CYCLES PEUGEOT



Now available in Australia

CYCLES PEUGEOT

by tradition, the World's best bicycle since 1885

Steeped in nearly a century of cycle craftsmanship and tradition, these thoroughbreds of the cycle builders craft bring a new standard of technology in lightweight adult cycles to the Australian Cyclist.

Eight wins in the World's Premier Cycling Classic, The Tour De France, and five world championships testify to the durability and quality of the world's most respected name in bicycles.

By tradition the Multi Colour World Championship rings (Olympic bands) are fitted only by those manufacturers who have won a World Championship. You will note the bands on your Peugeot Cycle.

Now Australians too can enjoy the sheer pleasure of riding the world's best lightweight bicycles, the effortless motion and superb balance of a European original.

www.bikeadvertising.com

PEUGEOT CYCLES FOR EVERY USE

A full range of the World's best cycles are available for the professional cyclist, club enthusiast, recreational use, alive young student, junior budding world champion, Peugeot Cycles have a model to suit your requirement.

All Peugeot Cycles incorporate a host of unique Peugeot features.

Frame Fully lugged, lightweight, rigid frame built with top quality special Peugeot tubing with brazed drop-outs ends.

Wheels Rigid fully chromed rims, Michelin and Hutchinson quality gum wall tyres, all 10 speed models equipped with quick release race type alloy hubs, rust proof spokes, unique Peugeot torque tested spoke tension ensuring true wheels and longer life.

Brakes Mafac racing centre pull brakes, front and rear hooded handles, unique slotted rims and pads to ensure wet weather braking.

Gears All 10 and 5 speed models have Simplex Dirailler (gears), wide selection of ratios for all terrain, unique twin spring gear system ensuring even chain tension.

Features Aluminium/Stainless steel lightweight rust and scratch free mudguards. Sturdy, fully chromed rear carrier with spring loaded clamp. Soubitiez lighting set. Integrated front and rear lights with built in reflector, power generator built to frame. Unique welded wiring lugs.



UE8
GENTS LIGHTWEIGHT SPORTS TOURER

The top selling lightweight adult tourer cycle with all the features of a genuine racing cycle at moderate price.
Frame available in various sizes.
Models available — 10 Speed
— 5 Speed
— Single Speed

Various colours available.
Half chrome front forks
Legendary Peugeor Paint Finish, hand lining.

WEIGHT — 30lbs. (e.g. 15 kilograms)



UE18
UNISEX LADIES AND GENTS LIGHTWEIGHT TOURER

Ultramodern lightweight step-through frame, with all features of the Sports Tourer. Unique lightweight rigid frame design in various sizes.
Models available — 10 speed
— 5 speed
— Single speed

Various colours available.
Half chrome front forks
Legendary Peugeot paint finish, hand lining.

www.bikeboompeugeot.com

1 PNSL40 & PNSL22 FOLD-UP TOURERS.



The brilliant multi-purpose cycle featuring the unique Peugeot fold-up frame, split second fold-up mechanism enables you to carry your bicycle in the car boot or even a suitcase..

Frame incorporates Peugeot patented fold-up mechanism and a double lock cam. Quick release handle bars and seat allow bike to be disassembled in seconds.

Models available — PLNS40 — 5 Speed
— PLNS22 — Single Speed

Colours available — Peugeot Racing White
— Iridescent Blue — Copper
— Orange



G50 CDE/CL/TL BOYS

The ultimate bicycle for the young enthusiast. A genuine replica of full size Sports Tourer, and the finest junior bicycle money can buy.

Frame — Lightweight junior frame built to exactly the same specifications as the adult models — 24" lightweight wheels.

Includes all Peugeot features, mudguards, lights, pack-rack etc. of the adult cycle.

Models available — 3 Speed — Single Speed

Racing or touring handle bars.
Various colours available.

PX10LE
ULTRAMODERN PROFESSIONAL RACER — 10 SPEED

The ultimate cycle offered by Peugeot. All specifications on this model are the world's finest. Tested in the Tour De France, the World's longest and toughest cycle race.
Peugeot 8 times winner.

FRAME Handbuilt — truly designed. All Reynolds 531 double butted tubing with finest hand-cut lugs.

SEAT Brooke professional leather with simplex race type seat post.

WHEELS Miallard competition quick release hubs. Mavac competition rims. Rustless heavy duty spokes.

TYRES Best quality tubeless racing tyres.

CRANKSET Competition tested stronglight alloy cotterless cranks, and chain wheels.

BRAKES Professional Mafac centre pull.

PEDALS Finest lightest and strongest with precision made bearings.

GEARS Simplex competition front and rear.



SIZES 52 c/m to 60 c/m

WEIGHT 20 lb. — a champion ready to ride.

COLOUR Peugeot racing white only.

www.bikeboompeugeot.com

CYCLES PEUGEOT IN AUSTRALIA

The new factory at 20 Culverlands Street, West Heidelberg, phone no. 459-6911 is already producing the legendary Peugeot cycles with sophisticated modern machinery and traditional Peugeot hand craftmanship.

All cycles are built rigidly to the noted Peugeot specifications, no deviation however minor is permitted.

Soon 500 experienced cycle retailers and Peugeot automobile dealers trained in cycle knowledge and repairs will be available to handle sales and service. In 1975, Cycles Peugeot will be one of Australia's largest cycle producers, concentrating on lightweight adult cycles for use by Australians, who see in the bicycle a pleasure path to better health with freedom of the open spaces and once again feel an individual in the enveloping pressures of modern society.

The new social phenomena "cycling boom" is spreading the world. In the U.S.A. more bicycles are sold annually than automobiles and over a 100 million of 220 million of the population own a bicycle. On Spring and Summer afternoons and weekends, families move to the parks, cycle paths and nearby hills to enjoy the freedom and the fitness that a lightweight Peugeot cycle with its excellent gearing can give. Cycles can give great pleasure to the individual and the family.

You may therefore, be one of the instigators of the cycling boom, one of the first to find the joys that cycling can give. Should you wish to purchase the world's finest bicycle, contact:–

AVAILABLE FROM . . .

As our policy is one of continuing improvement, the description and characteristics data of models are given only by way of indication and are subject to alteration without prior notice.

www.bikeboomplaques.com