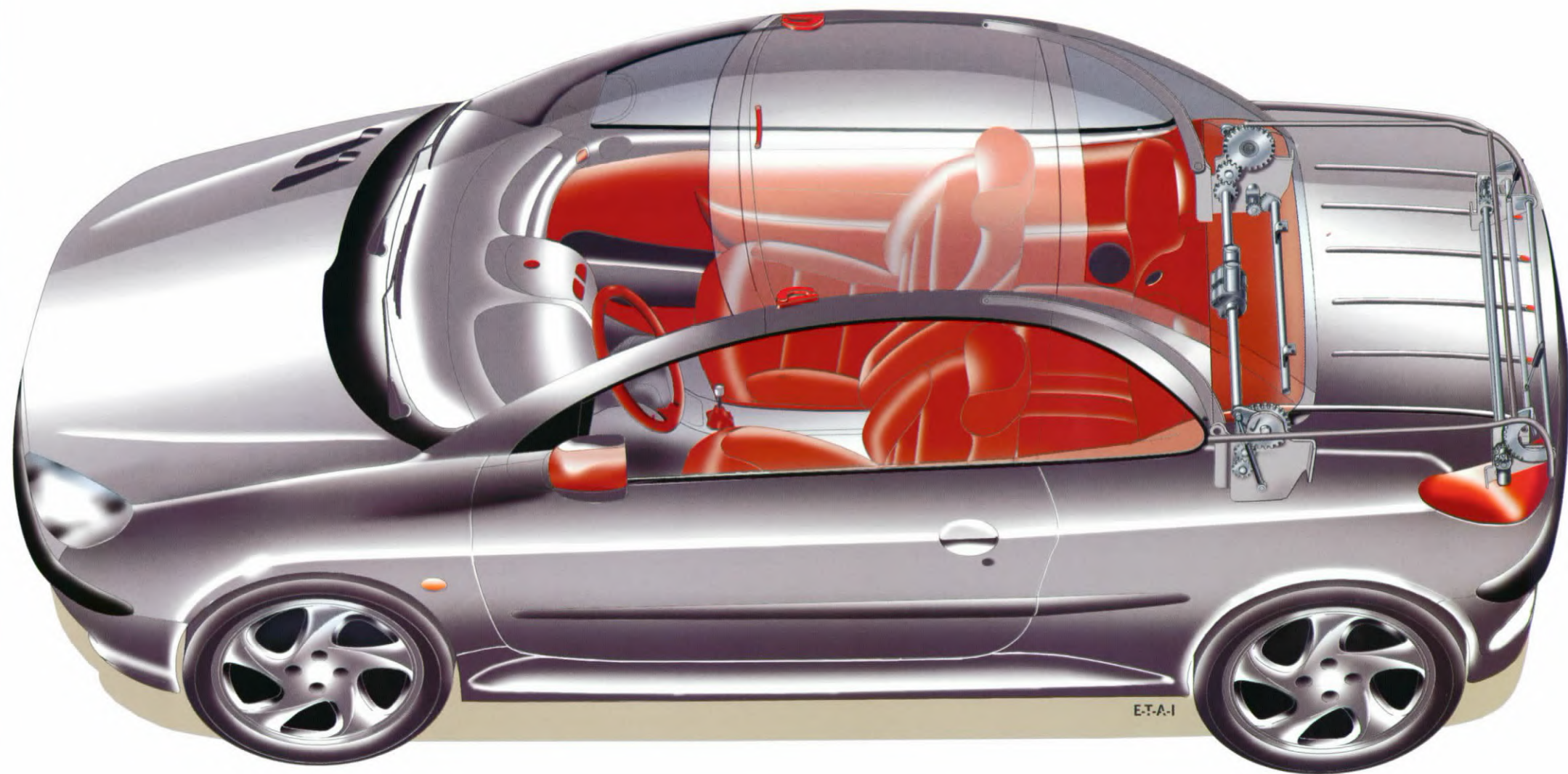
The 20♥

"In just a few seconds, the roof slides into the boot, turning the closed saloon into an open tourer". At the Paris Motor Show in 1934, these were the terms used to present the first "Coupé-Cabriolet" manufactured in a small series: the PEUGEOT 401 D ECLIPSE.

The idea for the convertible originally came from Mr Paulin, a dentist and keen amateur mechanic. He put the idea to DARL'MAT, which asked the coachbuilder POURTOUT to produce an example on the 301 D in 1933. PEUGEOT was naturally interested in the project and provided industrial design services with a view to producing a small series of the car in workshops at La Garenne Colombes. The ECLIPSE configuration was applied to the 601 and then to the 402, with a total of 680 units being built until the series was stopped in 1938.

Today, the 20♥ embodies the dream, a convertible car with a rigid roof sliding back to let passengers enjoy the open air. Like its glorious ancestors, the 20♥ is based on an existing vehicle and required only a few modifications to take on a new form.





E-T-A-I



Measuring 3.82 m in length, the 20♥ is a compact vehicle with a wheelbase of 2.44 m, 1.65 m wide and 1.39 m high. To provide sufficient space for passengers with luggage, it offers a boot volume of 200 dm³ with the roof down and 400 dm³ with the roof up.

The 20♥ is available with a choice of two engines: 1.4 / or 1.6 /. Quiet and efficient, both powerplants are designed to offer maximum comfort. The engine is coupled with a five-speed mechanical gearbox or four-speed automatic gearbox, illustrating the car's ability to relax. This trait is also reflected in the running gear, with the independent wheel suspension at front and rear, powerful brakes and tilt-adjustable steering wheel. A host of additional features add to the driving pleasure of the 20♥.







The configuration of the top part of the car requires a rigid roof that can be folded back, together with the rear window and quarter lights. To activate this function, the car is equipped with small electric motors, gears, sector gears and compensating cylinders.

At an initial glance, the boot lid appears to be of traditional design, rising from the rear end of the car to give access to storage space. The top part of the boot, however, which serves as a luggage carrier, is mobile and articulated around pivots placed at the back of the boot lid, level with the rear lamps. The lid therefore opens from front to back.

When the boot begins to open, the movement is synchronized with the folding of the roof in two parts, also from front to back, so that the roof slips into the top part of the boot.

These simultaneous actions are controlled from the passenger compartment, so that “in just a few seconds, the roof slides into the boot, turning the closed Coupé into an open Cabriolet”.

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