

# 406 Coupé

The eye  
of the beholder.



PEUGEOT

## PEUGEOT 406 COUPE

For nearly 50 years, Peugeot has been in collaboration with Pininfarina, a design house internationally famous for classic style, inventiveness and personality. Not just

on one-offs or concept cars for motor shows, but on real-world cars for real people.

Cars which just happen to become classics. Cars like the 504 Coupé and 306 Cabriolet.

That's because Peugeot firmly believes that the fruit of man's artistry and flair should not be the exclusive preserve of a privileged minority.

Peugeot also knows that CAD stands for computer-aided design. Not computer-generated. Or computer-originated. Sadly, many car manufacturers still worship at the altar of computer technology. They rely on it for everything — including design.

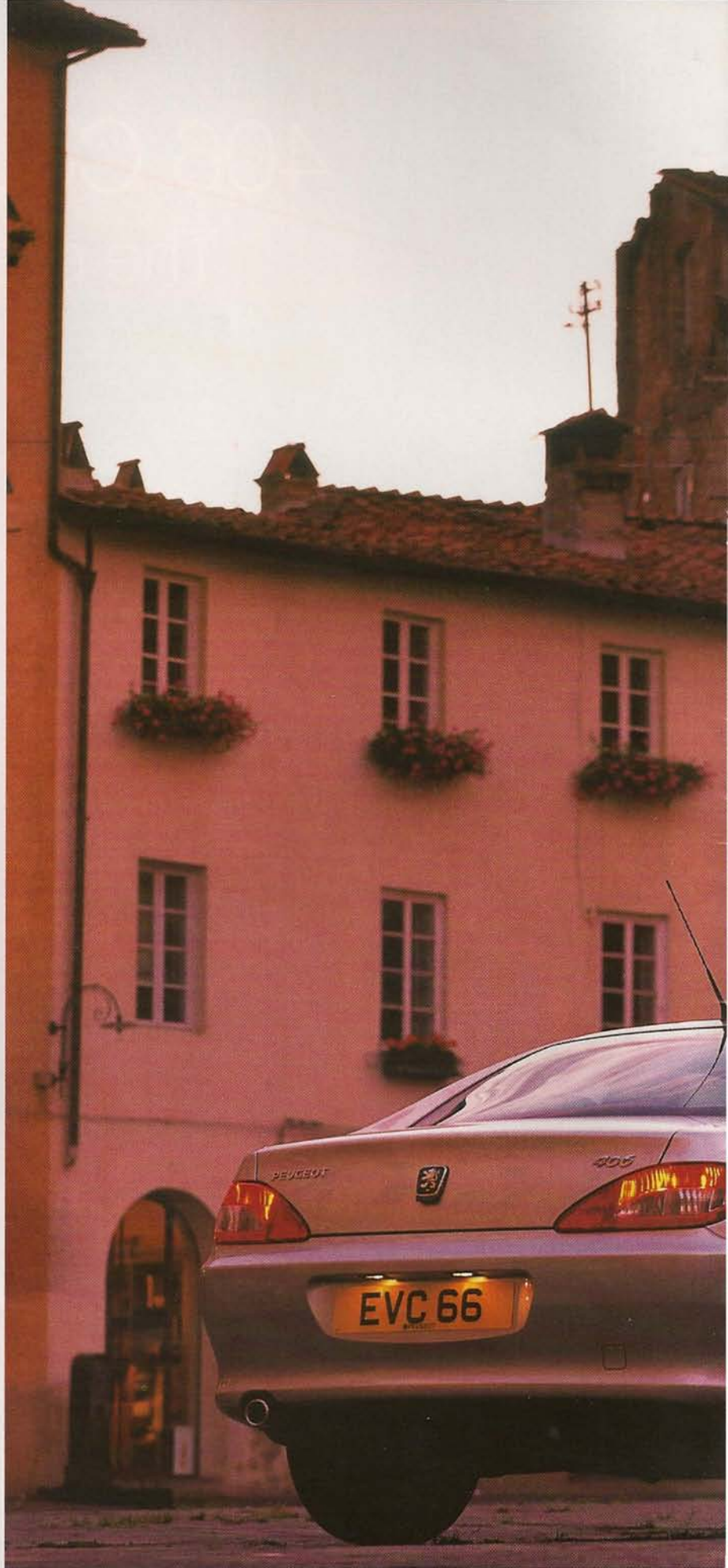
Which, when you see what human beings are capable of, is clearly a mistake.

Ask a computer to design a car from scratch and, with the right software, it will produce something perfectly acceptable. Ask it to design a car with character, or beauty, or any other human attribute, and you'll get an error message. Because computers aren't human.

And they never will be.

The Peugeot 406 Coupé is testament, in living metals and flowing organic shapes, to humanity's triumph over the silicon chip.

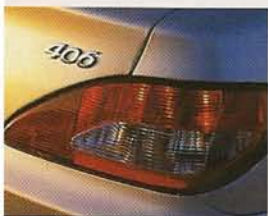
It is a car that defies categorisation, an irresistible blend of faultless technology and human flair, a hot, glittering jewel burning



**Few car manufacturers can claim a 50-year partnership with one of the world's leading design houses. For Pininfarina, car design is human-driven. The computer is a workhorse, not the workforce.**



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brightly against a bleak landscape of computer-optimised steel and plastic.

Because Pininfarina designs, manufactures and tests the complete vehicle, the 406 Coupé is effectively a hand-crafted automobile — without the hand-made look.

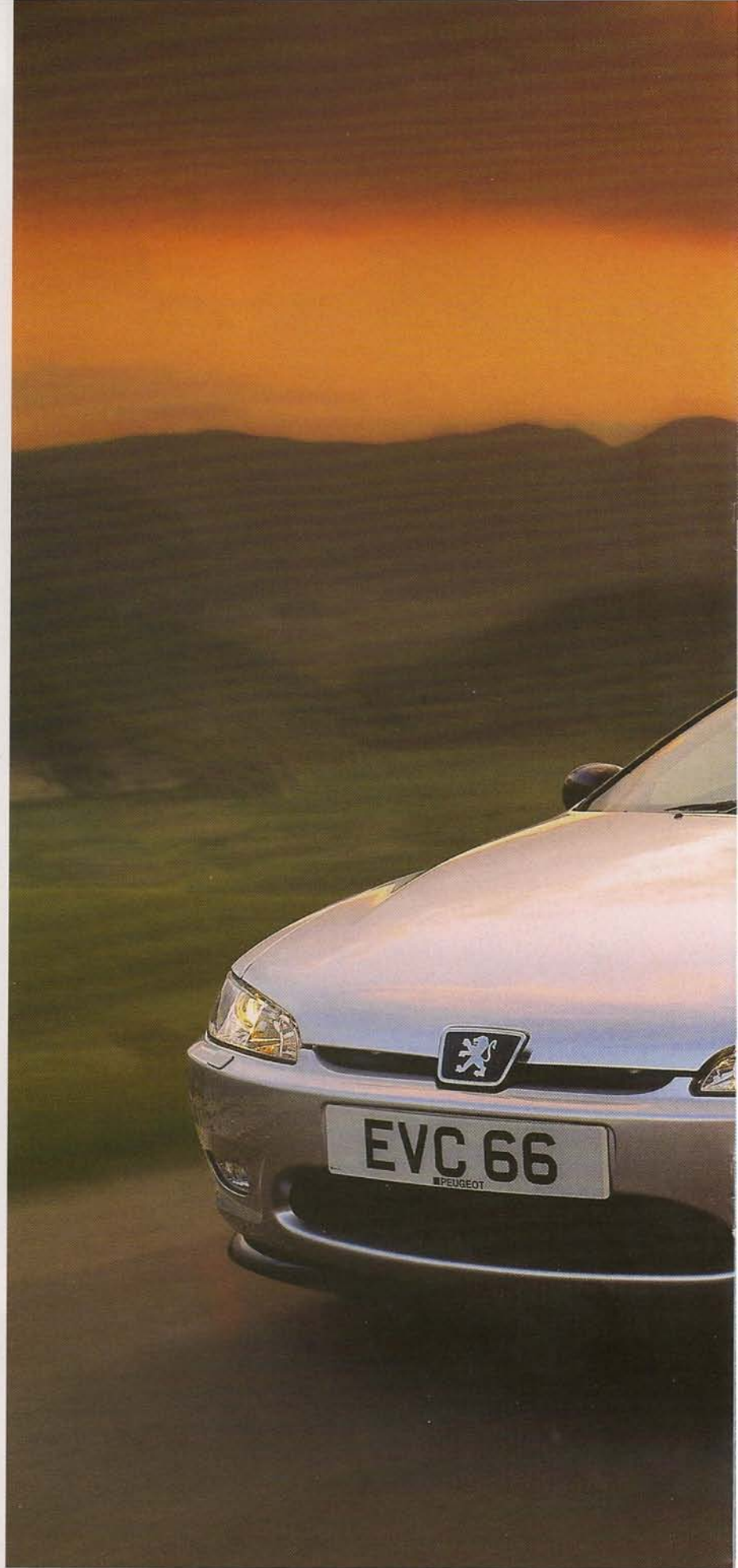
Or the knuckle-whitening pricetag. That's most definitely a Peugeot part.



406 Coupé owners have been taking advantage of this noble Peugeot philosophy since 1997. The fact that the Coupé still weakens the knees of motoring journalists (a notoriously fickle bunch) two years after launch is strong evidence of the design's fundamental rightness — and, most likely, of its future classic status. 'Unfortunately for Ferrari,' said *Autocar*, 'the considerably less expensive Peugeot is the more elegant design overall.' 'Hugely desirable', they called it.

The Peugeot, that is.

Beneath the beauty of the 406 Coupé's mink-smooth exterior is a pure concentrate of sporting essence, a steel-hard surge of performance supplied by two electrifying power units: the sparkily effervescent 2-litre 16-valve — which has already achieved cult status in Peugeot's legendary sports hatches — or the creamy, torque-rich 3-litre V6, a 24-valve 194bhp engineering tour de force perfectly qualified to move this mobile art work from 0 to 60mph in less than eight seconds, and on to an exquisitely relaxed 144mph top speed. Real coupé virtues that go far deeper than the allure of a tautly stretched skin. Or of a badge.



**Race-tested 4-piston Brembo front brakes mean the Coupé stops as well as it goes. Electrically operated front seats, Electrochrome rear-view mirror and rain-activated wipers refine the driving experience.**



The superbly capable Coupé chassis, rigidly braced by that sublime two-door bodyshell and advanced to masterclass standing by variable suspension damping and variable power steering, delivers a rare degree of fulfilment and pleasure to the driver.

And, indeed, to the passengers. Of which there can be a surprisingly large number. *What Car?* found that the 406 Coupé could carry 'four full-size adults and their luggage in supreme comfort over long distances'. The fluid ride and precisely damped handling characteristics have a lot to do with that.

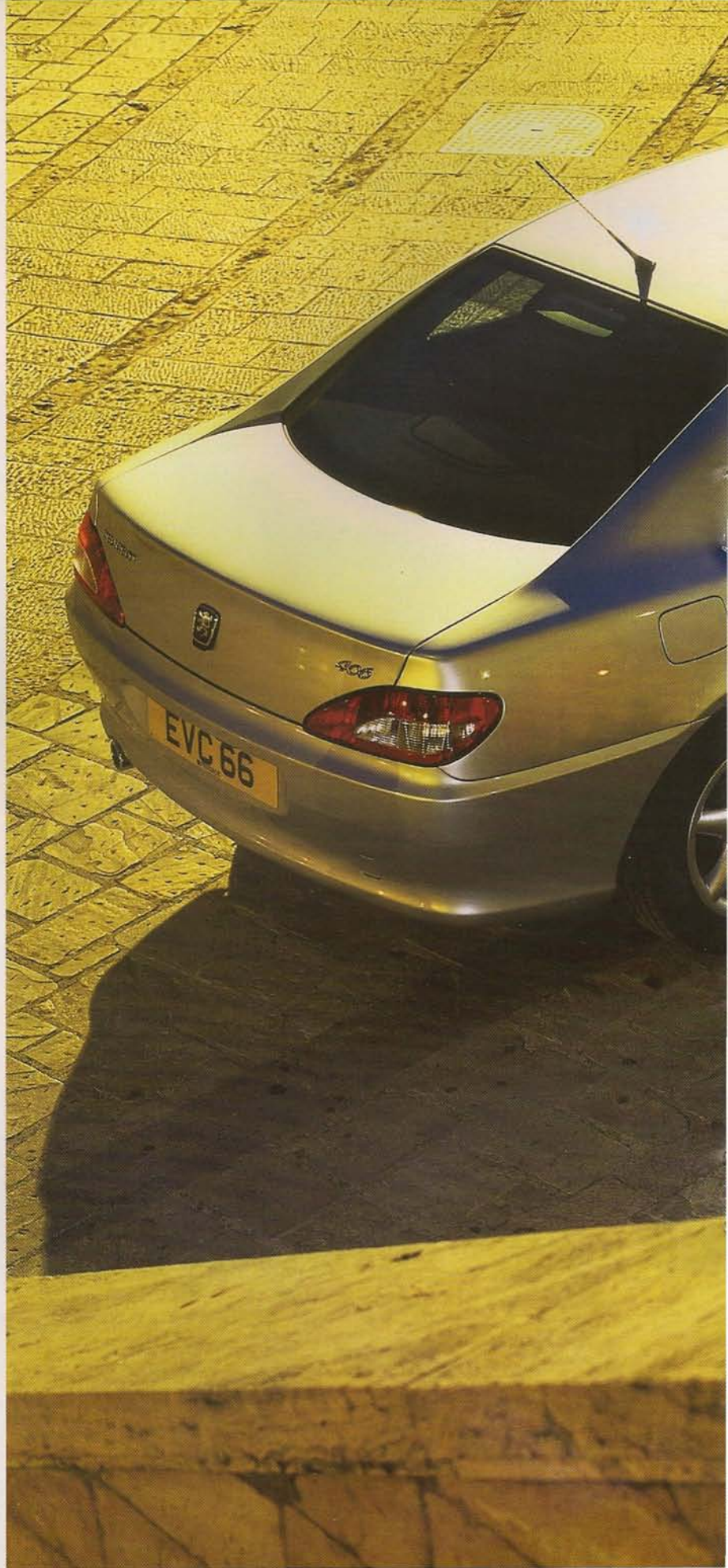
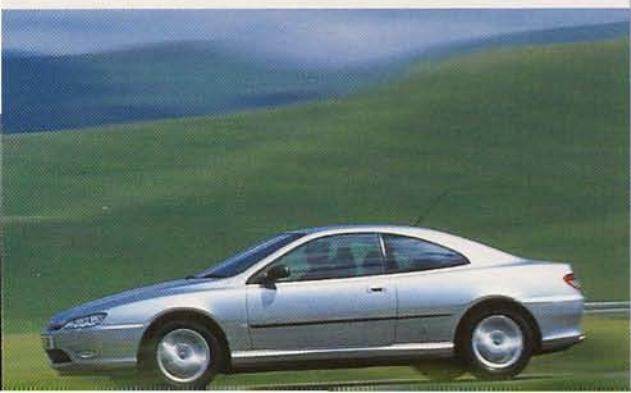
So does an extraordinarily cultured passenger environment.

Luxuriate in dark grey, tan, or red-paneled leather retro-style sports seats. Activate one of motoring's lightest and most rewarding five-speed gear selection mechanisms through the leather-and-chrome gearknob. Control the 2.0-litre SE's 320 Watt, eight JBL speaker audio system with boot-mounted CD autochanger from the leather-covered steering wheel. Let yourself be transported to a rock stadium, an intimate ensemble chamber, or a hot jazz club (heat optional; digital air conditioning standard).

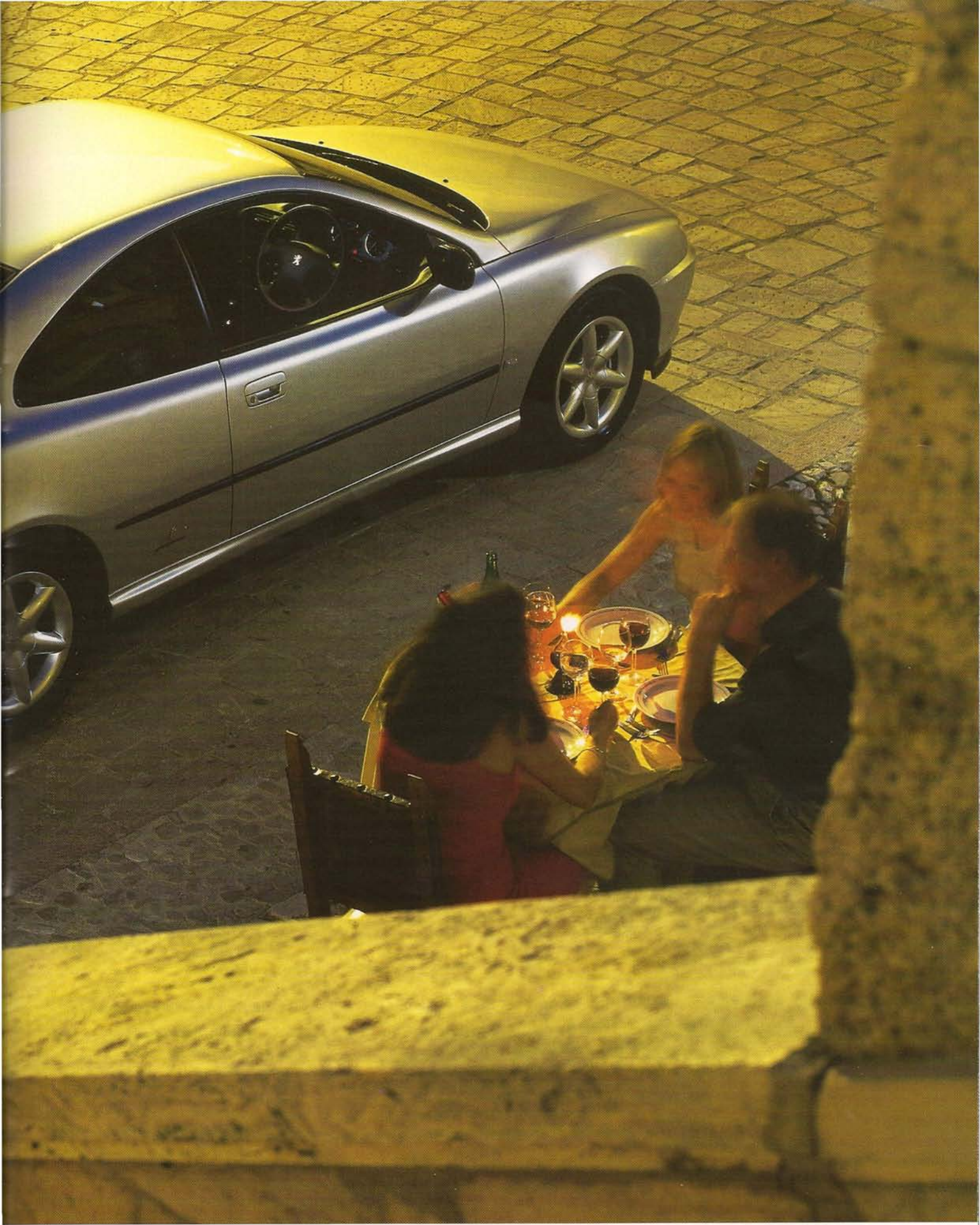
You may, after test driving a Peugeot 406 Coupé, find yourself wondering why the music hasn't stopped — even though everything's switched off.

Don't worry. The music is in your head. Beholding beauty can have that effect.

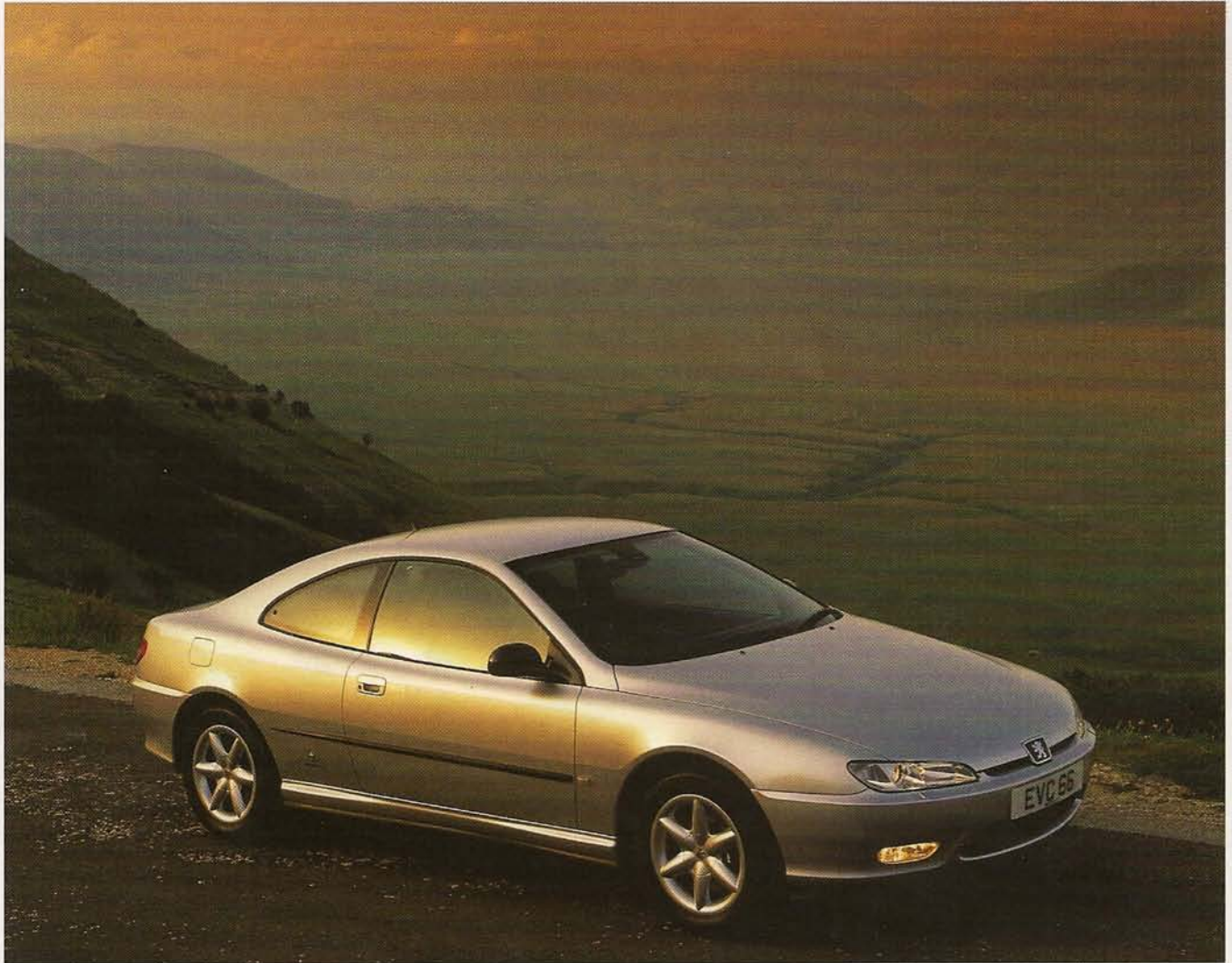
## Peugeot 406 Coupé



**In the old days, 'designer-built' sometimes meant you had to take the rough with the smooth. With the 406 Coupé, there's only the smooth. 'Crushingly complete... unbeatable,' said *Autocar*.**



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This supplement was produced for Peugeot Motor Company Plc  
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For more information on the 406 Coupé, please phone on

**0345 56 55 56**

or visit the Peugeot website at  
**[www.peugeot.co.uk](http://www.peugeot.co.uk)**

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