



TRUE BEAUTY

ALWAYS LIES WITHIN THE DETAILS

Designed by:

pininfarina

Job title:

COUPÉ

Styling:

Model:

Job no.

P.406C

Date:

13/7/99

Dwg no.

280970

Version:

64_13A.1

THE PEUGEOT 406 COUPÉ

Logo:



Marque:

PEUGEOT

Job title:

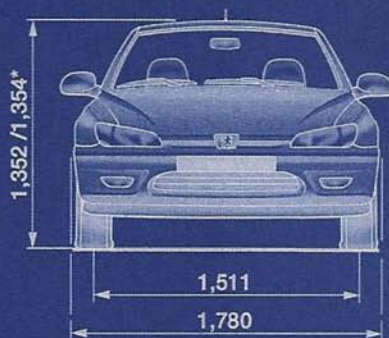
THE PEUGEOT 406 COUPÉ. LOOK A LITTLE CLOSER.

There are those who claim that beauty is but skin deep.

Perhaps they should take a look at the brand new Peugeot 406 Coupé - designed in conjunction with Pininfarina.

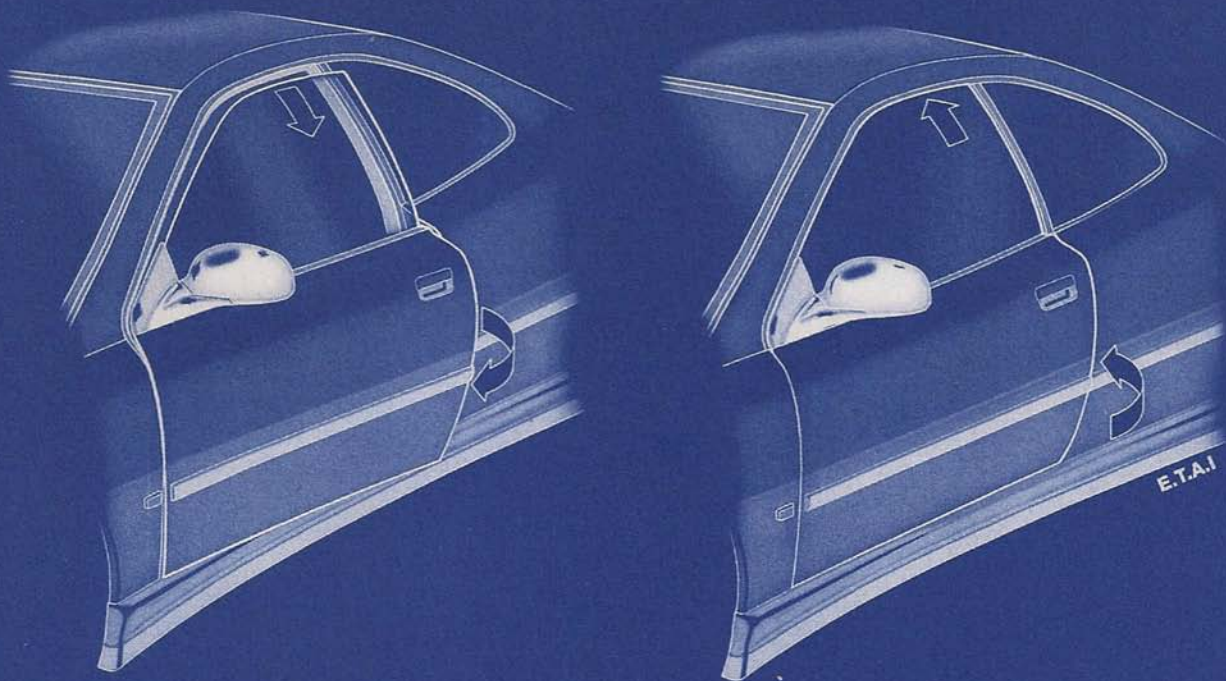
For within the elegantly crafted lines and curves of this most beautiful of machines can be found a host of subtle refinements - all conceived to make owning and driving a 406 Coupé an experience like no other.

The leather seating, the braking system, the specially developed electric windows...you can read more about all of these over the following pages. But to truly experience the 406 Coupé, it must be seen. And to do *that*, all you need to do is contact your local Peugeot dealer or call 0345 56 55 56. Then we'll take care of all the details...



Detail#1:

WINDOW LIFT FRAMELESS DOORS

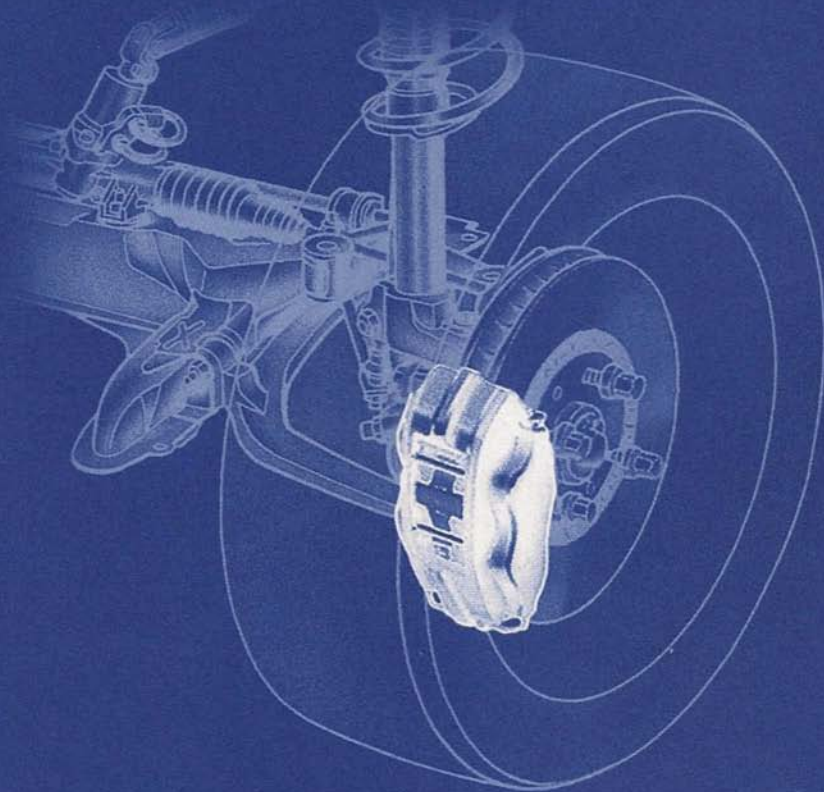


note.

OPEN THE DOOR ON A COUPÉ AND YOU'LL SEE THE WINDOW LOWER AUTOMATICALLY BY 10MM. CLOSE THE DOOR AND THE WINDOW WILL RISE, CREATING A PERFECT SEAL BETWEEN WINDOW AND DOOR AND ENSURING THAT THE COUPÉ IS ONE OF THE MOST AERODYNAMIC CARS ON THE ROAD TODAY.

Detail#2:

BREMBO FOUR POINT BRAKE SYSTEM

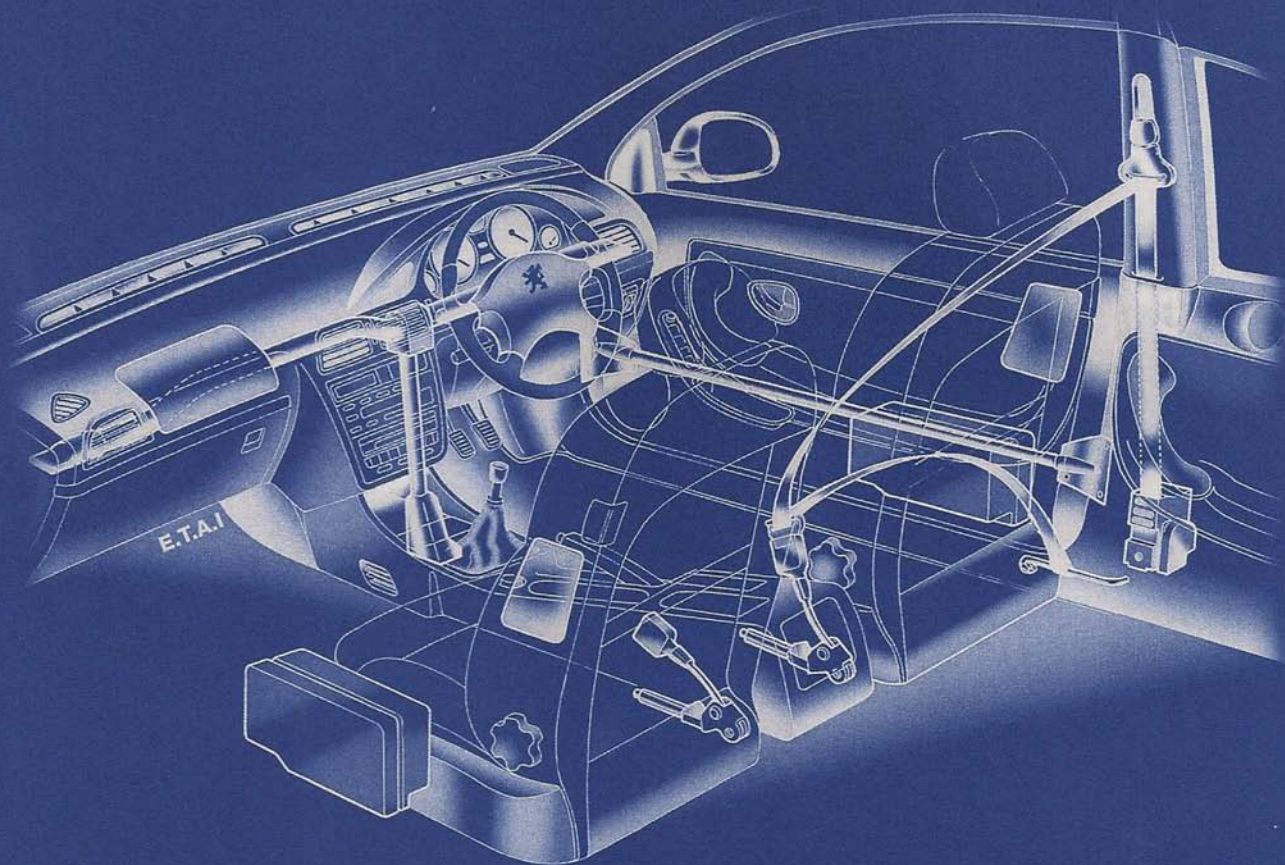


note.

TESTED ON SOME OF THE WORLD'S LEADING RACING CIRCUITS, THE BREMBO SYSTEM WAS THE NATURAL CHOICE FOR A CAR OF THE COUPÉ'S CALIBRE. AND WITH TWO SETS OF PISTONS – ONE 38MM ACROSS, ONE 42MM – INSTALLED ON THE 3.0 LITRE COUPÉ'S FRONT WHEELS, YOU CAN REST ASSURED THAT SHOULD THE NEED ARISE, YOU CAN STOP QUICKER.

Detail#3:

THE COCKPIT



note.

A HOST OF DETAILS CONSPIRE TO MAKE THE COUPÉ'S COCKPIT AS MUCH A PLEASURE TO BEHOLD AS A JOY TO INHABIT. A CHOICE OF FLORIO CLOTH OR SUMPTUOUS ASCARI LEATHER, DEPENDING ON YOUR MODEL. THE RETRO-STYLED DIALS. THE CHROME GEARSHIFT. ALL CREATING A COCKPIT THAT IS AS EXHILARATING AS IT IS LUXURIOUS.

Job title:

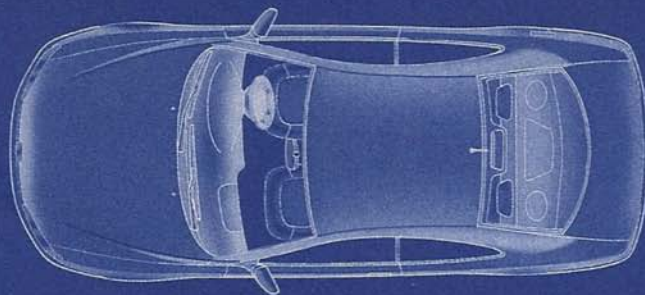
THE PEUGEOT 406 COUPÉ. GET UNDER ITS SKIN.

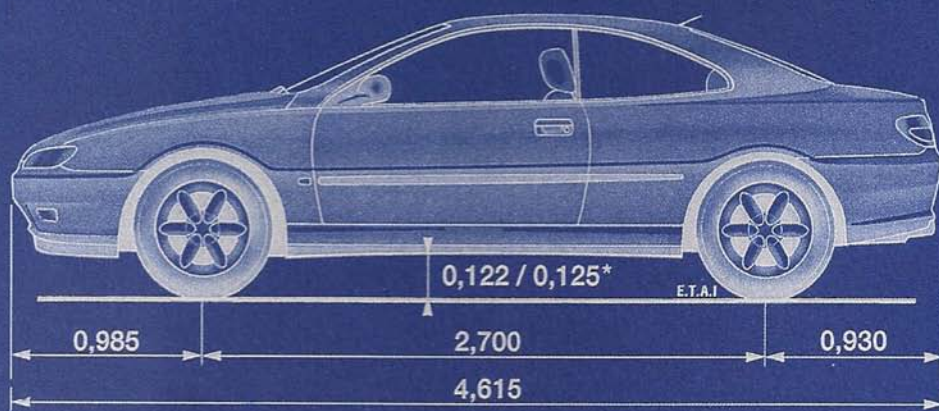
Words and diagrams can take you so far – but a drive in a Peugeot 406 Coupé can take you so much further. That's why we've made it even simpler to get behind the wheel of this most accomplished of machines.

You can contact any Peugeot dealer (visit www.peugeot.co.uk to find your nearest one) and they'll be happy to show you round the car. Or you can call our Openline on 0345 56 55 56. They'll be happy to arrange a test drive for you.

Alternatively, if the 406 Coupé has captured your heart – but you're not looking to buy at the moment – you can fill in and return the attached reply card in the envelope provided. We'll then be able to contact you in the future with news of the 406 Coupé.

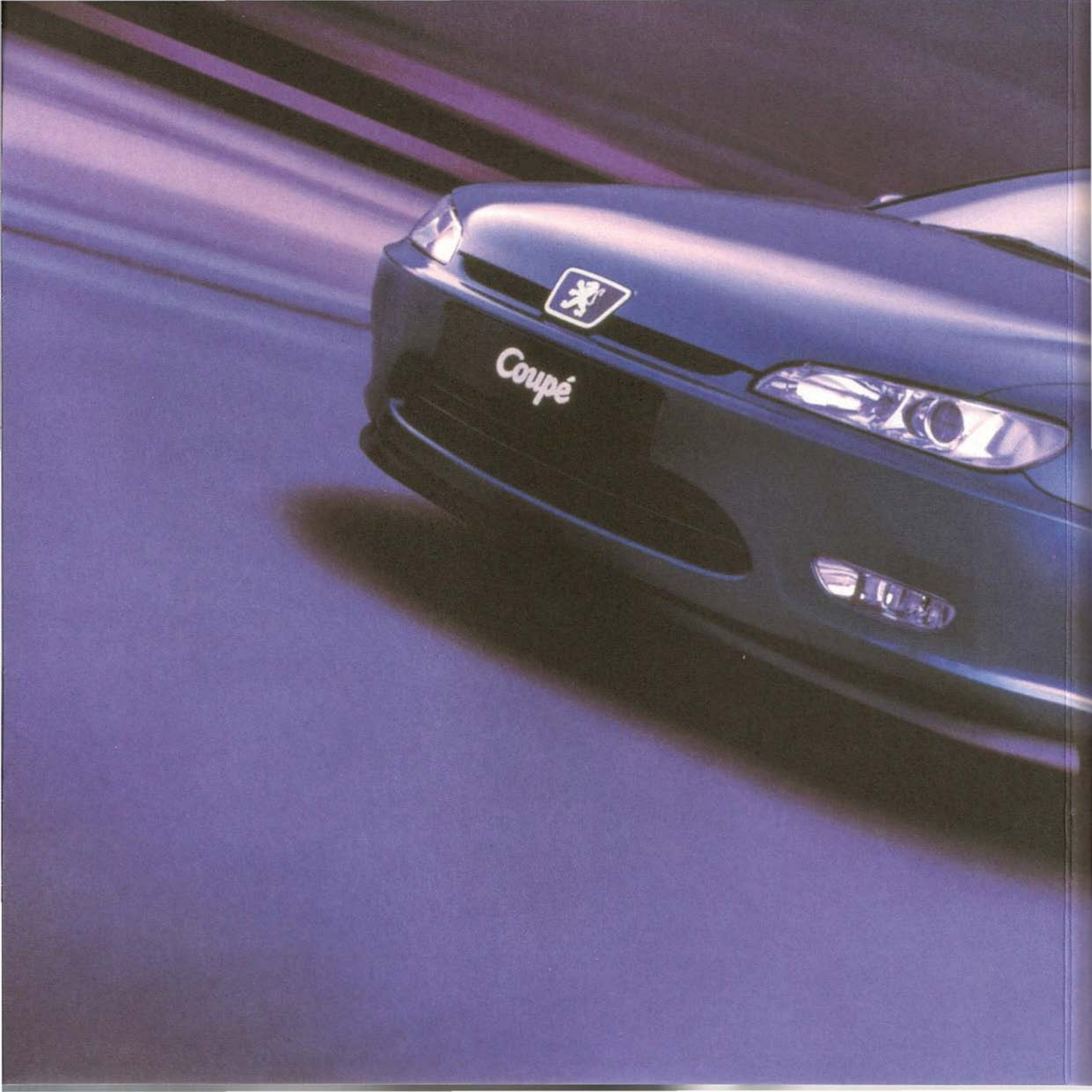
We look forward to hearing from you.



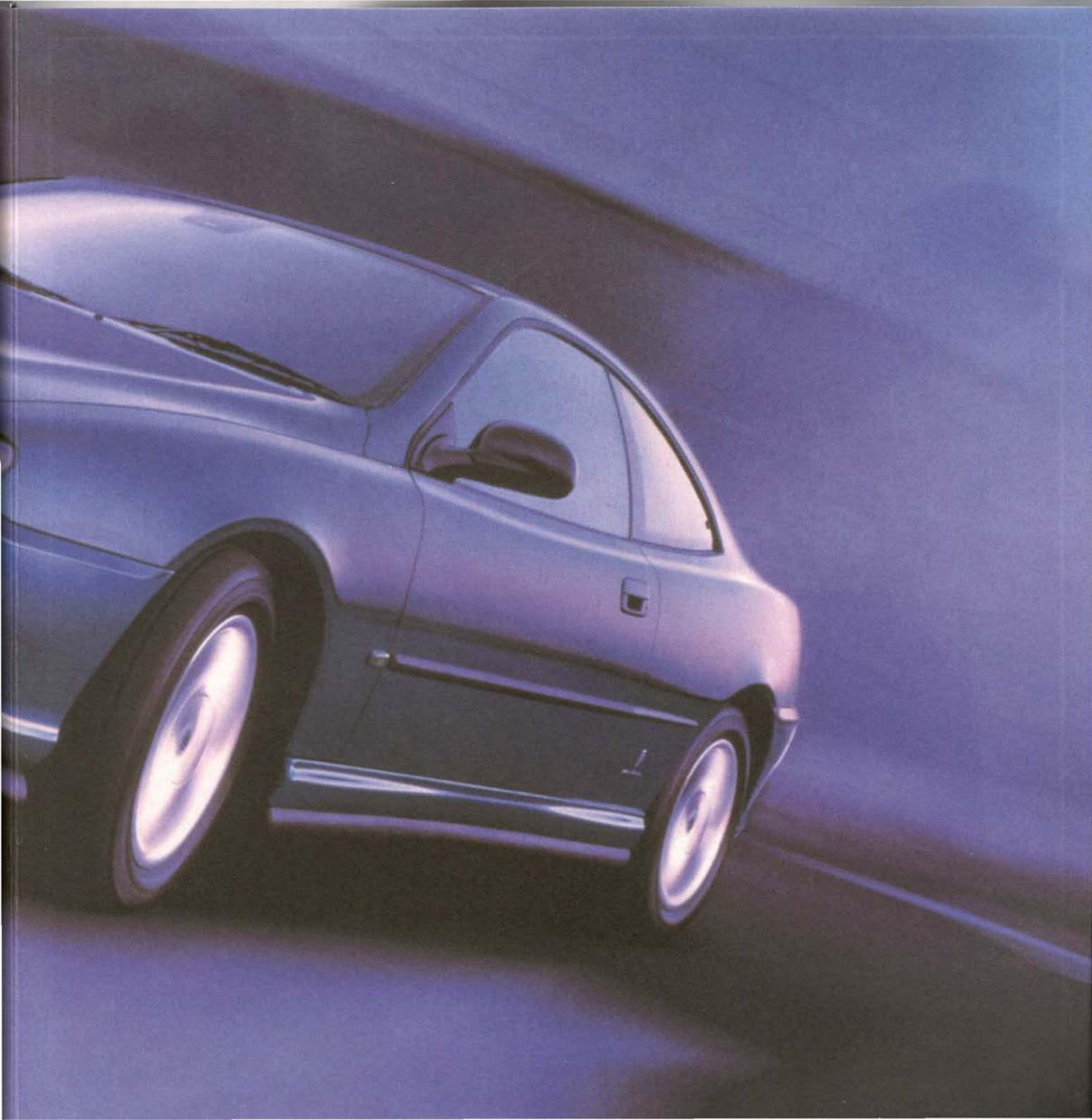


* V6

TURN OVER AND EXPERIENCE THE JOURNEY FROM BLUE PRINT TO WHITE HEAT.



Coupé



Company details:

PEUGEOT MOTOR COMPANY PLC.
ALDERMOOR HOUSE, PO BOX 227, ALDERMOOR LANE, COVENTRY CV3 1LT.

Logo:



Marque:

PEUGEOT

THE PEUGEOT 406 COUPÉ

(TECHNICALLY SPEAKING, IT'S BEAUTIFUL TOO.)

Logo:



Marque:

PEUGEOT

Dear Driver,

Every picture tells a story.

Take a glance at any photo of the Peugeot 406 Coupé and it's easy to see why *Autocar* have called it "...the best looking car in the world". (15.10.97) Effortlessly sculpted lines, a classically uncluttered face, those broad sweeping headlights... every inch of the car's design combines to give the Coupé a road presence second to none.

But to describe the 406 Coupé as merely stunning would only be telling half the story.

Look beyond the aesthetic and the Coupé's real beauty shines through. Every detail has been conceived, developed and refined to offer both driver and passenger a driving experience like no other. It's a passion that drives every designer, engineer and technician involved in the Coupé's creation – to quote Managing Director and General Manager of Industrie Pininfarina S.p.a., Andrea Pininfarina: "Such a car is not designed or engineered in broad brush strokes. Each detail adds to the overall whole – as though the car is engineered from the inside out."

It's through these details, from the specially crafted windows to the racing style seats – that the Coupé reveals itself as the rarest of cars – a seamless combination of design and engineering, of elegance and performance. Yet perhaps the most impressive detail of all is the price tag: you can now enjoy life with this most accomplished of machines from just £292.03 a month*. (Exclusive offer to recipients of this mailing, available only on production of this letter.)

Take a closer look

Getting closer to a Coupé is simple. You can contact your nearest Peugeot dealer – they'll be happy to show you round the car or arrange a test drive. Or you can call 0345 56 55 56 and we'll send you a free Coupé information pack or organise a test drive for you. And if you'd like to know the location of your nearest Peugeot dealer – or anything else about the Coupé – take the time to visit our website: (www.peugeot.co.uk).

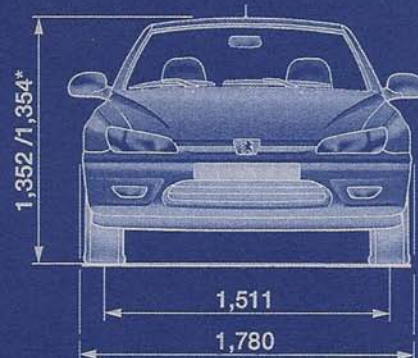
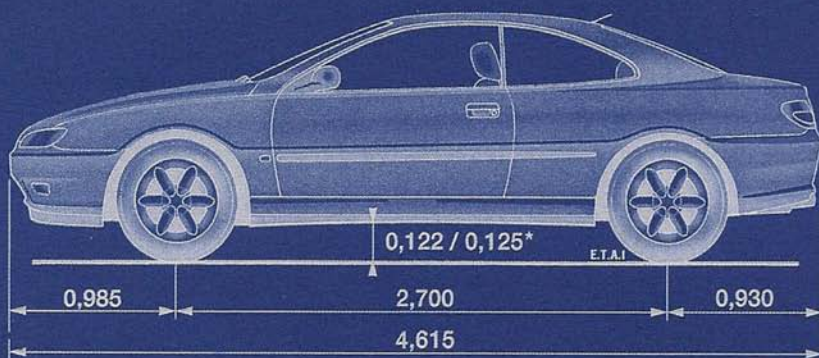
In the meantime, enjoy the enclosed brochure – and I look forward to hearing from you.

Yours sincerely,

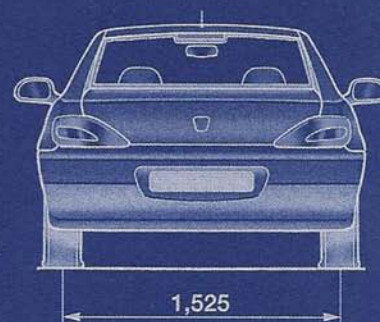
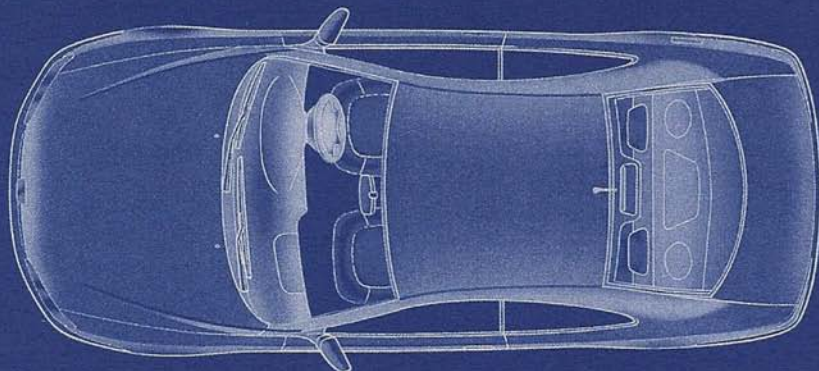
A handwritten signature in blue ink that reads "Bill Sullivan".

Bill Sullivan.
Manager of Customer Information

* For full details please see overleaf.



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*THE MONTHLY RENTALS QUOTED, WHICH ARE SUBJECT TO REVIEW, ARE BASED ON A 406 COUPÉ 2.0 LITRE WITH DIGITAL AIRCONDITIONING FOR A 36 MONTH CONTRACT, 36,000 MILES IN TOTAL. ANY MILEAGE OVER 36,000 MILES WILL BE CHARGED AT 7.75 PENCE + VAT PER MILE. BASED ON 3 RENTALS IN ADVANCE (£876.09) FOLLOWED BY 35 MONTHLY RENTAL PAYMENTS (£292.03) COMMENCING MONTH 2. SHOULD THE CONTRACT MILEAGE BE EXCEEDED BY OVER 30%, THEN THE EXCESS PENCE PER MILE OF 7.75 PENCE WILL BE DOUBLED. RELIEF VEHICLES FOR CONTRACT HIRE AVAILABLE AT EXTRA COST. CONTRACT INCLUDES FULL AA MEMBERSHIP, ROAD FUND LICENCE, GAP INSURANCE AND FULL MAINTENANCE FOR CONTRACT PERIOD. ALL RENTALS ARE SUBJECT TO VAT. ARE FOR BUSINESS USERS ONLY AND SUBJECT TO STATUS. A GUARANTEE MAY BE REQUIRED. OFFER AVAILABLE FOR REGISTRATIONS UP TO AND INCLUDING 15TH DECEMBER 1999. EXCLUSIVELY TO RECIPIENTS OF THIS MAILING. PRODUCTION OF THE LETTER IS REQUIRED FOR PROOF OF ELIGIBILITY. ALTERNATIVE PERIOD AND MILEAGE QUOTATIONS ON THE FULL PEUGEOT RANGE ARE AVAILABLE FROM THE PEUGEOT BUSINESS QUOTELINE ON 0845 600 7733.

Logo:



Marque:

PEUGEOT