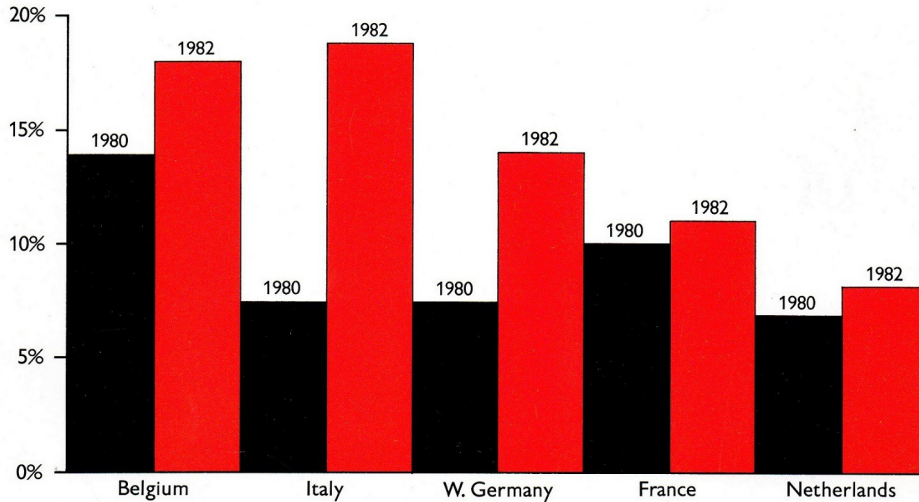


# 60 years experience in Diesel

With 60 years experience and two million diesel engines behind them, Peugeot are the dominant force in diesel engineering and manufacturing in Europe.



As testimony to the quality of Peugeot diesel engineering, other manufacturers choose Peugeot engines to power their diesel models.

For Peugeot Talbot the future for diesel is potentially enormous. Spiralling fuel and maintenance costs have created increasing awareness of operating economy and since the traditional criticisms can no longer be justifiably levelled at the new generation of diesel cars, this market sector is certain to flourish. In Europe, the diesel boom is well under way, with diesel cars now accounting for an ever increasing share of the new car market.

As the graph illustrates, of all new cars sold, 18.2%

are diesel in Belgium, 18.5% in Italy, 13.9% in Germany, 10.6% in France and 8.5% in the Netherlands. In Britain, the diesel share in 1982 was less than 1% in marked contrast to the rest of Europe, but 1982 U.K. sales over 1980 increased by 157% and there are clear indications that this rapid growth will continue.

Peugeot Talbot is poised to capitalise on this increasing demand with its range of diesel cars—the widest available in the United Kingdom. Each car exemplifies the Peugeot diesel heritage and demonstrates how, in diesel, technology has found the fuel for the future.

Scan : <http://passionhorizon.wifeo.com>



## FLEET SALES DIVISION

For further details please telephone your nearest dealer or alternatively contact: Peugeot Talbot Fleet Sales, P.O. Box 46, London Road, Ryton-on-Dunsmore, Coventry CV8 3DZ. Telephone: 0203 306500.

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