



The 406 Coupé

UK LAUNCH
DEALER PRINCIPAL'S
GUIDE

406
PEUGEOT 
THE DRIVE OF YOUR LIFE

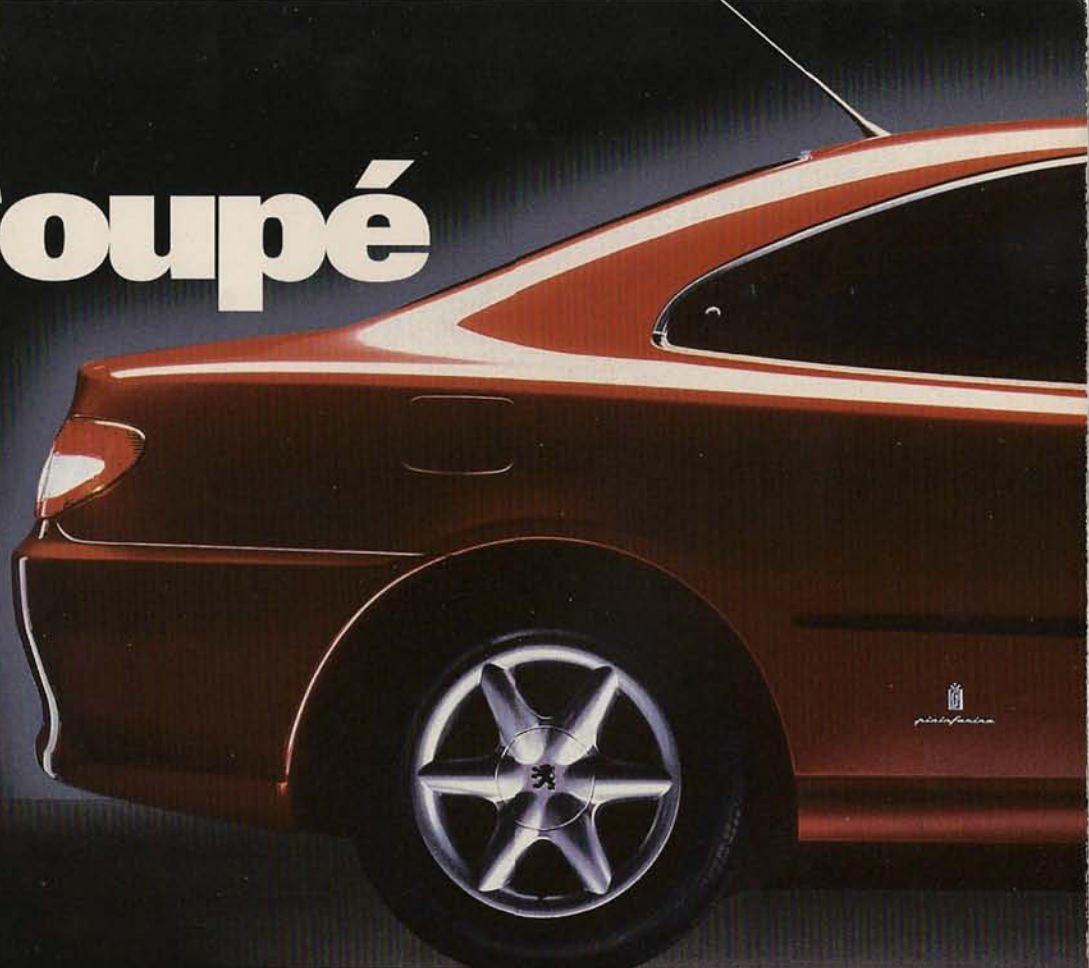


The 406 Coupé

The fantastic Peugeot 406 Coupé made its debut at the Birmingham Motor Show last October. It was one of the most talked about cars at the show with both public and motoring press expressing unqualified praise. Now the public launch of the 406 Coupé has been set for June 1997. This Dealer Principal's Guide provides an initial insight to the market opportunity, our strategic approach and, crucially, your chance to order the 406 Coupé demonstrator of your choice.

We are entering a coupé market which has, until now, been short of excitement and flair. A combination of Peugeot's brilliant chassis engineering and the vision of Pininfarina's design house has resulted in a car which we are confident will be tremendously successful. For dynamic looks and sheer driving pleasure this car will provide the "halo effect" to an award winning Peugeot range.

Detailed specification and price positioning can be found within this guide. With early availability of this truly outstanding car limited, you are advised to submit your demonstrator order form quickly to avoid delay.





MODEL RANGE

- **COUPÉ 2.0 WITH ELECTRIC SUNROOF**
- **COUPÉ 2.0 WITH AIR CONDITIONING**
- **COUPÉ 3.0 V6**
- **COUPÉ 3.0 V6 SE**

DEMONSTRATOR AND SOLD ORDERS

All evidence shows that sales in this segment of the marketplace depend on successful demonstration and with the 406 Coupé, Peugeot have delivered "The Drive of Your Life" in every sense. With limited initial availability our policy is to encourage every dealer to register a 406 Coupé demonstrator and to use this to forward sell in their local market. It is likely that you, as Dealer Principal, will have the best business contacts in your local market and you should set out to secure specifically targeted demonstrations.

Enclosed with this guide is your demonstrator order form which should be completed and faxed to Peugeot Motor Company by 11th April. Our initial build volume will be to standard specification, without options, and in

four colours only; Tucanae Green, Galileo Green, Ariane Blue and Polaris Blue. Any orders outside of this initial build will be processed for June or July production.

Your 406 Coupé demonstrator will count within the normal Lion Standards requirement. It must, however, be retained for a minimum of 4 months. Demonstrator allowance is 8%, if utilising PSAWL interest free funding, 12% if not.

A fax form is also enclosed that should be copied and used for sold orders. These will be supplied on a first come, first served basis following fulfilment of the demonstrator orders. First release date for any vehicle is anticipated as 1st June.

COUPÉ 2.0

FEATURES

- ABS
- Front and rear disc brakes (ventilated at front)
- Variable Power Assisted Steering
- 15" alloy wheels with 205/60 R15 tyres
- Space saver spare wheel

EXTERIOR

- Body colour bumpers
- Integrated front fog lights
- Tinted glass
- Grey lacquer finish to door mirror surrounds
- Sport aerial (at rear of roofline)
- High level third brake light

INTERIOR

- Single colour "Tungsten" fascia
- Chrome instrument surrounds
- Leather rimmed steering wheel
- Leather and chrome gearknob
- Sports front seats and rear bucket seats
- Adjustable height and tilt driver's seat
- Door sill finishers
- Split folding rear seat back
- Rear headrests
- Rear centre armrest with ski flap and stowage box

EQUIPMENT

- Driver's and front passenger's airbag
- Electric front windows with auto-reverse and one touch operation
- Electrically operated and heated door mirrors
- Engine immobiliser
- Plip central locking
- Electric sunroof or Air Conditioning
- External temperature indicator
- Radio/cassette system 4030

COUPÉ 3.0 V6

FEATURES ADDITIONAL TO 2.0

- "Brembo" four piston front brakes
- 16" alloy wheels with 215/55 R16 tyres
- Full size alloy spare wheel
- Auto screen wiper
- Digital Air Conditioning
- Front carpet mats
- Radio/cassette system 4050 with boot mounted CD autochanger

COUPÉ 3.0 V6 SE

FEATURES ADDITIONAL TO 3.0 V6

- Headlamp wash
- Electrically folding door mirrors
- Electrochrome rear view mirror (automatic day/night adjustment)
- Electrically operated front seats. Driver's with memory setting
- Heated front seats
- Leather upholstery and door panel trims
- Illuminated vanity mirrors
- Front and rear carpet mats
- Radio/cassette system 4050 with boot mounted CD autochanger, separate 320 Watt amplifier and 10 speaker JBL sound system

OPTION AVAILABILITY

COUPÉ 2.0

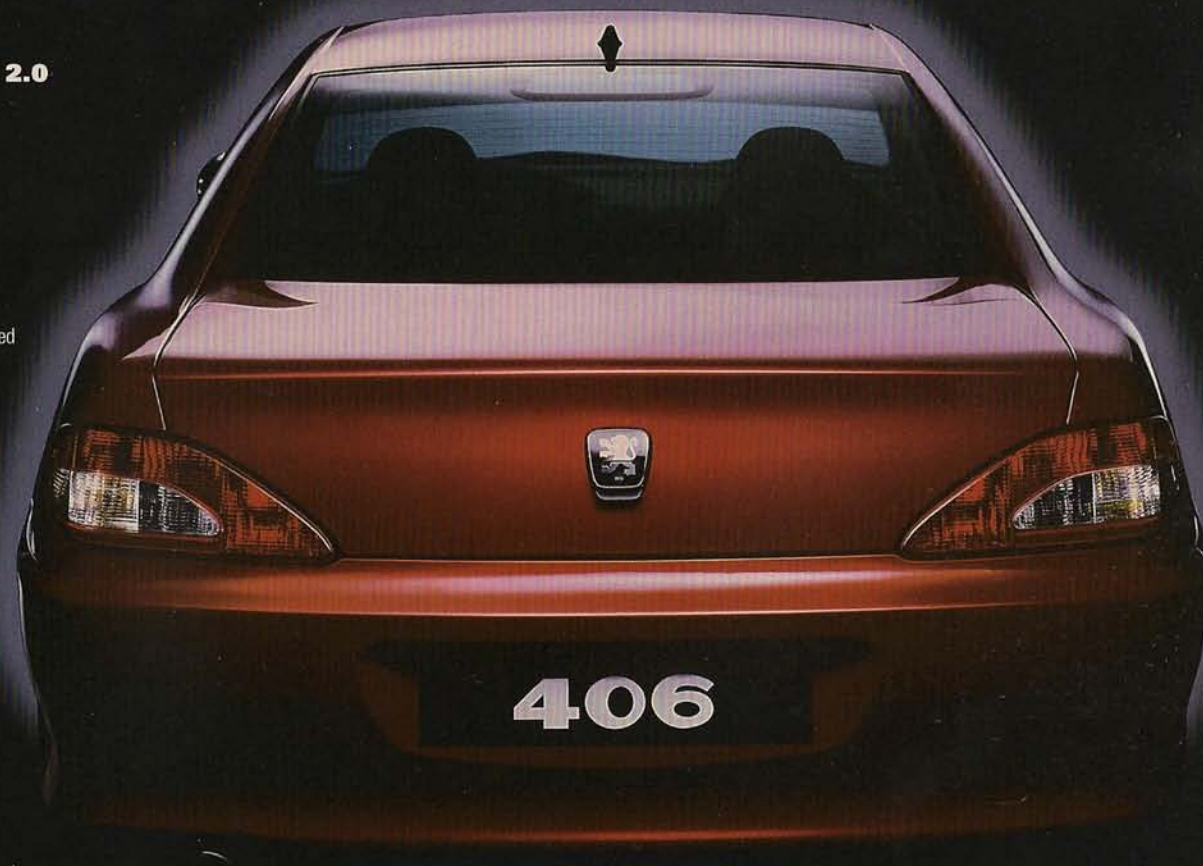
- Electric sunroof (Air Conditioned cars)
- Front seat mounted side airbags
- 4050 radio/cassette + CD autochanger + JBL speaker system

COUPÉ 3.0 V6

- Electric sunroof
- Front seat mounted side airbags
- JBL speaker system

COUPÉ 3.0 V6 SE

- Electric sunroof
- Front seat mounted side airbags
- Electronic suspension control





THE LAUNCH PROGRAMME

The Peugeot 406 Coupé launches in the UK with 3 models: 2.0 litre, 3.0 litre V6 and 3.0 litre V6 SE. Initial production is with manual transmission only, automatics become available in October. Early supply will be for sold orders or demonstrators only and to ensure best management of the limited pre summer production, no showroom display vehicles will be available. The UK has the biggest coupé market within Europe. It splits naturally into segments of 4 and 6 cylinder variants. We compete in both segments with our 4 cylinder 2.0 litre up against benchmarks of Calibra 2.0 and BMW 316/318 and our 3.0 litre V6/V6 SE up against Calibra 2.5 V6 and BMW 323/328.

Our marketing will lead with promotion of the image building 3.0 V6 and 3.0 V6 SE variants but much of the volume will come from the top end of the fleet user chooser 2.0 litre market. Profile of coupé buyers tends to be

younger than the average medium sector saloon buyer, with a greater proportion of women and a higher incidence of local professional business proprietors. All looking for a car that expresses style and performance.

PRICING

The launch price of the Peugeot 406 Coupé 2.0 is £19,480 ex works, placing it only £485 more than the ageing Vauxhall Calibra (based on the now discontinued Cavalier). The 406 Coupé 3.0 V6 is £22,980 (Calibra 2.5 V6 at £20,995) with the 406 Coupé 3.0 V6 SE at £25,780 (BMW 328 Sport at £27,900). We have tremendous specification, styling and engineering advantages over the segment competition that is coupled with these competitive prices. Full details and pricing of options will be provided by separate letter. Dealer margin is 9% and 1% rebate (with the same margin retention guidelines as described for 406 Saloon and Estate).

PEUGEOT 406 COUPÉ COLOUR AND TRIM CHART

Interior Environment	COUPÉ 2.0 & 3.0 V6 Florio Cloth		COUPÉ 3.0 V6 SE Ascari Leather		
	Blue	Grey	Storm Black	Sahara Tan	Amarante Red
Solid Colours					
Scarlet Red	●	-	●	-	-
Pulsar Yellow	●	-	●	-	-
Metallic/Pearlescent Colours					
Cosmos Grey	-	●	●	●	●
Satellite Grey	●	-	●	●	●
Ariane Blue	●	-	●	●	●
Polaris Blue	-	●	●	●	-
Tucanae Green	-	●	●	●	-
Galileo Green	-	●	●	●	●
Diablo Red	-	●	●	●	-

● = Standard

On Coupé 3.0 V6 SE a choice of leather interior is available with certain body colours.

SOLID COLOURS



Scarlet Red



Pulsar Yellow



Polaris Blue

METALLIC/PEARLECENT COLOURS



Cosmos Grey



Satellite Grey



Ariane Blue



Tucanae Green



Galileo Green



Diablo Red

UPHOLSTERY

FLORIO CLOTH COUPÉ 2.0 & 3.0 V6

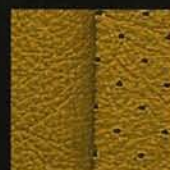


Blue



Grey

ASCARI LEATHER COUPÉ 3.0 V6 SE



Sahara Tan



Amarante Red



Storm Black



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