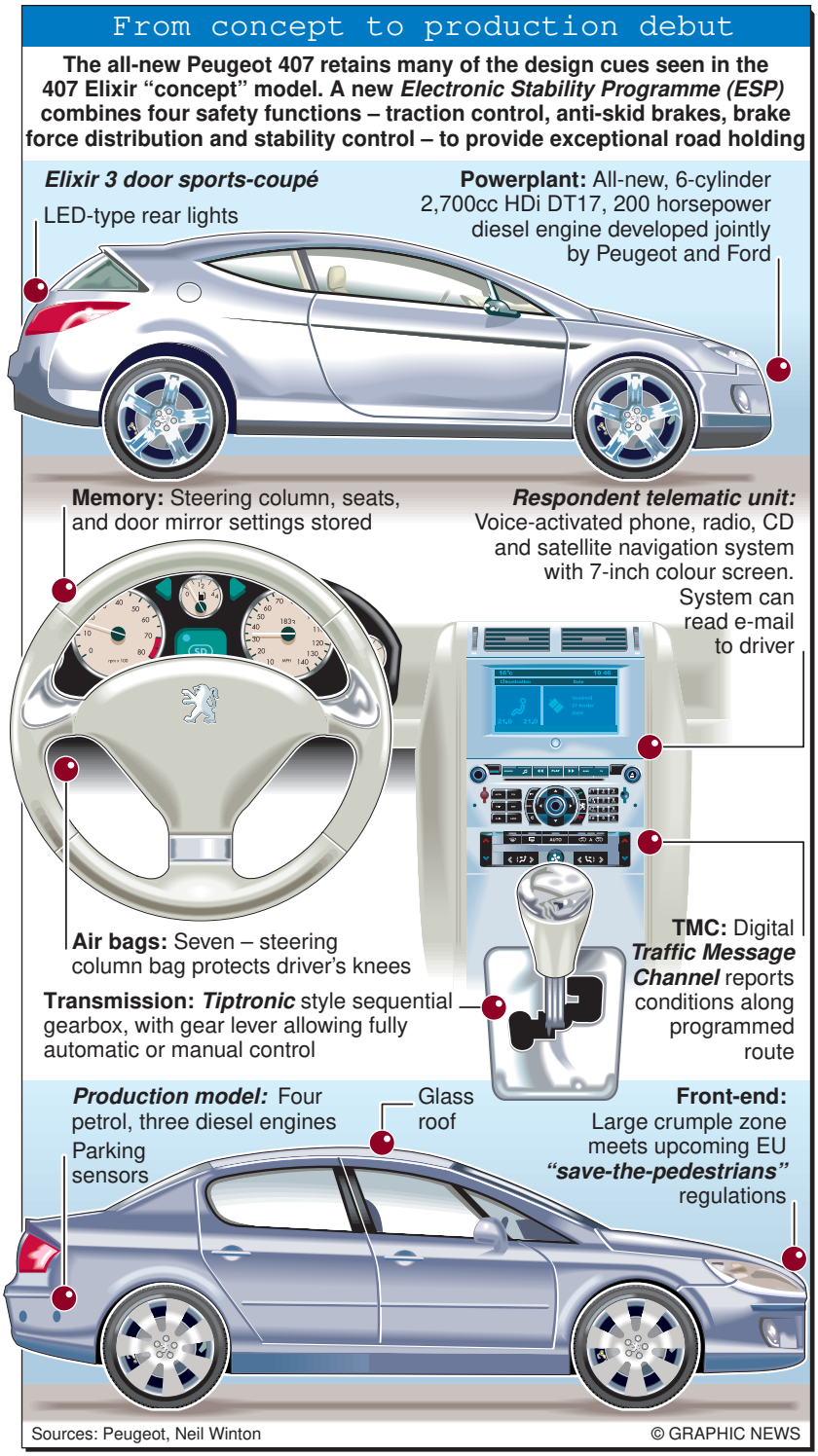
y 18, 2004. Copyright, 2004, Graphic News. All rights reserved

ot gambles with in-your-face styling for new 407 car

Winton

February 18, Graphic News: If you look quickly, Peugeot is hat you might just think Ferrari.
eot has thrown caution to the winds with the styling of its new ch will compete against other family cars like the Ford Mondeo, uxhall Vectra, Toyota Avensis, Volkswagen Passat, and the ccord.
ore bland, Russian doll, anonymous look-alikes for France's . The Ferrari-esque front end, with its aggressive, open-mouthed an unashamed attention grabber. No doubt the 407's ors will try and say it looks like a goldfish or a gulping grouper, is method in Peugeot's risk-taking.
ly car sales are under severe pressure from above, as luxury turers like BMW and Mercedes move downmarket with g success. From below, smaller, cheaper cars offer more and big-car extras like air-conditioning and high-tech safety with buyers increasingly believing that Volkswagen Golfs or ivics have all the attributes of more expensive cars.
eot reckons that to capture sales and restore profit margins it "wow" factor. It might offend some, but who cares if it turns on ers. Peugeot unveiled its first ideas for the 407 at the Frankfurt w last September and it certainly excited the crowds there. The esign, which will be introduced at the Geneva Car Show in early as retained most of the design cues from the "concept" model. Europe start in May.
r the skin, the 407 is impressively engineered. The 406's rson strut-type front suspension has been supplanted by a new m double wishbone system that should provide better handling, ght, and less wear on the tyres. Standard throughout the range ctronic system, which coordinates anti-skid brakes, brake assist, ce distribution and stability control. Seven airbags are standard, protection for the knees. Top of the range models will include navigation, and electronic memory of steering column, seat and ttings. Radar parking sensors are available, and are a necessity of the difficulty in seeing the heavily stylised car's extremities.
e are four petrol engines – 1.8, 2.0, 2.2, and 3.0 litres, and two - 1.6 and 2.0 litres. Later this year a new 2.7 litre V6 diesel ill be available, which has been developed jointly by Peugeot l. The engines can be mated with 5 or 6 speed manual es or 4 or 6 speed automatics. The latter incorporates a Tiptronic System", which allows manual override of the c. Manual override is de rigeur for modern automatic boxes, but useful to normal drivers as a toboggan in high summer.
use of all the new safety and luxury equipment, the 407 weighs 0 kilos more than the 406 it replaces, and is also wider and an its predecessor. A higher roofed estate car version of the also be introduced at the Geneva Car Show in March, which nally dash any illusions that it might be related to Ferrari.



EDS -- DATA CORRECT AS AT FEBRUARY 18, 2004

STORY TO LEFT OF GRAPHIC << STORY TO LEFT

CATEGORY: Motoring
IPTC CODE: AUT,OVR :Automobiles, road transport

STANDARD MEASURES (SAU)