PEUGEOT



25p

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PEUGEOT 100 YEARS

Europe's oldest bike-makers!

Dear Reader,

Welcome to the world of Peugeot during our Centenary Year, a year in which the Peugeot bicycle range can offer the very best selection of products to all types of user.

Whether it be the short trip to the shops, commuting to work, casual weekend touring, cycle competition or general club riding, or just for fun, pleasure or exercise, there is a model in the range to suit your requirements.

If you are not currently a cyclist, consider the many benefits cycling can offer to you. The sheer freedom of being independent or feeling the fresh air gently refreshing your body. The exuberant benefits of gentle exercise, or, to the other extreme, of all-out competition riding to obtain optimum fitness.

Whatever the application it will bring a reward and benefits which are not obtained in any other sport. The initial investment is minor when related to current travel costs and with a little care, that initial cost can be liquidated over a very short period. Remember our network of selected Peugeot Dealers are there to help you choose the right Peugeot bicycle for your needs and offer advice and servicing facilities to you when required.

Managing Director
Cycles Peugeot (UK)

www.bikeboompeugeot.com



Growing up with La Petite Reine

IF LADIES had not worn crinolines in the last century, you might not have heard of Peugeot!

But that is how it all began for the Peugeot Brothers, when in 1857 they bought the Mill of Bélieu to make spring steel for the hoops which supported these skirts, shears, and pince nez.

At that time the bicycle was unheard of in France.

But four years later Henri and Ernest Michaux had the happy idea of putting a pair of grindstone cranks on the front wheel of a hobby horse, and they—we—were away.

Well more or less, because within a very short time the Prussian invasion had put everything back a few years,



1861 MICHAUX

and development of bicycles passed over to this side of the Channel.

But it was only natural that men who made spring steel, and who had a thriving general engineering works—Peugeot Brothers made kitchen utensils like mincers and coffee-grinders among other devices—should turn their eyes towards the construction of a High Bicycle, Le Grand Bi as it was called in France (see overleaf).

The invention of an ingenious English engineer called James Starley, it effectively raised the speed through higher gearing ... and less weight.

For whereas the early Michaux machines with blacksmith technology had weighed about 90 lb, by the use of light spring steels and tubing, a racing Ordinary bicycle or 'Penny Farthing' by the early 1880s could weigh as little as 21.5 lb.

And in 1882 the Peugeot family launched out into bike-making.

It happened this way; Armand, the young son of the family, was an engineer, and had been studying in Britain.

There he had seen the unbelievable popularity of the bicycle—there were nearly twice as many cyclists in Britain as in France—and to him it was the coming thing.

So he persuaded his brothers to cut back on the general engineering, and to go in for bike manufacture.

The result was the elegant Grand Bi of 1882, with a saddle mounted on a spring steel band and its single great driving wheel.

Three years later there were 300 workers at the Beaulieu factory, imagine how many bicycles *they* were turning out to ride on those cobbled roads.

But of course the days of the Grand Bi were numbered,—a broken collarbone was just one of the hazards accepted as normal for riders of those tall machines—and at the beginning of the last decade there came about a significant change.



1889 POPULAIRE SAFETY

This was the new Safety style—just look at the picture.

There's not a lot of difference between this and a current bicycle really, about the only differences are the lack of top and down tubes (though the saddle was for the first time, adjustable) and the steering is offset rather than running through a head tube.

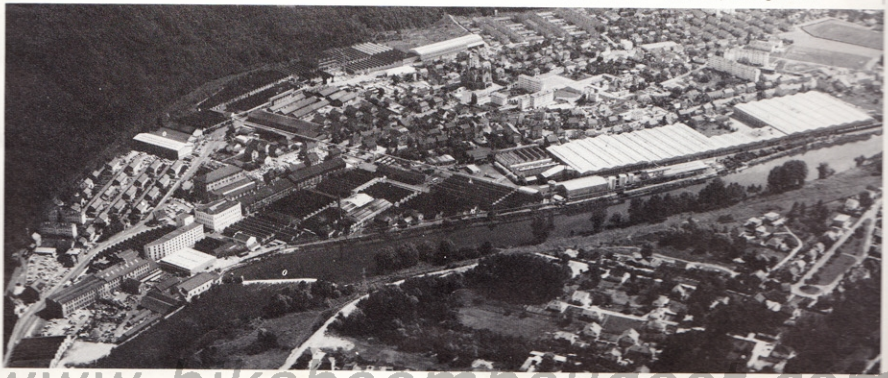
Oh yes, and pneumatic tyres had not then made their way from Belfast to Belfort, whence the Lion symbol which has become a part of Peugeot was taken.

That was the year, too, in which a company called Les Fils de Peugeot Frères (quite literally Sons of Peugeot Brothers) began to make Peugeot cars and motorcycles.

The bicycle went from strength to strength meanwhile, and as La Petite Reine (The Little Queen) won over the hearts of Frenchmen and women everywhere.

Cont'd on p4 ►

YOU can just relate the old mill to the present works at Beaulieu-Valentigney by the weir in the foreground which itself gives some perspective of 100 years' growth.



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Rising from the havoc of wars-from p 3



FOUR wins in the Tour de France, from 1905-8, with three riders, formed the style of this 1910 racing machine. Philippe Thys of Belgium went on to get two more wins on it in 1913-14 before the war turned Peugeot to other thoughts and developments.

The first Peugeot professional racing men were seen on the roads as soon as serious bicycle racing began towards the turn of the century, and by 1910 a new company had been founded, Peugeot Cycles and Automobiles, followed, in 1912 by the first of the workshops at Sochaux.

Then once again war plunged Peugeot into production away from its peaceful origins, though cyclists' units in the French Army were to be seen everywhere riding Peugeots.

By 1927 France was in full boom again, and it was decided to split the company into two parts, one making cars and one making bikes.

Already the two divisions of the original firm had made such an impact that they were well capable of standing on their own feet and progressing separately.

Peugeot recognized that in the society of the period, one could reasonably expect to progress from a Peugeot bicycle to a Peugeot motorized bicycle, however, and so Cycles Peugeot was formed, responsible for making both.

It has to be remembered that lightweight motor bicycles then were not so very different from the heavyweight utility bicycles which served peasantry so well in the villages of France.

But again war intervened, and this time the workshops were completely ruined, even being partially stripped of their machine tool equipment as the Germans left in 1944.

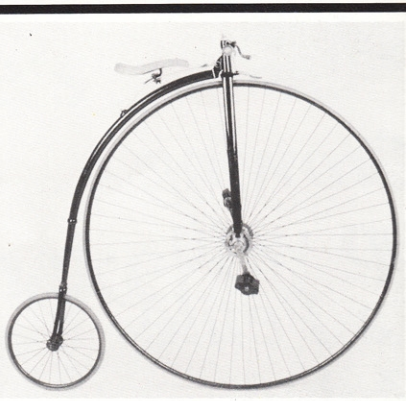
But by 1945 the workshops had been renovated, and from then on Cycles Peugeot has never looked back so far as bikes have been concerned, building new factories until it has become one of the biggest manufacturing centres for two wheelers in Europe.

Now it's 100 years old having lasted the course better than any other company, for not one of its contemporaries of the 1880s has survived to make cycles in the 1980s.

Century's last word!



LATEST in a century of bicycles, the Aerodynamique, a racing machine which uses specially-developed oval tubing made by Peugeot, and streamlined components in the search for better performance combined with style.



Comfortable but she was skittish!

YOU CAN still see Grand Bi in the Peugeot Cycle Museum if you ever make the trip, a fine old girl, and not a little sprightly, still, after all these years.

Because after all, she was not all that heavily built, more of a Mademoiselle than a Grande Dame.

Depending on the size of the driving wheel you specified, they came from 47 inches diameter to 55 inches, she would weigh between 33 and 39 lb. That's not bad when you think that one of the small-wheeled machines on the British market weighs as much and some weigh more!

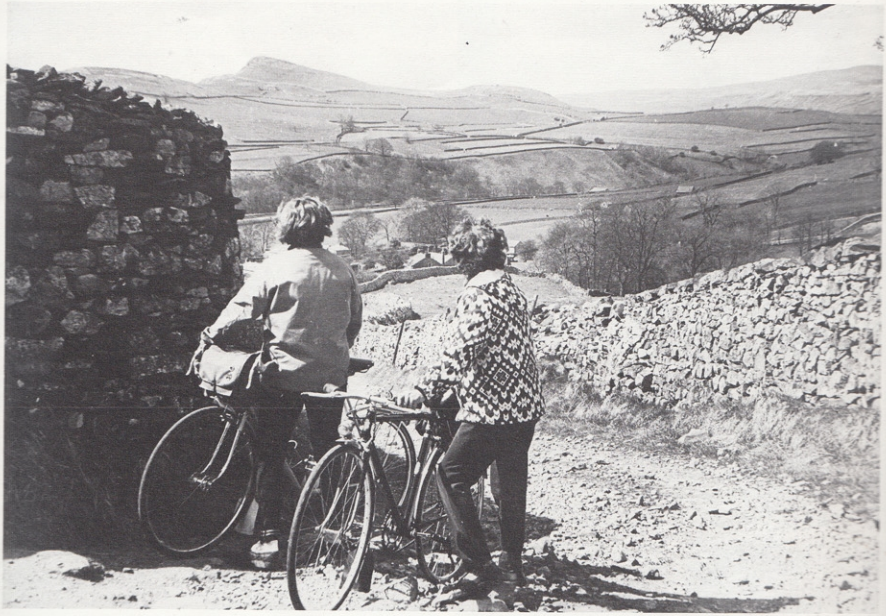
Grand Bi had a bronze hub with a steel axle and steel rims in a U shape on which were mounted 19 mm solid red-rubber tyres, about the same size as a fine racing tyre today. Her cranks were detachable, with, for the day the very advanced system of rubber pedals. Her front forks were long straight oval tubes, for the ideas of trail and offset had not yet got into steering systems. The elegant curve of the body followed the line of the big driving wheel, equally being made from tubular steel but this time a cylindrical shape, finally joined to small rear semi-tubular trailing forks.

The forks were pivoted just beneath the handlebar and stem which could be removed, and a long steel spring was attached to the body of the Grand Bi, on which the 'long-distance' saddle was mounted, providing a modicum of comfort on the roads of those days. Riders used to say, however, that the big wheel gave a surprisingly comfortable ride.

To stop, you either back-pedalled hard, or put a spoon brake down on the front tyre, though this was hardly recommended if you didn't want to come a cropper. Mme La Grand Bi could be very skittish when she wanted to!

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Going . . .



. . to far-off places?

WHEN Thomas Cook first thought of his idea for a travel agency, he was going from one Midland town to another—on foot!

That's the extraordinary nature of this business of getting about, which the bicycle revolutionized.

For as long as man had been on this earth the only alternative to foot travel had been four-footed travel when Kirkpatric Macmillan invented his bicycle, in 1839.

No wonder the good people of the Scottish Lowlands thought it was the devil himself approaching along the Macadamized roads.

But he had lit a lamp which could never be put out, the lamp of self-locomotory travel requiring no more than two wheels and sturdy legs.

Nowadays far more people ride bicycles, and for miles at that, than horses and cars put together throughout the world.

The bicycle has virtues that were unsuspected at its birth, on top of the virtue of giving man seven-league-boots because of its ease of propulsion.

Have you ever seen small animals running from the footfalls of men? And have you not seen similar animals sitting quietly as a bicycle glides silently by?

You can see young Dutchmen riding great heavy bicycles across the South of France, loaded to the gills, and contrasting strangely with other heavily-loaded youngsters who have to beg lifts from other people under the guise of 'walking'.

But these Dutchmen will have seen mountains and lakes far from their own polders while riding no more than their own everyday transport, probably an upright bicycle.

Even going round the world has lost some of its Jules Verne atmosphere as, regularly, cyclists set off to brave deserts and mountains.

Already in 1890 when that English cyclist mended his puncture at the Michelin works in Clermont Ferrand, there was a cyclist touring 600 miles away from home.

Today, an ordinary off-the-shelf bike can easily be made ready for a long tour with little special preparation.

An enterprising cyclist could walk into a Peugeot dealer one Saturday morning, and ride home fully-equipped ready to pack panniers and handlebar bag to go away for the longest tour.

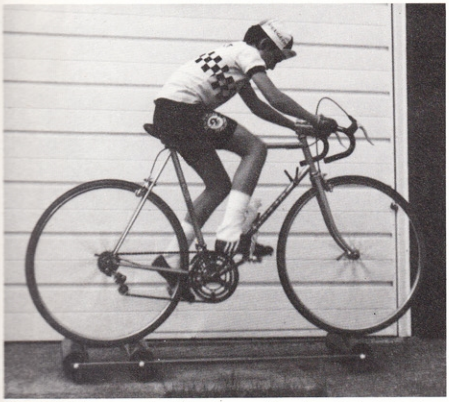
And in Britain we are lucky to have the oldest cycle organization in the world in the Cyclists Touring Club which gives you help and touring guidance even for that round-the-world trip.

But just look at the varied rides which have occupied cyclists during 1981 in Britain and elsewhere.

Cont'd on p6 ►

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Going to far-off places?



MARCUS Rowe rode 100 miles on his rollers for his band.

Young Marcus Rowe decided that he wanted to raise money for the Brass band in Appledore, North Devon; after all you can't have a brass band without good uniforms.

Marcus did his ride on the spot as it were, a 13-year-old covering 100 miles on rollers in only six hours, which raised £212 for the band.

His sister Tracey provided musical accompaniment for him during the ride, which he did on a Peugeot Talisman.

Not far away, in Blandford, Dorset, Friends of the Earth were also planning a sponsored ride, but 12 times as far!

Geoff and Heather Parfitt set out to ride the 1,150 miles from John o' Groats to Land's End on de Luxe Tourers.

They succeeded, too, with no more than a handful of punctures among the 200-odd cyclists who took part, 15 of them on Peugeots.

For the last four days Geoff carried his four-year-old daughter Sorrel on the back of his bike; presumably his legs were well run in by then!

Geoff is 37, but what do you make of Matthew Gibson, just 12, who rode the whole 1,150 miles on a Peugeot Grand Prix, that's the juvenile bike with 24-inch wheels and an 18-inch frame—he probably appreciated his 10 gears!

Slightly different was the effort of Flt Lt Stephen Poulton who made light of the mountains of the North West.

What he did was run up, or should we say climb, Snowdon, Scafell and Ben Nevis, all within 41 hours and 51 minutes—including the distance between the mountains!

Do we have to add that the inter-mountain miles, about 430, were covered on a normal Peugeot Professional machine? That's not a bad effort, you know, just try running up and down Snowdon and then riding 175 miles to the next run up and down!

Two former cathedral choristers in Belfast ignored the bombing and terror to ride from St Anne's cathedral to Fairhead and back, about 110 miles on Peugeots, which raised another £200 for the cathedral funds—much-needed as it happened.

You might think that cycling like this is only for the terribly fit and well.

You would be wrong.

Paul McCracken, of Barrow in Furness is evidence of that.

Paul, who is 17, had a kidney removed when he was 15, and became interested in the problems of renal dialysis, and subsequently the cost of the machines needed to help.

So he set out to ride for 24 hours round the Asda car park in Barrow, to raise £1,000 to buy a machine for the hospital which had helped him.

He had a Peugeot Talisman, and Cumbria Cycles helped him with a specially comfortable saddle (that's the value of specialist shop experience) and spare tyres.

300 miles later he finished his ride, and the money was raised, with the sea cadets, of course, on hand throughout that long day.

Round Tablers are busy young men and women, with not a lot of time to keep thoroughly fit, which was why another charity ride was organized as a relay from Leighton Buzzard to Paris.

The 28 who took part on Peugeot bicycles raised more than £6,000 however, for the Stoke Mandeville Olympic Village fund, even including auctioning the bicycles!

Two ultra-long-distance rides complete 1981 and have taken us into 1982.

Pat and Geoff Olliver, New Zealanders, have since the New Year been creating a stir in India with their Peugeots, much envied, since India has an import ban.

Yes, they got there on two wheels, having ridden through France, Italy, Greece and Egypt with no more trouble than a couple of punctures.

In India, they report: 'The bicycle is one form of transport which most people can afford, and although they are all of the old roadster type it is amazing the distances which they travel, and the loads which they carry.'

Most ambitious target for the year was the £50,000 which Nigel Smith and Malcolm Cook intended to raise for disabled, by riding from Sussex to Cape Town.

Hazards they encountered en route included wayward traffic which nearly wrecked their tandem, and a herd of elephants, which fortunately ignored them as they rode through.

They got an unexpected bonus, however, when struggling through the Pyrenees.

Loaded as they were, they were followed by an incredulous local car driver, who on enquiring why they were riding like this, presented them with 500 pesetas on the spot, towards their ride.

They found fabulous hospitality in the mud hut villages in Africa, though they had to abandon the West Coast route they had planned, for political reasons, and make their way down through Kenya and Tanzania instead to Cape Town.

Does that convince you that cycling is like having your own personal jumbo jet?

MIKE West and David Hack of Leighton Buzzard Round Table before leaving for the Stoke Mandeville ride to Paris.



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talisman

CYCLES PEUGEOT have been acknowledged leaders in the bicycle industry for many years and as such have earned a world wide reputation for design, styling and finish. Based on advanced technology, Cycles Peugeot are proud to introduce a range of bicycles which use the unique precision bronze welded frameset fitted with high quality components. Offering excellent value for money, a wide variety of different styles of bicycle are available and whether you are looking for a bicycle for commuting in town, extended touring holidays, hard training or a local shopping trip, there is a bicycle in the new lugless range to suit your needs.

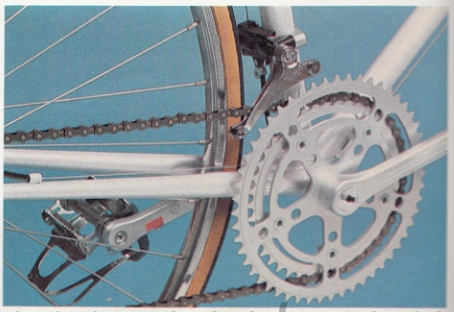
TALISMAN SPORTS — P.10 The stylish good looks and modern frame design of this racy machine, fitted with quality equipment, make an ideal first sports bicycle at an affordable price. The specification includes, alloy cotterless cranks, alloy side-pull brakes with dual levers, 10 speed Simplex gears and 700C wheels. **Sizes :** 50, 54, 57 and 60 cms. **Colours :** Pearl Silver and Pearl Blue.







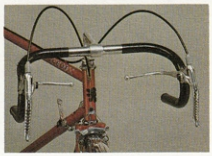




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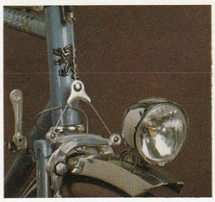


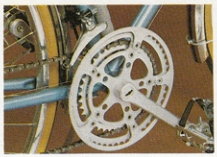




PIONEER SPORTS TOURER — PH8M
The fitting of rear carrier and stainless steel mudguards to this sports machine produces a dependable, easily-maintained bicycle, suitable for exciting riding to and from school or work or for weekend pleasure use. Specification includes 27″ x 1¼″ wheels, alloy cotterless chainset and alloy brakes. **Sizes :** 54, 57, 60, 63 and 66 cms. **Colours :** Black and Red.

EXPLORER DE LUXE TOURER — PH8S
Extensive use of alloy components on this fully equipped touring machine make it an ideal choice for the weekend tourist. The latest lightweight components include alloy cotterless chainset, 27″ x 1¼″ alloy rims, alloy handlebars and stem and alloy brakes. A rear carrier and lightweight lighting are fitted as standard equipment. **Sizes :** 54, 57 and 60 cms. **Colours :** Pearl Silver and Metallic Blue.













CRITERIUM DE LUXE SPORTS — PH10
Sporty lightweight equipment fitted to a modern design of frame, produce a speedy machine which is a pleasure to ride. First class specification includes alloy cotterless chainset, alloy handlebars and stem, alloy side pull brakes and Simplex 12-speed gears. The wheels are 700C alloy rims with small flange quick-release hubs. **Sizes :** 50, 54, 57 and 60 cms. **Colours :** Bright Blue and Metallic Green.

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TOPAZ LADIES DE LUXE TOURER — PH18SC For the lady tourist, Peugeot have combined lightweight components on a strong mixte-style frame to produce an easy-handling,elegantly-styled bicycle. The all-star specification includes alloy chainset, alloy brakes with dual levers, Simplex gears, stainless steel mudguards, 27" wheels with large flange hubs, lightweight lighting set and rear carrier. **Sizes :** 50, 53 and 57 cms. **Colour :** Pearl Blue.



SOLITAIRE LADIES DE LUXE — PH15 An up-to-date ladies sports model designed for lively and responsive handling. Suitable for fast club riding or lightweight touring. First-class specification includes alloy cotterless chainset, alloy handlebars and stem, alloy brakes with dual levers, Simplex gears and lightweight mudguards. The wheels are 700C alloy rims with small flange, quick release hubs. **Sizes :** 53 and 57 cms. **Colours :** Metallic Green and Metallic Blue.

TANDEM — TH8 Produced to Peugeot's high standard, our touring tandem uses lightweight components but retains necessary rigidity and strength. The twin lateral tubed frame has an elliptical bottom frame tube incorporating an eccentric bottom bracket for easy chain adjustment. The front and rear Mafac tandem brakes are operated by the right hand lever with the left lever controlling the rear hub brake, thus producing a powerful braking system. Simplex 10-speed gears are used together with a special extra strong tandem freewheel. Cotterless chainsets provide a cross over drive. A Lady-back version — TM8 — is available. **Size :** 56 × 52 cms. **Colours :** AK Blue and Pearl Silver.

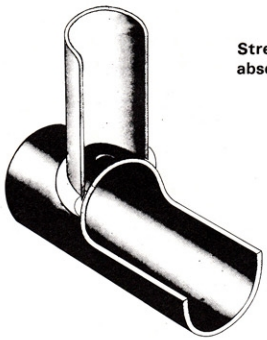


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Welding a bicycle frame takes on a new aspect

Lugless —and lighter!

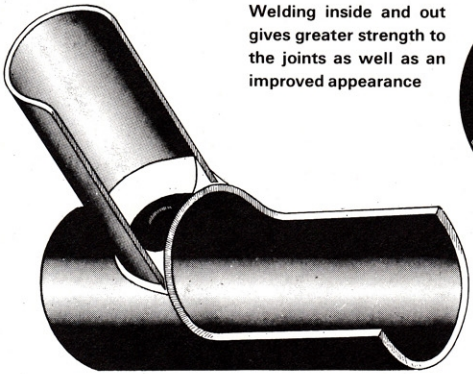
First, the old way...



Strength of weld limited by absence of interior bead



...Now the Peugeot way



Welding inside and out gives greater strength to the joints as well as an improved appearance



STITCHING is probably the only joining method that has not been used to make a bicycle frame.

The first Boneshakers were made from wooden bars with cart-style wheels and iron reinforcements.

Then came iron rods, and before long, tubes, but bikes have also been made from bamboo, wire, girders in steel and aluminium, and of course aluminium tubing.

They have, believe it or not, been bolted, screwed, glued, brazed, soldered, welded and even fused together.

Just recently someone produced a plastic moulded frame, it seems there is no end to the ingenuity which man will use in his efforts to produce a better bicycle.

Some of the efforts, of course, have been rather ugly as well as not being very efficient, and there is little doubt that proper welding is the best way to build a frame.

Lugs may look pretty, but a welded joint is the strongest of all, and certainly stronger than the tubes it is joining.

But we did say proper welding.

Done crudely it looks ugly, you get an awkward sausage of bronze at each joint, and modern research shows that in most cases you only weld one side of the tubing, leaving the inside of the tube almost unattached.

It helps, of course, if you are a bicycle maker, to understand tubing fully, and Peugeot has for many many years made its own steel tubing for bicycles, motor-bicycles, and car parts from rolled steel strip.

When you have this fundamental knowledge, then the next move can be understood more easily.

Peugeot is, incidentally, Europe's largest user of the British Reynolds 531 bicycle tubing, but a large part of the production is in Peugeot 103 lightweight high tensile carbon steel tubing.

If you mitre the end of a tube to shape, and apply it to another tube, held in a jig, you can then weld the two tubes together by the application of heat and a bronze rod.

This is the normal process (see illustration) which leaves the joint only welded one side.

The Peugeot process, which is unique, enables the tube to be welded from both the inside of the mitred tube and the outside, with the welding 'sausage' being on the inside, thus giving a very clean fine edge to the joint, as well as making it stronger.

An interesting extra for the cyclist is that the frame is also slightly lighter than a traditional frame as well as being easier to paint.

This is not a great saving, a bit more than a quarter of a pound, but combined with the cleaner appearance and the extra strength, it's another contribution to safer better cycling.

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Tyres with a wiry tread

by Alan Gayfer

BRITAIN and France have always striven to keep ahead of each other in inventions, and never more than in bicycling.

For each invention on one side, the other has come up with a complement; take tyres for example.

In 1845, a Scottish inventor, R. W. Thomson, had patented an inflatable tyre for carriages, and finally in 1888 John Boyd Dunlop made the first practical bicycle inflatable for his son.

It was a great success, except for punctures, which took an interminable time.

You had first to detach the tyre from the rim (rim brakes were unknown) then unstick the inner tube from the tyre, find the puncture, repair it, and put the lot back, usual time for a skilled rider about one hour.

Two brothers in Clermont Ferrand, André and Edouard Michelin, were in 1890 the inheritors of a small rubber works there just after the invention of the tyre.

An English tourist called by, and stopped to mend a puncture, watched by André, who was a metallurgist, and Edouard, an artist.

They were appalled by the time taken, and their practical minds set to work to devise a simpler system.

It took them about a month to make the first pair of outer covers as we know them, with a wire bead which fitted two grooves on the rim, and which could easily be removed with levers.

The following year a bicycle so equipped won the fabulous 1,200km Paris to Brest and Back race, and their fortune was made.

Despite at least four punctures, which each took only 15 minutes to repair, Charles Terront finished 7hr 40 min ahead of his rivals.

The age of the pneumatic tyre had definitively arrived, and from then on the world used the Michelin system to attach its outer covers to wheel rims.

The same system, of course, was applied to car tyres, and Michelin was again the first with low-pressure tyres in the period immediately following the First World War, a system gradually adopted by every other manufacturer.

But as speeds rose, it became imperative that a further step forward should be made, and in 1948 Michelin produced its famous 'X', a tyre with two bands of metal mesh immediately under the tread, which meant that the cornering stresses could be taken by the tread.

It revolutionized car tyres once again.

Then a few years ago, the cycle tyre company Wolber came under the Michelin aegis, and the Clermont Ferrand technology began to be applied to cycle tyres.

It occurred to the technicians that the wire mesh which kept the motor tyre stiff could be applied to a cycle tyre—but as a puncture-resister.

Many companies had tried to make the puncture-proof tyre, and to be accurate, there isn't one yet, most systems have used a band of hessian under a tread.

But Wolber put two stainless steel meshes under the tread of a high pressure tyre, and found that punctures could be reduced by at least 30 per cent, it was 'Invulnerable'.

I have had a pair on for a year commuting and have not had one puncture yet, and I know others like me, despite appalling cuts.

Another advantage is that the cuts which normally plague cyclists by slashing at the fabric of the outer cover thereby causing the cover to distort under pressure now are stopped by the mesh.

Parallel with this, Wolber developed a tubular racing tyre (above) fitted with a single mesh system yet which still only weighs 10oz; an incidental advantage is that bracing the tread improves road holding when cornering.

Peugeot is joint agent in the UK for these remarkable tyres, which are fitted as original equipment to many Peugeot models.

Parallel with both of these tyres, Super Champion, the French rim producer which is part of Wolber, began to look at the problems of modern rims.

With customers no longer content to ride on the fat heavy tyres of the '30s, but demanding a light responsive tyre which people like Michelin and Wolber were producing there came the problem of "grounding".

Light thin tyres, even when like the Invulnerable have to be pumped up hard to resist the weight of the rider.

But such high pressures, 90 psi is common, had a tendency to force the tyre off.

Then rim technicians came up with the idea, in conjunction with Michelin, of a groove in the outer cover matching a ridge on the interior of the rim, so that high pressure would tend to force the tyre more firmly into place.

And this is what Super Champion, which equips all the Peugeot range, has done, making an ultra-narrow rim which grips the tyre so securely that even when inflated really hard there is no danger of it rolling off.

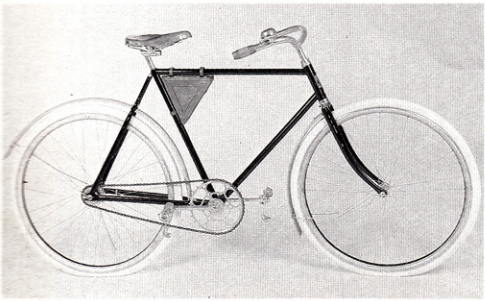
One of the results of this combination is reduced rolling resistance, making the bike just . . . easier to ride.

But that's what Peugeot cycling is all about.

www.bikeboompeugeot.com

Freedom:

- Four times as efficient as running
- The only non-pollutive transport
- Healthier for you even in traffic
- Load-carrier extraordinary
- Beats inflation costs and fares



ABOUT the time of the First World War, bicycles like this were the order of the day from Beaulieu, large, solid, with fat tyres mounted on wooden rims, and with abbreviated mudguards of the same material. Heavy, but it represented a liberty unheard-of before.

for me was a bike like this

CAN YOU remember the first time you ever rode a bike?

I can, vividly.

It was an Easter Bank Holiday during the war, in 1943, and I had borrowed my brother's bicycle—unknown to him let it be added.

It doesn't take long to learn to ride when you're at school and all life is still a process of learning intensively.

Somehow I cannot imagine what I had done without a bicycle before, though I can still remember my sense of excitement at finding a front-wheel-drive tricycle waiting for my seventh birthday.

But from then the world opened out for me.

My brother was at public school, and used to ride the machine back there at the end of the holidays, and I plotted thenceforth to have wheels of my own.

When they came, they were attached to a large First World War infantry bicycle like the one above, which I lovingly oiled and painted.

In those far-off days I did not need to lock it, and the freedom I suddenly found was deliriant. What had been a long tedious walk became a few minutes' ride, loads disappeared as fast as the miles.

Because the simple facts of the situation are that a normal man or woman will go twice as fast or far for half the energy when they use a bicycle, as when they use their legs to walk or run.

Simply, it is four times as easy to ride a bike as to walk.

But there are other advantages.

A great teaching hospital in London, which had on its staff a number of commuting cyclists, decided to make a couple of experiments.

The most important concerned the old saw about exhaust fumes, you know how it goes: "But surely riding a bike in traffic can't be healthy because of the fumes?"

Well you can tell the questioners, it's healthier than walking or standing at a bus stop, or sitting in a car, for that matter.

What the hospital found, after exhaustive (ouch!) tests was that the level of CO, carbon monoxide, in cyclists' blood after riding through rush-hour traffic was *lower* than in the other commuters.

The answer was simple, regular riding stepped up the riders' metabolic rate, thereby also stepping up their rate of elimination.

They breathed harder, their hearts beat more strongly, and they eliminated poisons better.

It also happens that in most cases they were travelling faster than any four-wheeled commuters anyway.

What loads can you put on a bicycle?

With a typical modern Peugeot, the answer must be if you can pedal it, the bike can take it.

Monty Young of Condor Cycles in London who has dealt with Peugeot for years, about 20 years ago submitted a bicycle wheel he had built to the National Physical Laboratory.

There a Dr Zacet submitted it to a standing load of nearly half a ton before the rim distorted, and he was able later to straighten it again.

So it doesn't matter if you are a big 15-stone rugby player, there's a Peugeot bike which can take you up any hill easier than you can walk up it.

Finally, and this is really a bit of a joke, did you ever stop to think that cycling is really the only non-pollutive form of transport?

Americans, perhaps more accustomed to the horse than we are, have pointed out that this noble animal has a habit of leaving, well let's say a residue behind it in the street.

Sainsbury's has fitted some of its stores with bicycle racks, British Rail lets you take your bike on its trains when commuting, bus lanes in London are only open to public transport, taxis—and cyclists—isn't this a sign of the times?

Because the days of the old heavy "tank" bicycle are gone, and bicycles have not kept pace with the inflationary cost of living.

Modern machinery and methods have helped to make the modern bicycle cheaper in real terms than it used to be.

And there are features now which you can take for granted on a Peugeot, like light alloys to decrease the weight and eliminate rust, built-in lighting that provides you with safety at the touch of a finger, and gears which make life easier for you with a flick-switch action.

Oh yes, and for the ladies, Peugeot even puts a dress guard on machines like the Talisman—after all, skirts were where the business started, how could we forget?

www.bikes.com.peugeot.com



MERCURY TOURER — PH40US Recently acclaimed the best bicycle of its type in the U.S.A. Peugeot have produced an easy riding 3-speed light tourer. The quality specification includes Sturmey Archer hub gear with trigger control, lightweight mudguards, alloy side pull brakes and NorthRoad-type handlebar. Wheel size is 27". **Size :** 57 cms. **Colours :** Pearl Silver, Metallic Blue.



CRYSTAL LADIES TOURER — PH18US Combination of the light, but strong, mixte-style frameset with Sturmey Archer 3-speed hub gear and the latest components has produced an up-dated version of the traditional light tourer. Peugeot's careful attention to frame design makes this an easy to handle machine. Specification includes lightweight mudguards, NorthRoad type handlebars and 27" wheels. **Size :** 53 cms. **Colours :** Metallic Green, Pearl Silver.



APOLLO VELO DE VILLE — PH41M For those short trips, commuting to work or keeping fit, the Apollo is ideal. Fully-equipped, smart in appearance and sturdy in design, this easy-to-handle bicycle has fitted propstand, carrier, stainless steel guards and carrier with Simplex 5-speed gears. **Sizes :** 54, 57 and 60 cms. **Colour :** Black.



SAPPHIRE LADIES VELO DE VILLE — PH18M A modern design ladies bicycle ideally suited for either shopping or general use. Easy-to-handle, this bicycle incorporates all the features required by today's modern lady rider. Incorporated into the design are lighting, dress guard, propstand and chainguard plus 5-speed gears and sturdy carrier. **Sizes :** 50, 53 and 57 cms. **Colours :** Metallic Blue, Red.

www.bikeboompeugeot.com

This was just 1981!

Prix de Peymeinade
1st : Jacques BOSSIS

Prix de Grasse
1st : Gilbert DUCLOS-LASSALLE

Prix de Monaco
1st : Jean-René BERNAUDEAU

Tour du Haut-Var
1st : Jacques BOSSIS

Tour de Corse
1st : Stephen ROCHE

Paris-Nice
1st : Stephen ROCHE

Mauléons-Moulins
1st : Roger LEGEAY

Tour de Tarn
1st : Jean-René BERNAUDEAU

Tour du Vaucluse
1st : Michel LAURENT

Tour d'Indre et Loire
1st : Stephen ROCHE

Tour de Vendée
1st : Bernard BOURREAU

Prix de Bordeaux-Paris
1st : Philip ANDERSON

Paris-Bourges
1st : Francis CASTAING

Midi libre
1st : Jean-René BERNAUDEAU

Tour de l'Aude
1st : Philip ANDERSON

Grand Prix de Plouay
1st : Gilbert DUCLOS-LASSALLE

Tour de l'Avenir
1st : Pascal SIMON

Grand Prix d'Isbergues
1st : André CHALMEL

Etoile des Espoirs
1st : Stephen ROCHE

TEAM WINS

Tour de Corse
Paris-Nice
Dauphiné Libéré
Tour de l'Aude
TOUR DE FRANCE

France's foreign cycling legion

by Alan Gayfer

IN 1965 I sat beside a road just outside San Sebastian at the finish of the world professional road race championship.

Two men came down the road, big Rudi Altig of West Germany, and Nottingham's Tom Simpson, flat out in the final sprint.

Tom surged across the line a couple of lengths ahead, and for the first time an Englishman had won the professional title.

I shall never forget the scene as Tom's white and chrome bike flashed across the line. . .

White and chrome? Yes, because Tom was just one of the 19 riders who have won world championships on Peugeot bikes.

He was also the first Englishman to succeed on and with Peugeot.

Now, on the other hand, if you tell the story of the Englishman the Irishman and the Scotsman to a French cyclist, he will think you are talking about the Peugeot professional racing team.

There's Graham Jones from England, Stephen Roche from Ireland, and Robert Millar from Scotland just for starters among the black and white chequerboard jerseys of Peugeot-Michelin.

But there's also Phil Anderson from Australia, and now a new face, Sean Yates, from Sussex, has joined them.

There are no questions about these "foreigners" being just mercenary "also-rans" either, Phil Anderson won the Tour de l' Aude and took the Yellow Jersey in the 1981 Tour de France in which he finished 10th.

Stephen Roche, Rider of the Year, won the Tour of Corsica, Paris-Nice, and the Etoile des Espoirs in his first year of professionalism, which would have been impossible without the wholehearted support of the team.

And they all got into Peugeot because of our policy of supporting racing at all levels, from schoolboys up, in the belief that what's good for cycling must eventually be good for Peugeot.

There are other English riders, like Paul Sherwen and John Herety, who don't race for Peugeot, but who "learned" their Continental racing under the aegis of Peugeot in the first place.



ROBERT Millar, the Continent's only Scots pro, gets a lot of work from his small frame.

Competition so far as the men from Beaulieu are concerned, goes right back to the dawn of organized cycle racing, there were Peugeot riders in the first classic, Liège-Bastogne-Liège, back in 1891, and there were Peugeot riders in every classic race, pro and amateur of the UCI calendar in 1981, 99 years later, with not a break in between.

You would find it hard to better the dictum 'racing improves the breed' so far as Peugeot is concerned.

For as a bike maker, we at Peugeot believe that nothing improves and tests the frames, wheels and equipment like the tough world of racing, with everything being submitted to the utmost stress in the interests of winning.

Of course we don't win everything.

But the world championships started as long ago as 1896, when Paul Bourrillon took the one-mile professional track championship from England's Charlie Barden, in Copenhagen.

And besides Tom, the great Eddy Merckx won his first pro title on a Peugeot in 1967, and the list went on right down to 1978 when Gregor Braun won the professional pursuit title for Germany.

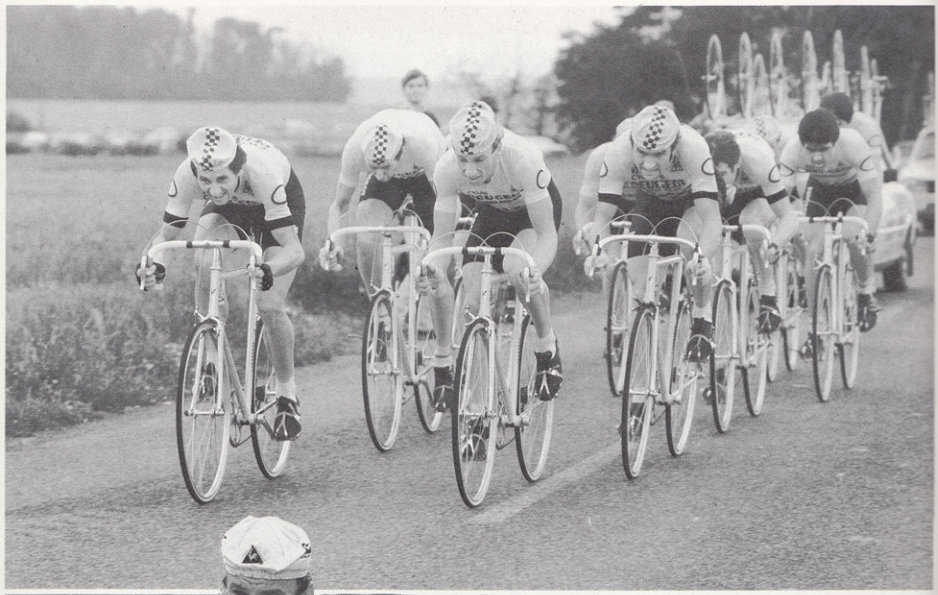
France, Belgium, Britain, Germany, there's hardly a country in which you won't find Peugeot riders winning.

This means quite simply that there are hundreds of youngsters racing who perhaps otherwise would not be able to afford a good racing bike, thanks to Peugeot club support which extends to 40 clubs in France, and half a dozen clubs in Britain.

Is it any wonder that at the end of a year like 1981 (left) the team trophy in the Tour de France was just one among 27 wins in the pro scene?

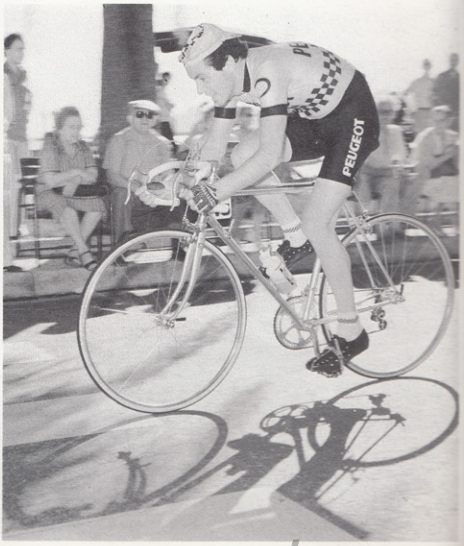
That's competition!

www.bikecompeugeot.com





TEAM spirit knows no frontiers (above) in a Beauvais team time trial. Graham Jones, centre, leads, Jacques Bossis left, has just done his turn, Gilbert Duclos-Lasalle, right, is just coming through. Below, Stephen Roche in a prologue time trial, and left, Graham Jones wearing the yellow cap of team leadership in the Tour, trying hard in a time trial at St Priest during the 1981 Tour de France.



www.bikeboompeugeot.com

prestige '979' professional CFX frame set









PRESTIGE — PRO10 Handbuilt in the special team workshop in Valentigney, from detailed individual specifications. The highly-successful Peugeot Professional Team have their bikes built here. You can choose from a list of highest-quality European components and from Reynolds 753, 531 SL, or 531 double-butted tubing. **Size** and **colour** are to your choice.

COMPETITION DURAL "979" — PX10DU In the latest Vitus 979 dural tubing, this machine combines ultra lightweight with strength and rigidity. Successfully ridden in the Tour de France its racing specification includes sprint rims and tubulars, 12-speed Simplex gears, Stronglight "106" chainset. Weinmann 400 side-pull brakes and Phillipe Professional handlebars and stem. **Sizes :** 56, 58, 60 and 64 cms. **Colour :** Natural Dural Silver.



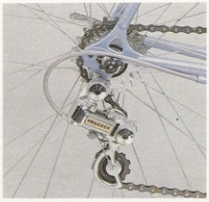




PROFESSIONAL — PXN10 Europe's most-popular competition bicycle, now includes Reynolds 531 D.B. frame and fork, Stronglight "106" chainset, 12-speed Simplex gears, Mafac L.S. alloy side-pull brakes and Cinelli bars and stem. 700C sprints with tubulars and Maillard 700 de Luxe hubs. **Sizes :** 56, 58, 60 and 64 cms. **Colour :** Pearl Silver (Professional Team Colour)

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ROUBAIX — PSV10 Brand-new competition bicycle. Frame of Super Vitus XL D.B. tubing. Sprint rims and tubulars and the Helicomatic rear hub. Other components by Simplex, Stronglight, Mafac and Sedis, the top makers of competition bicycle parts in France. **Sizes :** 54, 56, 58, 60 and 64 cms. **Colour :** Pearl Blue.

ROUTIER — PKN10 Built to competition standard, and equally at home racing or lightweight touring. Peugeot's excellent trading plus today's quality components can be relied upon to give the rider confidence. Specification includes 12-speed gear, narrow section 700C wheels and mudguard clearance. Reynolds 531 frame. **Sizes :** 52, 54, 56, 58, 60 and 64 cms. **Colours :** Pearl Silver, Red.













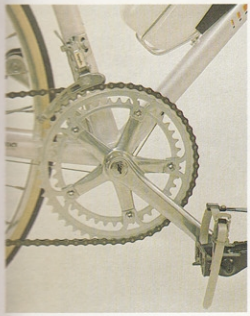
MIRAGE — PBN 10 An exciting new inexpensive competition bicycle, with 700C narrow section alloy wheels fitted with the Helicomatic rear hub, 12-speed gears, cotterless chainset, alloy side-pull brakes and alloy quill pedals fitted with toe clips and straps. **Sizes :** 54, 56, 58, 60 and 64 cms. **Colour :** Black.

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centenary aerodynamic

TO CELEBRATE 100 years of bicycle manufacturing, Cycles Peugeot have introduced an aerodynamic bicycle of space age design. The design is based on that used by top European professional riders in their search for even greater speed than obtainable on a conventional bicycle. Aerodynamic frames and components are subject to rigorous testing in wind tunnels and scientific laboratories as well as on the open road. The aerodynamic bicycle is indeed the bicycle of the future.













CENTENARY AERODYNAMIC — PH12 The outstanding Centenary bicycle will slice through the air with the minimum of wind resistance thanks to its carefully-studied design. The precision-bronze-welded frame has profiled seat and down tubes and seat stays. Components include an aerodynamic chainset, profiled saddle, concealed brake and gear cables an aerodynamic bottle and cage and new design of 12-speed derailleurs. The wheels are 700C narrow-section alloy rims with quick release hubs. **Sizes:** 54, 57 & 60 cms. **Colour:** Pearl Silver.

www.boompeugeot.com



When those Black Lions roar off!



IF YOU can think of a way of using a bike, the chances are that someone will make a competition out of it.

Of course, not every competition element is popular in every country: the Germans and Czechoslovakians like artistic cycling for example, the clever riding on circus-style machines with their amazing propensity for coming to pieces and still remaining ridable; the British have always had a soft spot for cycle polo and for tricycling.

Machines for these sports can justifiably be looked on as only for the specialist maker, but one more use of two-wheelers has taken off quite literally all over the world. This is Bicycle Motocross, otherwise known as BMX. And this is where the taking off comes into it, because BMX-ers specialize in leaps and jumps as a normal way of enjoying their sport.

You take a field, any field, and you start by drawing out for yourself a track, twisting and winding. Then you put in slopes, bumps, any type of hazard you think might be enjoyable and set the riders to a 'moto'. Unlike cyclo-cross, where you get off and run with your machine, BMX is a sport which must be ridden, humps, bumps and hollows, and it's a machine-killer.

So you find these little bikes with fat knobbly tyres and strong steel frames which will stand up to more than the average pounding-after all, when you take off with a 140-pound rider aboard, you don't want it to collapse when you land, do you? Kids love it. Of course they wear protective clothing, and their riding style is a lot different from the rest of cycling competition, but there are hundreds of motos all over Europe and America which children enjoy.

Naturally, where there are cyclists, there you'll find the Peugeot Lions, in this case the Black Lions, a range of machines which Peugeot has produced for this demanding sport, stylish, stiff, and in bright colours from tyres to seats which set out the Black Lions as a team to watch.

www.bikeboompeugeot.com

Starting in the right way!



GRAEME Scroggie, and his fellow chorister Ian from St Anne's Cathedral, Belfast rode 132 miles to raise money for it. Just one of the hundreds of ways to enjoy riding a bicycle.

FRENCH people call it being vaccinated with a spoke, when you take to the bicycle from childhood.

But then they have plenty of examples when this has been successful.

One of the greatest of French champions, Louison Bobet, the first man to do a hat-trick in the Tour de France, had his first wobbly bike ride in his little Breton village when he was not quite three years old.

His story is just one of many champions who first discovered cycling when they were no more than toddlers, an ideal time to do it.

For a child can get more pleasure out of a bicycle or a tricycle than from almost any other present.

A parent need only bear two simple rules in mind:

- **make sure that the bike you buy is a safe one, which means a reputable make like Peugeot as distinct from dubious 'cheapies'.**
- **make sure that your child takes the Cycling Proficiency Test at school, normally when he or she is about 8 or 9.**

Provided that this kind of care is taken, there are few places in Britain where they will not be safe, excepting of course main dual carriageway roads and the like.

Never will they be safer than when riding in a family group, even a simple ride to the shops can be fun for a child and get it into good habits.

Little legs soon grow strong and agile with pedalling, for this is one pastime that a growing child can't "do too much of".

Because you ride a bike sitting on a saddle, and the movement is rhythmic, even very small children grow strong without tiring themselves unnecessarily.

There is no excessive strain on joints such as you might find kicking a ball or gymnastics, or even some athletics.

A properly-designed bike by a company with experience, and Peugeot has more experience than any other company, will be balanced properly from the start to suit small limbs, small bodies with big hearts.

What is equally as important for the children is the look of their machines, as much like the "grown-ups" as possible.

The Peugeot formula is—get the child accustomed to riding safely on an appropriately-sized machine.

This is why the youngest bikes, the Cubs, have a gear fitted right from the start. Nor do they skimp on the other things like a carrier and, importantly, reflectors on the mudguards and pedals.

By the time a child has got to the Cycling Proficiency Test what better present to offer when a "pass" is achieved than a Scout?

These are machines on which a youngster can go for that first tour, with five-speed gears chosen never to strain the legs, and sensibly proportioned with 24-inch wheels, so that a child is never "perching" high off the ground.

Brakes are proper stoppers, too, not just the "hand-me-down" Junior versions sometimes provided.

Lights built-in ensure that they are never caught out, never need batteries, and there's a carrier at the back for satchels and sports gear.

And if tastes run to a little more sporting ideas, the Scout is updated with the Grand Prix model, a small replica of Peugeot's racing bikes, and all ready to go.

The 10 speed gears have their levers on the handlebar stem where they are easy to reach without groping, and like all the children's models, dual brake levers make braking a certain operation.

If cycling is an important part of your family life, with club runs every weekend, what could be more suitable for the fast-growing youngster than the Jeune Homme, a bicycle suitable for the extra-small man or woman or the young teenager?

Stainless guards, built-in lights, carrier, gears, ready for clubruns or touring.

And for Peugeot, small bikes do not mean skimpy building; essential cable guides and pegs are all brazed on so that nothing can fidget loose.



MATTHEW Gibson, 13, rode his Grand Prix from John o' Groats to Lands End for charity.

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CUB, JUNIOR SPORTS — C.40 Designed especially for the youngster requiring his first bicycle with dropped handlebars. All fitments are scaled down to junior dimensions, this cycle has a 16" frame, 20" wheels, 3-speed gear, stainless steel mudguards and carrier. **Colours :** Red and Blue.



GRAND PRIX, JUNIOR SPORTS—C50CX This is the bicycle for the young man intending to take his cycling seriously. As its name implies, it is a sporty scaled-down 10-speed machine, designed for exciting riding. Dual brake levers are fitted. Frame size 19", wheel size 24". **Colour :** Pearl Silver.

JEUNE HOMME, SPORTS TOURER — J8L A young man's fully-equipped sports cycle for ages 11-15, with frame size 20½" and 26" wheels. Stylish in design with lighting, stainless steel mudguards, carrier and dual lever braking system. The Jeune Homme includes many fitments not usually found on a bike in this price range. **Colours :** Black and Red.



www.bikeboompeugeot.com

Are you sitting comfortably, warm and dry?

Refinement for the easy life

WHETHER you are just riding to work, or out on a Peugeot for a long summer tour, you can be sure of one thing, our climate will get you down.

No one would describe it as tropical, it rarely gets really warm, and this is where proper clothing comes into your enjoyment.

It is just as important for cycling as it is for ski-ing or horse-riding if you want to get fun and not discomfort from your rides.

Take little things like carrying your spare cash or a purse.

Look at the racing cyclists in the Tour de France, they've learned that the best place to carry their chattels, like food, or maybe even a spanner, is in a back pocket of their jersey.

You'd find the same, too, and there are dozens of little refinements like that which make life easy for you on a Peugeot.

That raincoat, for example which keeps you so dry when walking, can be a flapping wet horror when riding a bike, and let the water in from a number of nasty angles.

A proper waterproof suit, on the other hand, keeps you snug and dry, ready to step into your office or the shops —knowing that its bright colours have stood out in a typical rainy day's riding.

Unique among cycling manufacturers, Peugeot has thought of a little more than just selling bicycles, and has thought through a complete range of clothing from the zip-top which keeps you comfortable riding to work, down to lycra racing jerseys and shorts for the enthusiast.

For cycling you need well ventilated but close-fitting clothing which stretches easily to provide you freedom of movement.

With easy-washability in mind, the Belgian makers of much of the Peugeot range have adopted acrylic-wool mixtures in bright colours which show up well in traffic conditions.

Basically you have a simple wardrobe of jerseys with or without pockets, coupled with either shorts or long training trousers, close-fitting so that they don't drag or catch.

A simple way of travelling is to wear a tracksuit as a cover-all which will look smart and wash easily.

But the difference between a cycling tracksuit and one designed for athletics is that the cyclist needs more freedom to move his arms and back when riding without the sleeves riding up, or the waist band exposing his kidneys.

Cycling in ordinary shoes can be like going to a dance in boots, it can be done, but you'd be better off with shoes which provide the support of a rigid sole which protects the instep and sole.

Racing shoes, or shoes for serious touring, come equipped with a shoe plate, a cleat which grips the pedal and enables the rider to put all his effort into cycling.

Keeping dry in wet weather comes in two styles, simple shower protection which can fold up into the minimum space, or full length wet suits for the all year round commuter.

Not everyone uses gloves, (there are some hot-fingered mortals around) but if you need them, then they must be warm and comfortable, and there's still no substitute for wool in the winter, both for the hands and long socks too.

There's a lot to be said, too, for wearing track mitts in summertime, simple leather mittens with padded palms for comfort and crocheted cotton backs which keep you cool, particularly if you are new to cycling and want to be sure of keeping your grip on the handlebars.

Anyone who has not tried chamois-lined shorts for longer rides is missing a real treat, properly cut to avoid chafing, in stretch lycra or acrylic and wool mixture, they were adopted by keen rowing types as soon as they discovered them, because of their comfort.

This comfort is what you could be enjoying on a bicycle saddle.

Finally, just as you carry a spare wheel on a car, so you can carry a spare on a bicycle, under your saddle.

The Peugeot spares bag straps to the saddle frame with two zip pockets to carry either a spare tubular tyre or in an inner tube (then you can mend the puncture at your leisure at home) and keys, a spanner, a waterproof top or even your loose change.

We just want cycling to be easy and comfortable!

Stow it well



IT IS no use having all the right clothing to go on tour if you find that when you arrive it is damp or spoiled by not being stowed in bags made for the purpose. And for goodness' sake, don't put your puncture outfit or spare inner tube in the bottom of the bag; have it under your saddle where you can get it.

Last resort



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TRAINING TOP, PEUGEOT — PS.1025 Top quality cycling top, suitable for training or general use. Made from a warm 100% Acrylic material with heavy ribbed collar, cuffs and waistband. In a choice of colours with contrasting side panels, sleeve stripe ribbing. Full front zip fastener with a good length for both arms and back. **Colours** : Navy Blue/Carnival Red, Carnival Red /Navy Blue. **Sizes** : S, M, L, & XL



PEUGEOT TRACKSUIT — PS.1050 Peugeot Professional two piece tracksuit, (above) made from Acrylic/ Wool mix, top with zipped collar, tapered trousers with rear pocket, zipped ankle fastener and additional seat padding. **Colour**: Blue. **Sizes**: S, M & L.





WINDPROOF TRAINING TOP — PS.1035 Leading surfaces in windproof nylon, full length zip, two rear pockets. **Colours** : Royal Blue/Black, Black, Orange/Black. **Sizes** : S, M, L & XL.

PEUGEOT CASUAL JACKET — PS.1040 A showerproof fleecy lined casual jacket, full length zip, small Peugeot motif. **Colour** : Royal Blue/Grey. **Sizes** : S, M, L & XL.

SHORT-SLEEVED RACING JERSEYS — PS.1125 Continental racing jerseys (far left), made of 100% Acrylic material with three rear pockets, short neck zip, colour bands on neck and sleeves. **Colours** : Red, Royal Blue. **Sizes** : S, M, L, XL.

LONG-SLEEVED RACING JERSEYS — PS.1150 The long-sleeved version of PS.1125 (left). **Colours** : Red, Royal Blue. **Sizes**: S, M, L, XL.

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EUROPEAN SHORT-SLEEVED JERSEYS — PS.1135 A very colourful range of short-sleeved jerseys (left), manufactured in a new lightweight Acrylic material. Incorporating three rear pockets, short zip at neck and world championship colour bands on neck and sleeves. **Colours** : Red/White/Blue, Navy/White/Light Blue, Dark Green/White/Light Green. **Sizes** : S, M, L, XL.

EUROPEAN LONG-SLEEVED JERSEYS — PS.1145 Same colours and sizes as PS. 1135



PEUGEOT INTERNATIONAL LONG-SLEEVED RACING JERSEY — PS.1275 The Peugeot International jersey is ideal for training or general use. The bright attractive design incorporates three pockets, long sleeves, flock printing front and rear. **Colour** : Red/White/Blue **Sizes:**: S, M, L, XL.



PEUGEOT TEAM SHORT-SLEEVED JERSEYS — PS.1200 The famous black and white Peugeot Jerseys are now available in either 100% Acrylic (above left) or a wool mixture, both with short sleeves, three rear pockets and short collar zip. High-density flock printing. **Colour** : White/Black **Sizes** : S, M, L, XL. Reference number for wool mix jerseys (above right) is PS.1225.

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TRAINING TROUSERS —PS.1400 Belgian Training Trousers (left), full length with chamois seat insert. Zipped rear pocket, tapered legs and zipped ankle fastener. **Colour** : Black. **Sizes** : S, M, L, XL.

TRAINING TROUSERS DE LUXE — PS.1401 Wool/Acrylic mixture, close-fitting with rear pocket, deep chamois. **Colour** : Black **Sizes** : S, M, L, XL.

SKIN SUIT — PS.1285 Aerodynamic styling, padded seat. **Colour**: Red/White /Blue. **Sizes** : S, M, L.

PEUGEOT TEAM SHORTS — PS.1380 High quality French Lycra shorts as used by the Peugeot team. Extremely- well-cut with deep chamois seat. **Colour** : Black, flock- printed PEUGEOT in white. **Sizes** : S, M, L, XL.



RACING SHORTS — PS. 1300 Acrylic racing shorts, well-cut, rear pocket, light elasticated waist and quality chamois seat. **Colour** : Black. **Sizes** : S, M, L, XL.

DE LUXE RACING SHORTS —PS. 1325 Top-quality Belgian manufacture of 30%Wool, 70% Acrylic. Thick chamois seat, rear pocket. **Colour** : Black, **Sizes**: S,M,L, XL.





DE LUXE LYCRA SHORTS — PS.1330 High-quality Lycra shorts with rear pocket. light elasticated waist and thick chamois seat. **Colour** : Black. **Sizes** : S, M, L, XL.







JUVENILE SET — JU.1000 For the young man who wants to look like a real racer, the scaled-down Peugeot race leader top (left) has rear pockets and firm flock printing. The shorts have chamois seat insert for complete reality. **Colour** : Yellow top/Black shorts. **Sizes (age)** : 6/7, 8/9, 10/11, 12/13.

CHILTERN PLAIN LONG STOCKINGS — PS.1850 Full length in tough-wearing Orlon material (top). **Colours :** Red, Navy and Brown. **Sizes** : 39/40, 41/42, 43/44, 45/46.

CHEVIOT PATTERNED LONG STOCKINGS — PS.1875 Attractive contrasting colours in warm and comfortable material, (above) 50% wool, 50% chlorofibre. **Colours** : Red, Navy and Brown. **Sizes** : 37/38, 39/40, 41/42, 43/44, 45/46.



White Cotton Socks with Blue/Red bands — PS.1881

Plain White Cotton Socks — PS.1880

White Cotton Socks with Peugeot check — PS.1882

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ZIPPER PACKAWAY — PS.1600 Zipper Packaway is a lightweight showerproof jacket (left) with hood. Full-length front zip, side pocket, rear vent and packaway (right) pouch. **Colours** : Navy, Yellow, Blue, Red. **Sizes** : S, M, L.



OVERTROUSERS — PS.1625 Weather-shield overtrousers (left) to match jacket. Tough ankle zip with gusset. **Colours** : Navy, Yellow, Blue, Red. **Sizes** : S, M, L.



WATERPROOF CAPS — PS.1675 Waterproof cap (right) comes with stiff peak, elasticated back, assorted colours, one size.



SUPER RACER TOP — PS.1650 This Continental showerproof racer top (above) has Aertex side panels for ventilation. Velcro front full length fastening, rear protective tail. Neat hood and packaway pouch. **Colours** : Yellow, Blue, Orange. **Sizes** : S, M, L.



WATERPROOF SET — PS.1680 This waterproof set has all the seams sealed internally and the top incorporates a double lap over Lightning fastener, with two large pockets with Velcro fastenings, draw cord waist together with two large vent panels at rear. The trousers have optional stirrups, also Velcro fastenings and elasticated waist band. The hood is detachable and has a draw cord. The complete set will fit snugly into a useful pouch container. **Colour** : Orange. **Sizes** : SX, S, M, L.



PEUGEOT BADGE — PS.2025 Incorporates Peugeot Lion in gold on a red background.



ESSO BADGE — PS.2050 As used on the Peugeot team racing vests.

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CONCORDE TRACK MITTS — PS.1700 A top quality leather mitt with large padded palm (far left). Crocheted back with Velcro fastening. **Colour** : Red/White/Blue backs. **Sizes** : 8, 9, 10.

EUROPA TRACK MITTS — PS.1725 A leather mitt (left) with padded palm, crocheted back, Velcro fastening. **Colour** : Red/White backs, Blue/White backs. **Sizes** : 8, 9, 10.

INTERNATIONAL TRACK MITTS — PS.1720 Attractive crocheted back in world championship colours. High quality leather padded palm. **Sizes** : 8, 9, 10.



The latest range of cycling shoes from Peugeot combine elegance and design with quality of materials, producing an extremely efficient shoe. Please remember, however, that this range of shoes is designed specifically for cycling, not walking. They are made to a particular shape and will be quickly ruined by excessive walking. We recommend that a Blakey or similar protective plate is affixed to the heel before they are used.

TRAINING OVERSHOES — PS.1585 Full zipped back and waterproof. **Colour** : Dark Blue. **Sizes** : 38/39, 40/41, 42/43, 44/45.

SHOE PLATES — PS.1580 Tough plastic slim-fitting plate.



AMATEUR SHOES — PS.1460 A smart perforated shoe with shallow heel, ideal for general club riding or touring. **Sizes** : 38 — 46.

PROFESSIONAL SHOE — PS.1470 Reinforced sole, perforated upper, suitable for racing. **Sizes** : 38 — 46.

BORDEAUX SHOE — PS.1435 Finest quality leather racing shoe with fully adjustable plate, perforated uppers and rigid support. **Sizes** : 38 — 45.

ROUTIER DE LUXE CAP — PS.1925 Has a short stiff peak, wide neck band for comfort (left), one size. **Colour** : Red/White/Blue.



PEUGEOT TEAM CAP — PS.1950 Peugeot team caps (left below) are available in black and white, manufactured in a tough gaberdine material to one size. The Peugeot International Cap is also available in Red/White/Blue — PS.1975.



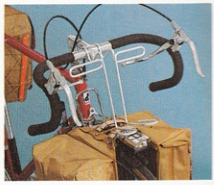
ROUTIER CAP — PS.1900 A great deal of heat is lost through your head. The Routier Training Cap (above) will keep you warm and minimise heat loss. This quality continental cap has a stiff peak, comes in one flexible size and in a range of bright colours which are reversible.

WATERPROOF TRAINING CAP — PS.1930 Reversible cap, warm Acrylic, with Nylon exterior. **Colours** : Blue, Black, Red and Grey.

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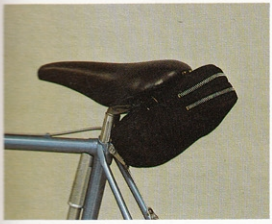
For short weekends or longer holidays, it is essential to have safe, well-fixed and waterproof bags, designed to carry the load evenly across your machine. This new range of bags from Peugeot will evenly distribute the heaviest of loads safely. In addition to this important feature, the Peugeot range offers excellent large and small pocket storage, giving easy access to all items and a varied choice of combinations.

FRONT HANDLEBAR BAG — AC.3527 Beige nylon waterproof material, five outside pockets and map holder. **Size**: 8″ × 8″ × 5″.

FRONT HANDLEBAR BAG SUPPORT — AC.3526 An anodized dural lightweight front bag support, handlebar fixing, no nuts or bolts required.

FRONT PANNIER BAGS (PAIR) — AC.3528 Front-carrier-mounted pannier bag, beige nylon waterproof material, two outside pockets, safety reflective side strip. **Size**: 12″ × 8″ × 4″.

REAR PANNIER BAGS (PAIR) — AC.3529 Rear-carrier-mounted pannier bags, beige nylon waterproof material, lace-up side to allow for large or small loads One outside pocket, safety reflective strip. **Size** 13¼″ × 13″ × 4″, expanded : 13¾″ × 13″ × 7″.



TUBULAR CARRIER BAG (2 POCKETS) — AC.3513 A tubular carrier (left) made of tough black nylon with zipped fastening. Large enough to carry two tubulars or one tubular and a waterproof. Saddle fixing.



FEEDING BOTTLE AND CAGE — AC.3546 Peugeot water bottle and carrier (left). Bottle with Peugeot motif. Cage comes complete with down-tube fixing bolt, plus clips for cage if fitted to down tube, when frame does not have brazed-on bosses. Also available as a separate item for Peugeot bottle — AC.3540.

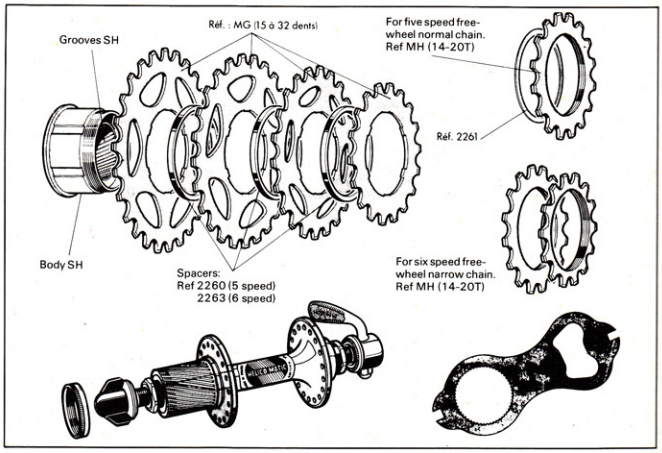
PEUGEOT WHEEL COVERS — AC.3523 Fluorescent orange waterproof covers, small Peugeot motifs.



RICHARD'S CYCLING BOOK — AC.4000 Read Richard's Cycling Book (above) and find how to keep your cycle in good running order. Gives details of adjustments to be made, gear ratios, riding position and is full of other useful information.

www.bikeboom.peugeot.com

Give it a twist, a flick of the wrist



SOMETIMES the best ideas have been under our noses for a long time.

Take the screw thread, for example, it has been with us for a long time, ever since Archimedes first invented his water screw.

But who first thought of screwing a sprocket on to a hub, Heaven only knows, the first Safety bicycles had their sprockets literally integral with the hub body.

Against that, the freewheel has been with us nearly from the first days of cycling, back in the 1870s.

But for many years, the thread system of attaching sprockets has reigned supreme, it is simple, straightforward, and easy to machine.

Against which, it has always been difficult to remove sprockets or freewheels which have been screwed on.

The multiple freewheel made its appearance early in the century, certainly one Panel turned up for the start of the Tour de France in 1911 equipped with a derailleur gear which used such a device. The sprockets of course were screwed on to the freewheel, and the freewheel mechanism was screwed on to the hub.

Complicated, but it worked, and still works.

To avoid this double-threading, some firms, like Bayliss-Wiley and Shimano have tried incorporating the freewheel unit in the hub, the former screwed its sprockets on, the latter used a splined system with only the smallest sprocket being used to hold the others in place.

Then it occurred to engineers working for Maillard who make hubs and freewheels, that the threading on the hub need not be conventional, it could be the shallowest of helices, the effect of riding would tighten the unit.

Maillard already made freewheels on which the sprockets were slid using splines.

The hub is cut with 32 grooves which twist through about 10 degrees across its width, and the freewheel is equally-grooved internally.

The outermost part of the hub is threaded to accept a milled locknut which simply holds the freewheel in place.

By removing the locknut, which needs to be no more than finger-tight—and a small spanner is provided—the whole unit can be lifted off the hub.

It can then be replaced by a similar unit with different sprockets, or work can be done on the hub, perhaps a broken spoke, or maybe cleaning, before the freewheel is replaced.

The whole action of removing the wheel and changing a freewheel need take no more than 30 seconds.

Maillard carried this a stage further by bringing the hub body out a little more, thus putting the hub bearings immediately under the freewheel.

This not only makes for easier running, but also eliminates the risk of an axle bending when carrying heavy touring loads.

Yet the whole unit costs no more than the standard hubs, and a keen tourist could thus carry a spare "mountain" freewheel weighing less than 500g when abroad.

Ratios from 13 to 32 teeth are available, suitable for even the hilliest terrain.

Now—are you ready to ride?

YOU ARE ready to go, you've chosen your bike and your gear, now don't forget to get yourself properly protected.

Britain has the oldest and some of the best organizations through which you can enjoy cycling of any kind.

Make use of them, and they will help to protect you.

They will also help you enjoy a sport, a pastime or a hobby, from the longest tour to the quickest commuting.

English Schools Cycling Association (ESCA)

Has your school got cycling as a sport? Get a list of clubs and events from: Geoff Mayne, 8 Lady's Meadow, Beccles, Suffolk.

Cyclists' Touring Club (CTC)

Oldest club in the world, for all comers, it provides insurance, legal advice, comradeship and a splendid touring service, with sections in all parts of the country. Address: Cotterell House, 69 Meadrow, Godalming, Surrey for details.

British Cycling Federation (BCF)

Britain's voice in international cycle sport, but also provides free legal service for the non-racing member. Will send a list of clubs from: 16 Upper Woburn Place, London W.C.1 HOQE.

Road Time Trials Council (RTTC)

Sport for the part-time racing man, organizes thousands of time trials every year. List of clubs from John Stephens, 18 Birch Grove, Potters Bar, Herts.

British Cyclo-Cross Association (BC-CA)

Winter sport, cross country running with a bike. Details: Jim Court, 15 Lyndhurst Avenue, Hazel Grove, Stockport, Cheshire.

Pause.. take stock..





BIG SHOWS are all part of the Peugeot way of getting to meet the dealers and the customers, and regular research goes on throughout a year to make sure that what the customers want, the dealers will be able to have in stock.

Above, dealers take a look at the complete range at a major show before getting down to the serious discussions with us on the finer points of details of a tandem (left) or of a fully-equipped touring machine (far right).

We put a good deal of emphasis on getting the details right, the tandem, for example comes with toe-clips and straps, dynamo lighting and triple braking, including a hub brake for extra safety.

Touring bags are an integral part of the Peugeot accessories and clothing range, forming part of the overall service which a specialist dealer can offer his customers.

www.bikeboard.peugeot.com

and then go to the specialist Peugeot dealer, he knows best

BUYING a bicycle is to some extent like buying a suit, or a good pair of shoes.

You can always buy something cheap which looks good in the shop window—but which you regret almost the first time you wear it, or after its first cleaning.

Or you can ask for the proper advice about materials, cleaning or washability and repairs, and be certain that what you are getting is going to be right, and good value.

Frankly, a lot of the time you look for a "good name", a brand which you know does the right job.

How big is too big?

When you come to choose a bicycle, or maybe even to browse, the same applies, you're doing it now, in fact, you're giving yourself a few minutes to pause and take stock.

After all, if you don't have a bicycle which fits you, and too small is as bad as too big, you'll be in trouble, and how big is too big?

A bicycle which has cost you £100 or so of hard-earned money is going to be just waste if you leave it in the shed instead of making use of it because it is not right.

There is a simple answer to the problem, and you may be standing in it, viz, one of 600 authorized Peugeot dealers (and that's only about one shop in every seven cycle shops) who has the right advice.

Not everyone wants to race.

Obviously you have a price range, no one is made of money, and he will have Peugeot bikes from the most utilitarian to the most exotic to show you.

Equally, a Peugeot dealer is a man with the right kind of experience behind him to be able to advise you on the best type of cycle to be riding, not everyone wants dropped handlebars, some people want pannier bags.

So he could fit extra or alternative items to your cycle to your choice.

You expect your bike to be ready for use when you get it, that goes without saying, and a specialist bike shop looks at every item on the bike before letting it out of the shop.

More importantly, a cycle specialist, as distinct from a chain store, will ask you to bring your machine back for a checkover after a week or two of use, to make any adjustments that may be necessary once the machine has bedded down, as every bit of machinery does.

Just as important, your needs will change as you find out how useful a bicycle can be, and the specialist shop knows how to cope with these extras as they arise.

Accessories we do every day.

Look, you could have bought a bike for local weekend shopping, and then find you would like to commute on it; so you want a different bag, you may want a dynamo, perhaps a change of pedals. All of these are every-day to the specialist as part of after-sales service.

In return, Peugeot looks after its specialists, making sure that they are kept up to date with the latest items in the catalogue.

For a company the size of Peugeot, it is not enough to have the machines available, we like to think that the dealers have had a chance to talk about them with us so that we can pass back ideas to the factories.

Earlier this year a series of road shows were held in major towns, at which dealers were invited to look at the complete range, including new and experimental models; there's not a year goes by without something new being tried.

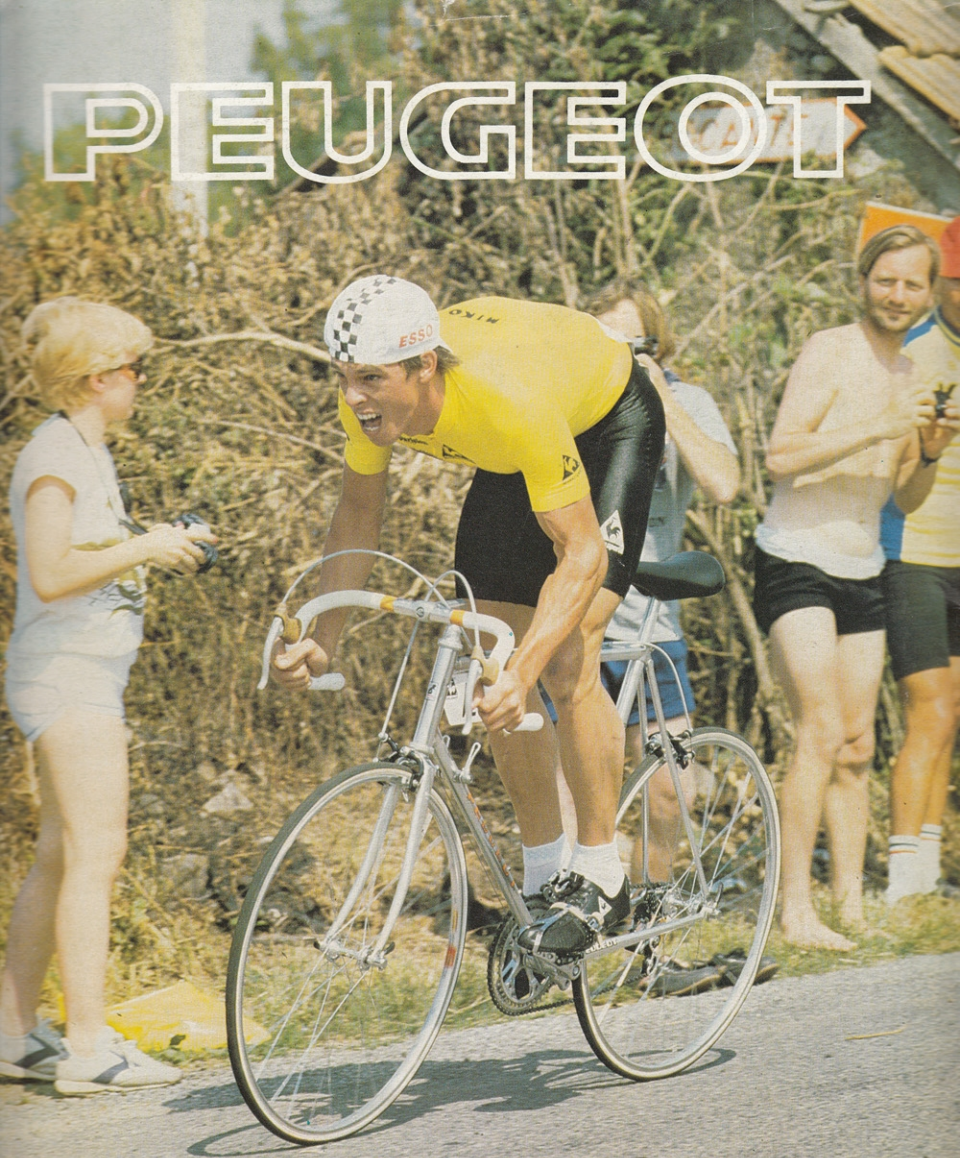
That's why we only deal through specialists, they are the only ones who really know.

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PHIL ANDERSON, wearing the Yellow Jersey in the 1981 Tour de France, was the first Australian to do so, and became Australia's Sportsman of the Year in a nationwide poll.

25P

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