



*Introducing the Peugeot 405:
Winner of the "European Car of the Year" Award.*

THE BEST CAR OVER THERE IS OVER HERE.

The European Car of the Year award is one of the most coveted awards in the automobile industry. And it isn't given lightly. To win it, a car has to impress not merely a handful of judges, but 57 of Europe's most respected automotive journalists representing 17 different countries.



So if the new Peugeot 405 had just won this prestigious award, it would have been well worth a new car buyer's consideration. But it didn't just win.

405 DL	\$14,500
405 S	\$17,700
405 Mi 16	\$20,700

MSRP. Excludes dest. charge, tax, title, options and registration.

Of a possible 57 first place votes, the new front-wheel drive 405 collected an amazing 54. No other winner in the 25-year history of the award has ever achieved so convincing a victory. But then perhaps no other car has ever offered as rich a blend of attributes. After a recent road test, *Car and Driver* was moved to remark, "The 405 is greater than the sum of its parts. The car is an uncommonly well-integrated automobile . . ." Every 1989 Peugeot 405 comes with the security of a 5-year/50,000-mile powertrain limited warranty and the most comprehensive roadside assistance plan available: AAA.*

So why not call 1-800-447-2882 for the name of the Peugeot dealer nearest you and test drive the best car over there. After which we think you'll agree that, attribute for attribute, dollar for dollar, it's also the best car over here.



PEUGEOT

NOTHING ELSE FEELS LIKE IT™