

**“What are
they saying
about the new
406 Coupé?”**



The Upside

(for most)

"Listen very carefully... pick up your chequebook, head for your Peugeot dealer and hand over a deposit for the new 406 Coupé"

AUTO EXPRESS

"...took the Paris Motor Show by storm"

WHAT CAR?

"A styling masterpiece – a potential future classic"

AUTOCAR

"Peugeot has an ace up its sleeve..."

MOTOR TRADER

"Peugeot's lovely, lovely, lovely Coupé"

PERFORMANCE CAR

"...the car people are already queuing to buy"

FLEET NEWS

"...a Peugeot that has been likened to no less a car than the Ferrari 456GT"

AUTOCAR

"...the ride and handling mix is superb"

WHAT CAR?

"...there is already a four-month queue – but believe me, its worth the wait"

THE SUN

"...get ready for the drive of your life"

AUTO EXPRESS

"...a raging success"

PERFORMANCE CAR

"Coupé will give 406 halo effect"

FLEET NEWS

"High-speed haute couture"

THE EUROPEAN

"Hugely desirable... as a total package... crushingly complete"

AUTOCAR

"THE LION ROARS – This car delivers the goods... heart pumping styling"

TOP FLEET

"...if this Peugeot had a Ferrari badge buyers would be paying a small fortune for it"

THE SUN

"...the 406 Coupé will carry four full size adults and their luggage in supreme comfort over long distances"

WHAT CAR?

"Pininfarina has created a gem"

DAILY TELEGRAPH

"...this gorgeous Coupé is unbeatable"

AUTOCAR

"...handling is inspired"

CAR

"...it looks fabulous... the 24 valve, quad cam, 3.0 litre V6 is a corking bit of kit"

PERFORMANCE CAR

"The Peugeot 406 Coupé is drop-dead gorgeous, its proportions are perfect"

SUNDAY TIMES

"...now this is what I call sensible pricing"

NEWS OF THE WORLD

"...the 406 Coupé looks terrific up close... much better than any picture... exudes classy aggressiveness"

WHAT CAR?

"Latest 406 spin-off is best of all. It looks and goes superbly"

WHAT CAR?

"There are no fashion sensitive gimmicks here, just fabulous proportions and meticulously developed surfaces"

DAILY TELEGRAPH

"...the cabin is superbly laid out... tremendous acceleration in lower gears"

WHAT CAR?

"a distinctive, high-style alternative to the usual company car"

FLEET NEWS

"The seats are built by Recaro to Pininfarina's specification and are wonderfully comfortable"

PERFORMANCE CAR

"Just the thought of getting behind the wheel had us going weak at the knees"

AUTO EXPRESS

"Accomplished as these newcomers are [Honda Prelude, Mercedes CLK and Volvo C70] none is quite the match for the 406 Coupé's head-turning style"

WHAT CAR?

"Pininfarina has done a wonderful job on the 406 Coupé, but... its contribution goes way beyond the beautiful styling"

DAILY TELEGRAPH

"The car exudes well-engineered quality"

COMPLETE CAR

The Downside

(for some)

"Peugeot Coupé to challenge BMW and Mercedes"

AUTOMOTIVE NEWS EUROPE

"Unfortunately for Ferrari, the considerably less expensive Peugeot is the more elegant design overall"

AUTOCAR

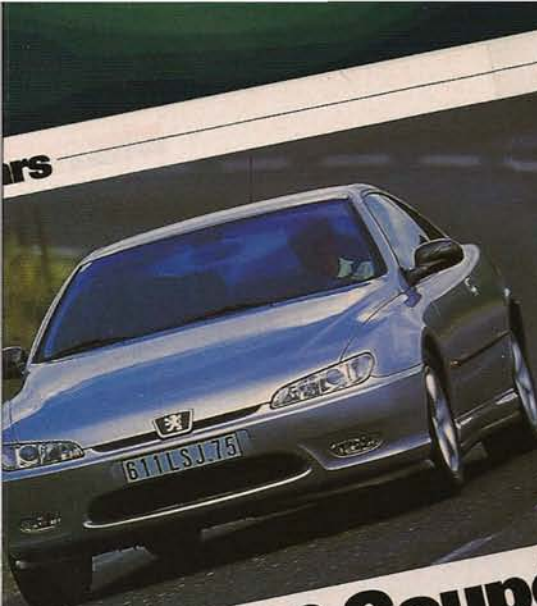
"...be prepared for a substantial waiting list"

PERFORMANCE CAR

"British dealers have been besieged with enquiries from would-be buyers"

AUTO EXPRESS





Peugeot 406 Coupé a thing of rare beauty

Latest 406 spin-off is the best of all. It looks and goes superbly; at least the V6

WHAT CAR?

19 JUNE 1997 WHAT CAR?



the entry-level 130bhp 16V 2.0-litre four-cylinder and 160bhp 24V 3.0-litre V6. Both get their power through either a standard five-speed manual or optional five-speed auto transmission. While the four performs creditably, it has to be worked hard to shift the base-level 406 Coupé's 1540kg weight with true conviction; it is also inhibited by its relatively tall posture. But it's relatively subdued at low speeds where its solid passing power is effective. There's a persistent rumble when above about 4000rpm. As a result, it

...the ride and handling mix is superb"

Automotive News Europe

car

"...handling is inspired"

Peugeot coupe to challenge BMW

Peugeot says its 406 chassis design has been praised by competitors. "Strong premium has driven prices down... The 406 has responded well to the market."



The Daily T

"Good-looking, well equipped... will buyers be able to resist it?"



already beats Audi's A8 and BMW's 750i (see page 10). It's a superb car and it sounds even more desirable, doesn't it? To choose the new coupe, Peugeot has carried out a series of tests on the saloon. While the

406 Coupé is the best of all. It looks and goes superbly; at least the V6

Peugeot's body design is a triumph. Base interior and optional leather upholstery adds to the car's character.

Then there's wind noise. All examples we drove suffered from excessive buffeting around the windscreen pillars. This is noticeable only above 60mph, but it is annoying and not of character with this car's otherwise exceptional refinement.

Our first encounter with the Peugeot 406 Coupé was in the current crop of European two-door. True, the four-cylinder can lack the underpinned authority of the V6. But the V6 is superbly refined, very fast and handles extraordinarily well.

Greg Kable

PEUGEOT 406 COUPÉ	
Engines	2.0-litre 16V, 150bhp; 3.0-litre V6, 160bhp
Trim levels	20.1 (2.0i), 25.9 (3.0i)
Performance	140bhp, 0-100 in 7.9sec (V6); 120bhp, 0-100 in 9.2sec (2.0i)
BEST IN CLASS	
The Peugeot 406 Coupé is the most beautiful, 2.0-litre V6 in the class.	

WHAT CAR? JUNE 1997 11



If looks could kill

Cutting edge: Pininfarina has waved a magic wand over the 406 saloon

The Peugeot 406 Coupé is not only drop-dead gorgeous, it gives a drive to match

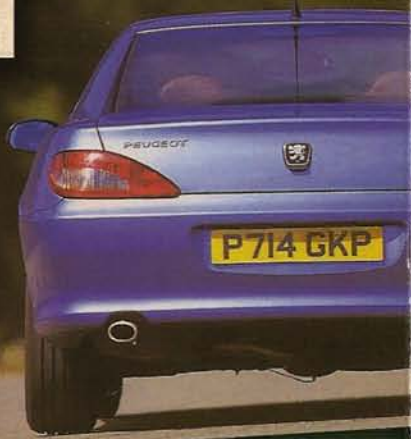
HOWEVER analytical one tries to be about the pros and cons of a new car, the way it goes and handles, its accommodation or value for money, the clincher for many buyers is beauty.

...the other... not one job because of this ability to smooth away interferences. Although the speed-sensitive Servotronic steering remains too sensitive enough to allow millimetric placement of that gorgeous nose through fast bends. And because body control has been improved to such a degree compared with the saloon, corners can be attacked with a confidence that few other front-drive coupes could absorb. Thank the fabled location of the rear end, the big grip from the chunky Michelin and the fine sense of natural balance for that.

The other aspect that separates the 406 from just about every other rival on sale is the ability of its suspension to absorb noise.

THE SUNDAY TIMES

"The Peugeot 406 Coupé is drop-dead gorgeous, its proportions are perfect"



MW, Mercedes

12 MAY 1997

shape of minivans and high-specification mid-luxury models. All the volume makers have just out, with the possible exception of Opel with its Omega.

Priester said Peugeot must start by achieving base values of quality, reliability and durability. But he said Peugeot must offer value on top of these.

"Clearly, a French manufacturer has to have its own touches," he said. "But what we will definitely not do is a grown-up kit."

"The expectations of customers in this category are not to be seen driving a beak-top super-medium car."

Many 60s critics say that it was hampered in the marketplace by looking very similar to the smaller and cheaper 405.

Independently, Renault's designers have concluded that the best chance of success for a French luxury car is through extreme sophistication in style inside and out.

Designers at both Peugeot and its Italian coachbuilding partner Pininfarina have been working on the 605 replacement.

The successor is still, according to Priester, "some years away."

EXPRESS WAR

Britain's car news weekly

406 COUPÉ!

Peugeot's new star: 1st drive exclusive

PLUS: VW'S SECRET CABRIO

IT'S SMALL, STYLISH AND CHEAP

"List car picture for dead over the"

Telegraph

"Pininfarina has created a gem"

The drive of

Peugeot 406 Coupé first drive

Hot metal



16 engine, developed in conjunction with Citroën and Renault, and as its cousin to a walled grove you know you're in for a treat.

With 191hp on tap at 5,500rpm, and 267hp of

AUTOCAR

“...A styling masterpiece
– a future classic”



**Auto
EXPRESS**

sten very
refully...
ck up your
equebook, head
r your Peugeot
aler and hand
er a deposit for
e new 406 Coupé”

WITH the new 406 Coupé, Peugeot are heading into a market sector where no volume manufacturer has ever truly succeeded before.

The cars will have to overcome that innate aversion which dictates that a fine car must have an equally imposing badge – and after searching them in earnest we would say they can work the miracle.

Between 2,500 and 4,000 a year will come to the UK. A high image car is needed by the company to pick up where the aging 605 failed so miserably. And to make sure it started well, Peugeot set up an international launch in Jordan, with keys to hand and Egypt.

The concept will certainly be very sharply priced here, undercutting rivals by up to £10,000.

They come with a choice of two engines – 139bhp 2.0 litre or the new 194bhp 3.0 litre V6 which is worth the premium. We had no chance to sample the four-speed automatic version this time but, having taken the test now on both a Citroën Xantia and Peugeot 406 saloon, we know it is excellent.

On Jordan's scorching desert roads we frequently saw the car's maximum speed of 141km/h, but it isn't the exciting top speed that we remembered this car delivers the goods. Our test car came with adjustable damping which we would give a merit to because selecting the sports setting merely succeeded in spoiling the fine ride. That sport – no complaints.

The Coupé is a secret star, for the car to succeed in the supercar market, that is an important feature. Even in England, no doubt everyone would be coveting with envy the 2.0 litre's performance. But the 3.0 litre's track track it



**Top Fleet
CAR OF THE WEEK**

THE LION ROARS



PEUGEOT 406 COUPÉ
LET'S offer a little with Peugeot's own analysis and say that this is definitely a 'sports' coupe.

For once, the combination of beautiful Italian design and French engineering has hit the target on the nose.

SPECIFICATION

PEUGEOT 406 COUPÉ	
Price as delivered with 2.0-litre	£13,975
Price as delivered with 3.0-litre	£20,275
2.0 with auto	£14,475
3.0 V6 with auto	£20,275
Transmission	5-speed manual
Max power	134bhp @ 5,500rpm
0-62mph	7.9sec @ 10.5km/h
Top speed	141km/h
Luggage volume	400 litres
Air conditioning	Yes (optional on 3.0-litre)
Sunroof	On entry model
Power steering	Yes
ABS	Yes
Insurance group	10

Peugeot reveal high-image coupes

Your life?

...the 16 – recently make you feel...
...your £25,700 is money well spent...
...There is also...
...the 16 – recently make you feel...
...your £25,700 is money well spent...
...There is also...
...the 16 – recently make you feel...
...your £25,700 is money well spent...
...There is also...

Top Fleet

1997 WEEKLY May 14

“This car delivers the goods...
heart pumping styling”

