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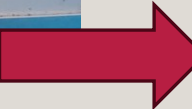
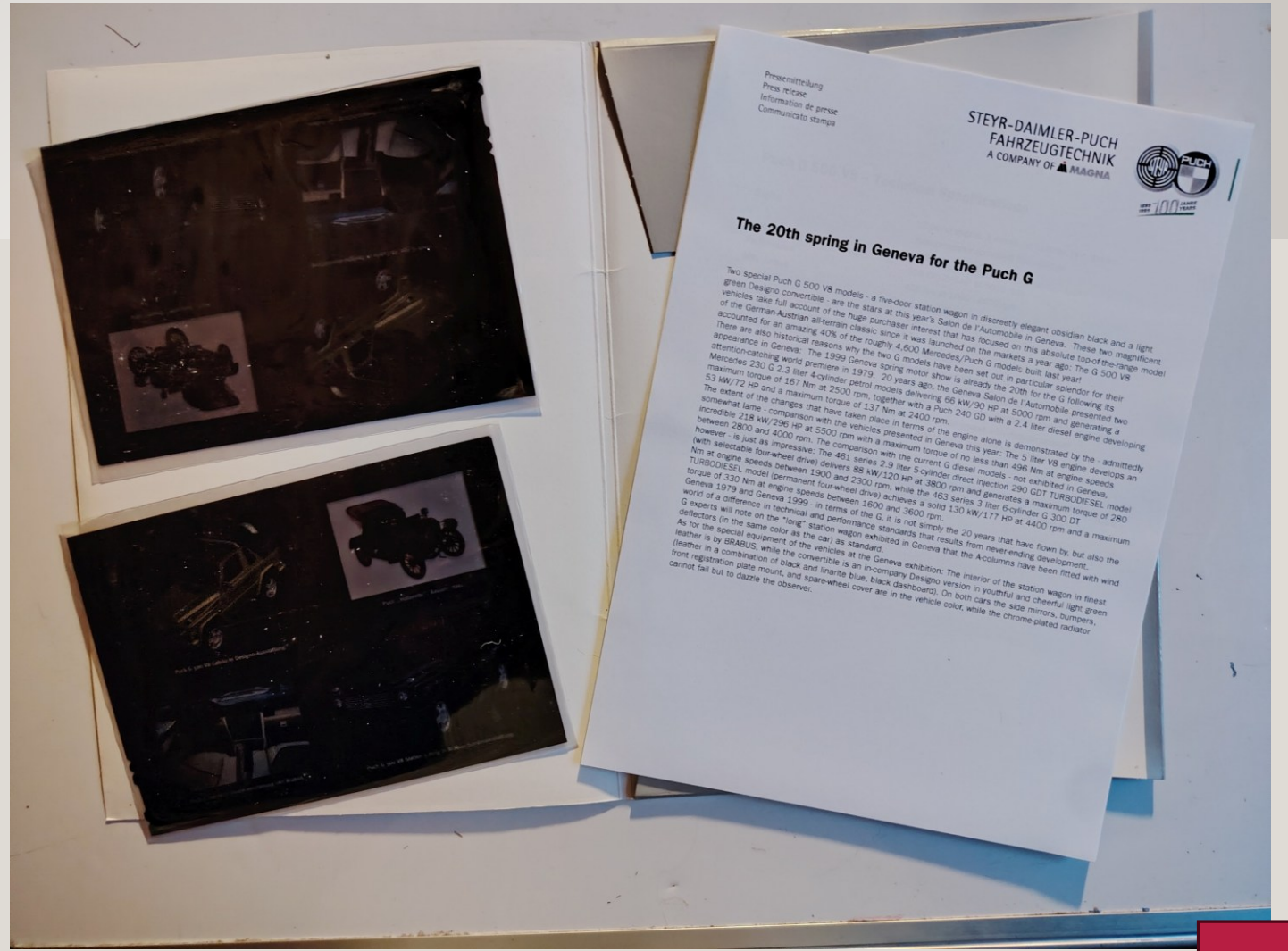
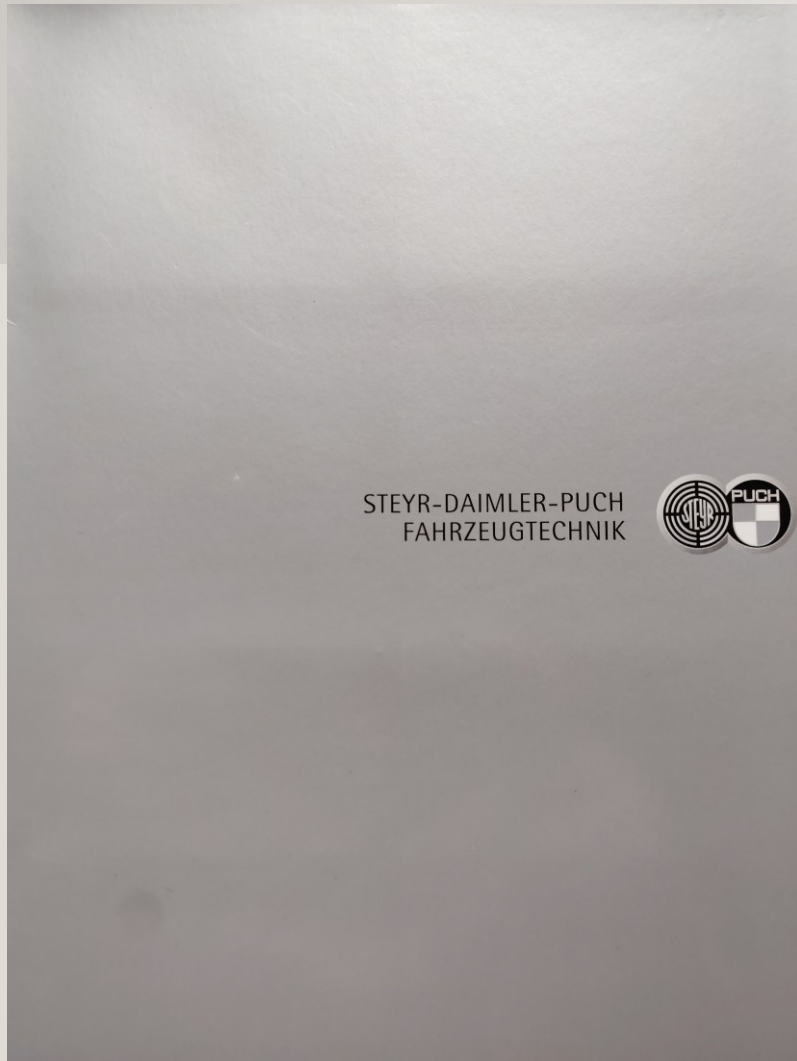
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COLLECTION STEYR DAIMLER PUCH - DOSSIER DE PRESSE GENÈVE



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STEYR-DAIMLER-PUCH
FAHRZEUGTECHNIK
A COMPANY OF MAGNA



The 20th spring in Geneva for the Puch G

Two special Puch G 500 V8 models - a five-door station wagon in discreetly elegant obsidian black and a light green Desagno convertible - are the stars at this year's Salon de l'Automobile in Geneva. These two magnificent vehicles take full account of the huge purchaser interest that has focused on this absolute top-of-the-range model of the German-Austrian all-terrain classic since it was launched on the markets a year ago. The G 500 V8 accounted for an amazing 40% of the roughly 4,500 Mercedes/Puch G models built last year!

There are also historical reasons why the two G models have been set out in particular splendor for their appearance in Geneva: The 1999 Geneva spring motor show is already the 20th for the G following its attention-catching world premiere in 1979. 20 years ago, the Geneva Salon de l'Automobile presented two Mercedes 230 G 2.3 liter 4-cylinder petrol models delivering 66 kW/90 HP at 5500 rpm and generating a maximum torque of 167 Nm at 2500 rpm, together with a Puch 240 GD with a 2.4 liter diesel engine developing 53 kW/72 HP and a maximum torque of 131 Nm at 2400 rpm.

The extent of the changes that have taken place in terms of the engine alone is demonstrated by the - admittedly somewhat lame - comparison with the vehicles presented in Geneva this year: The 5 liter V8 engine develops an incredible 218 kW/296 HP at 5500 rpm with a maximum torque of no less than 496 Nm at engine speeds between 2800 and 4000 rpm. The comparison with the current G diesel models - not exhibited in Geneva, however - is just as impressive: The 461 series 2.9 liter 5-cylinder direct injection 290 QD TURBODIESEL model (with selectable four-wheel drive) delivers 88 kW/120 HP at 3800 rpm and generates a maximum torque of 280 Nm at engine speeds between 1900 and 2300 rpm, while the 463 series 3 liter 6-cylinder G 300 DT TURBODIESEL model (permanent four-wheel drive) achieves a solid 130 kW/177 HP at 4400 rpm and a maximum torque of 330 Nm at engine speeds between 1600 and 3600 rpm.

Geneva 1979 and Geneva 1999 - in terms of the G, it is not simply the 20 years that have flown by, but also the world of a difference in technical and performance standards that results from never-ending development. G experts will note on the "long" station wagon exhibited in Geneva that the Acclaim has been fitted with wind deflectors (in the same color as the car) as standard.

As for the special equipment of the vehicles at the Geneva exhibition: The interior of the station wagon in finest leather is by BRABUS, while the convertible is an in-company Desagno version in youthful and cheerful light green (leather in a combination of black and inverte blue, black dashboard). On both cars the side mirrors, bumpers, front registration plate mount, and spare-wheel cover are in the vehicle color, while the chrome-plated radiator cannot fail to dazzle the observer.

Puch G 500 V8 - Technical Specifications

Engine	V8 petrol engine, 3 valves per cylinder, twin ignition, microprocessor-controlled fuel injection
Cubic capacity	4966 cc
Performance	218 kW/296 HP at 5500 rpm
Max. torque	496 Nm at 2800 - 4000 rpm
Top speed	approx. 195 km/h
Acceleration 0 - 100 km/h	7.7 sec.
Average fuel consumption/100 km	14.7 l
Transmission	automatic, 5-speed
Drive	Permanent four-wheel drive
	Transfer case with synchronised road and off-road gear
	Central, front, and rear axle differential, each 100% lockable
	Hydraulic dual circuit brakes with vacuum booster
	electronic brakes force proportioning system
	ABS anti-lock braking system, disc brakes front and rear
Brakes	
Dimensions (in mm)	
- Cabrio	total length 4275, width 1760, height 1941, track 1475
- 5-door station wagon	total length 4680, width 1760, height 1936, track 1475

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Key data

As an innovative and economically successful enterprise with a comprehensive expertise from development to production of complete vehicles, automotive components, and systems, we are a long-standing partner and supplier of the international automotive industry.

Company:	Steyr-Daimler-Puch Fahrzeugtechnik AG & Co KG
Location:	A-8041, Graz, Liebenauer Hauptstraße 317
Year of foundation:	1899
Executive board:	Alfred KÖCH (chairman), Rudolf AITA, Hubert HÖDL, Wolfgang SAUERZAPP
Shareholders:	MAGNA Group and Steyr-Daimler-Puch AG, 50 % each
Employees (as per January 1999):	Total 4.781
	- Threed Engineering approx. 790
Works area (sqm):	Total area 700.000
	- Built-up area 277.500
Turnover 1998:	in ATS Mio 11.593
	in Euro Mio 842
	in US \$ Mio 911
	in DEM Mio 1.647
Participation:	Eurostar Automobilwerk Ges.m.b.H. & Co. KG in Graz
	A 50:50 joint-venture with Chrysler to manufacture the Chrysler Mirvan Voyager
Lines of business:	
1. Manufacture of vehicles	- Puch Pinzgauer (since 1971)
	- Mercedes G / Puch G (since 1979)
	- Jeep Grand Cherokee (since 1994)
	- Mercedes E-Class AMATIC (since 1996)
	- Mercedes M-Class (SIP 3/99)
2. Manufacture of automotive components and systems	- Transmissions (manual transmissions, transfer cases, power take-off units, differentials)
	- Viscous couplings
	- Chassis components
	- Axles and complete axle modules ready for installation
	- Complete drive trains
	- Mass-balancing systems (balance shafts)
3. Research and development	- Basic research
	- Advance development
	- Development of
	- drive elements and systems
	- chassis
	- body, trim
	- Development of complete vehicles
	including design, technical calculation, testing, electric/electronic systems, acoustics, safety tests and homologation
Main customers and co-operation partners (in alphabetical order):	Audi, BMW, DaimlerChrysler, Fiat/Lancia/Alfa Romeo, Mazda, Opel, Renault, Rover, Volkswagen
Qualified Supplier:	- VDA 6.1 (since January 1997)
	- QS-9000 (since July 10, 1996)
	- ISO-EN 9001 (since August 18, 1993)

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100 years of Steyr-Daimler-Puch in Graz, Austria One of the oldest automobile manufacturers in Europe

At the 1999 Geneva Motor Show, Steyr-Daimler-Puch Fahrzeugtechnik from Graz, Austria, in addition to two current special versions of the Puch G model, will also be presenting a historic automobile rarity, the only surviving original prototype of a Puch automobile (patented) dating from 1904! There is a special reason for the presentation of this veteran: In 1999, the Graz enterprise is celebrating the 100th anniversary of its founding. And this vehicle from 1904 documents the fact that Steyr-Daimler-Puch Fahrzeugtechnik is one of the oldest automobile manufacturers in Europe.

Johann Puch, the company founder

Johann Puch - an illustrious name from automobile history in Europe during the early years of this century. The rise of a poor youngster to one of the most powerful industrialists of the then Imperial and Royal Monarchy could be taken straight from a book of fairy tales.

This Johann Puch, as he was known in his Slovene mother tongue, was born to a small farming family on June 27, 1862, in the hilly countryside of the sunny wine region of Lower Styria close to Pettau (Ptuj). At the early age of 8 (1), Puch commenced work as an unskilled laborer for a miller at Fredau on the Drau river, and even at this tender age he revealed an extraordinary talent for mechanical things. At the age of 12, a not unusual age for starting an apprenticeship in those days, Puch was taken on as an apprentice locksmith in the southern Styrian district capital of Radkersburg.

It was after his apprenticeship and his military service that an entirely new sporting device made its appearance in Austria: the bicycle. This first mechanical means of transport, capable of converting the user's energy into speed, became the first focal point for Johann Puch's activities. On the one hand he was a successful racing cyclist, while on the other hand, in 1890, after half years as an apprentice journeyman and master, he managed to found his first bicycle factory at Straubinggasse 13A, Graz, together with Viktor Kainmair, a wealthy man of private means who contributed to the financing of the business. The factory was entered in the Commercial Register of Graz under the name "Johann Puch & Comp. fabrikmässige Erzeugung von Fahrrädern". The bicycles were sold under the name "Steyr" and achieved an excellent reputation within a very short time.



Despite a heart complaint that had dogged Johann Puch from his early years and which at regular intervals obliged him to withdraw from the hectic life of business, the factory was soon bursting at the seams. Puch was the head and powerhouse of the works. However, in the course of expansion, outsiders also contributed finess to the factory, thereby acquiring decision-making rights. In particular the "Bielefelder Maschinen-Fabrik, vormals Gumpco & Co." It was incompatible with the nature of this early industrial boom that he should no longer have the women's Gumpco & Co. It was incompatible with the nature of this early industrial boom that he should no longer have the women's Gumpco & Co. It was incompatible with the nature of this early industrial boom that he should no longer have the women's Gumpco & Co.

He could have retired as a wealthy rentier but this was far from Johann Puch's thoughts. After the contractually agreed non-competition clause had expired, he set himself up once again on September 27, 1899, by calling the general assembly of the shareholders and registering the "Fahrrad-Fabrik-Enle steiermärkische Fahrrad-Fabrik-Aktiengesellschaft in Graz" in the Commercial Register of Graz as of September 28, 1899. This company foundation was the cornerstone for one of the most successful vehicle factories in Austria over the next century, the predecessor of today's "Steyr-Daimler-Puch Fahrzeugtechnik".

Despite his poor health, Johann Puch was active in the company almost day and night. In 1912, he suffered a serious heart attack and on his doctor's advice left the company in the same year. He died during a business trip on July 19, 1914 in Agram, today's Zagreb, shortly before the outbreak of the First World War.



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DOSSIER DE PRESSE STEYR DAIMLER PUCH SALON DE GENÈVE

2 FILMS DE 4 CLICHES IDENTIQUES

1 feuille THE 20 th in Geneva for the PUCH G

1 feuille de présentation PUCH G 500 V8 - Technical Spécifications
1 liasse de 3 feuilles : 100 years of STEYR DAIMLER PUCH in Graz,
Austria. One of the oldest automobile manufacturers in Europe

1 feuille KEY DATA

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CONDITIONS DE VENTE

Cession de ma collection personnelle de documentation automobile et divers
Plus de 70 ans de collection, cession de mon matériel d'animations événementielles
L'ensemble des prix communiqués s'entend net de taxes, hors frais d'expédition

Les biens sont présentés dans ce catalogue avec un maximum de détails et de photos.

Les dimensions sont approximatives mais très réalistes

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