

Innovation

If there's ever a lifetime car, it'll probably have this engine in it.

The diesel engine, invented in 1892, may well be the engine of the future. Because no automotive engine produced in the 84 years since then has been able to equal its toughness and economy.

That's why diesels are the engines used in trucks and buses that carry freight and passengers over long distances, day after day after day.

So while there's no such thing as a car or engine that will last a lifetime, there's no denying that a Peugeot Diesel engine in a Peugeot Diesel Sedan or Wagon is a big step in the right direction.

To begin with, the Peugeot Diesel engine is stronger than equivalent gasoline engines.

There are more structural ribs in the crankcase block. The forged-steel crankshaft, pistons, and connecting rods are heavier. The bearing surfaces are larger.

All together, some 100 pounds of extra strength are built into it.

What's more, there are no spark plugs, points, or condensors to be replaced or carburetors to be adjusted.

You do have to change the oil and filter every 3,000 miles. And after 100,000 miles or so, you may want to replace the glow plugs.

Peugeot Diesel engines are tough, so are the cars they go into.

The patented shock absorbers are designed to absorb shocks for 60,000 miles of normal driving.

Many parts are cold-forged steel instead of castings or stampings.

The body is put together to stay together with more

than 7,000 welds, five coats of protective finish, and anti-rust treatment - not only under the body, but inside the doors and rocker panels.

And some 40,000 points on every Peugeot are subject to rigid quality controls, to make sure the parts and the assembled cars can last as long as they're built to.

Recently, the editors of Road Test Magazine gave Peugeot Diesels through a 50,000-mile road test.

Then, they pulled the cars apart, completely apart.

While their conclusion is the opinion of just one group of automotive experts and

not a guarantee, it is nonetheless, an expert opinion.

"The concept of a lifetime car is a great one," they wrote, "and if any car should be on top of the short list of such cars, the Peugeot Diesel is it."

But though it's a rugged car, the Peugeot Diesel is anything but an austere or uncomfortable one.

In compact on the outside, but has much the same headroom, legroom, and trunk space as in a full-size luxury car.

And the same kind of luxuries come as standard equipment.

Fully reclining front seats. Deep, plush carpeting. Power-assisted brakes. Electric front windows. Tinted glass all around. And child-proof rear door locks.

In short, the Peugeot Diesel is a tough, economical car because it's a diesel. But it's a luxurious car because it's a Peugeot.

PEUGEOT
A different kind of luxury car.

For more information, write Peugeot Motors of America, Inc., 1100 W. 1st Street, Peoria, IL 61617. © 1976 Peugeot. New York 1976.



Mazda presents the "Elegant" engine.

It started a Rotary Revolution on the West Coast that's sweeping the nation.

Here you see the basic bits of a rotary engine. Many call it, "The Engine of Tomorrow." To a mathematician or engineer, it's "Elegant" - meaning, it represents the simplest solution to a problem.

For compared to an ordinary piston engine, a rotary has about 80% fewer parts, weighs less by anything from a half to a third and it's only half the size of a Six. In addition, because of its inherent characteristics, compact shape and small size, the rotary's emissions can be controlled to meet the most stringent standards.

Perhaps a more remarkable feature of "The Engine of Tomorrow" is that for once it is indeed "Here Today," a viable, reliable reality. And all this thanks to a company called Topco Rotary that gets its start making machine tools, rock drills and 2-inch tanks.

Why so remarkable? Because, if the rotary's simplicity is elegant, it is also incredibly sophisticated - a 1.6-liter rotary turning through 300 within a figure 8 shaped epitrochoidal chamber, the rotor spins in constant contact with the walls.

And although since 1958 some 20 international companies have

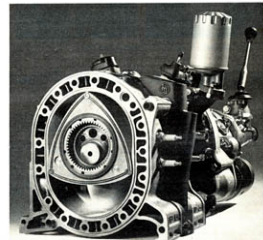
bought licenses to develop a rotary,

Mazda is still the only one that has managed to mass produce, thoroughly proven and utterly reliable rotary engine cars at a reasonable price. All other things being equal, the reason why Mazda succeeded where the others failed must be a matter of old-fashioned determination and enthusiasm. An enthusiastic auto maker, Unusual.

So much for facts. For fun, a Mazda RX-2 Rotary belts

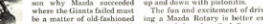
out big horsepower from only 20 cc. in. Power that's smooth and silent to an almost unbelievable degree. Because the rotary's moving mass spins in the same direction as the drivetrain - no jiggling up and down with pistons in the crankcase.

The fun and excitement of driving a Mazda Rotary is better experienced than described. See your Mazda Dealer and give it a whirl. There's just nothing else like it on the road. The Mazda Rotary is licensed by NSU/Wandl.



Basic elements of Mazda Rotary Engine.

Mazda RX-2 Coupe, showing off a view of its rotary engine.



1976

1972

Benefit

Feature

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Labor Day	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 Rosh Hashanah	30	