



YEARS

INSPIRED
BY YOU



Origins
SINCE 1919




Origins
SINCE 1919

»» INTRO



There is a good reason why, like the Eiffel Tower, Citroën's 2 CV is seen as a symbol of France. Everyone has a history with Citroën! An iconic and enduringly popular brand, whose centenary we are very proud to be celebrating this year. It is for this exceptional anniversary that we have created this special collector's brochure, to take you on an extraordinary journey through time. On it, you will discover or rediscover thirty landmark Citroën's from the past and present, including legendary models, racing cars and game changing concept cars. We have also taken the chance to acknowledge the talented, creative people who have pioneered and shaped Citroën's innovations since 1919. Today, through benchmark comfort and audacious design, the brand is still like a breath of fresh air in the motor industry. And just as before, we are driven, inspired and shaped by the most important element of all: you.

Linda Jackson,
Citroën Chief Executive Officer

100

ICÔNE • RACING • CONCEPT

2019



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100
YEARS

OF VEHICLES INSPIRED BY YOU

FIND OUT MORE ABOUT CITROËN'S ICONIC MODELS ON
CITROENORIGINS.COM



DENIS HUILLE
CITROËN HERITAGE PROJECT MANAGER



A century and counting! When André Citroën launched his first vehicle in 1919, could he possibly have imagined that the cars bearing his name would be driving the world's roads one hundred years later? So what's the secret of Citroën's longevity? You need to go back to the essence of the founder's vision: the original spirit of the brand. As Denis Huille, project manager at Citroën Heritage, explains: "André Citroën truly had the ambition of making the car

more accessible...he wanted to design popular cars, accessible to all and ready to use, which at the time was really innovative thinking". To achieve this, he was constantly looking for useful advances that would meet the demands of real people. "Each new car needed to have its share of developments; new technologies that he either invented or made more accessible" continues Denis Huille. He simply never stopped innovating and connecting with people. He never forgot the importance of professional vehicle users, initiated sale on credit, and of course surrounded himself with the best designers and engineers.

From the very beginning, all the strands that make up Citroën's DNA were clear: comfort, driving pleasure and safety at an affordable price. The brand has retained this combination and remained true to the original spirit, throughout its long and eventful history, and this consistency must be the key to its success. From the first Type A to the latest Citroën C5 Aircross SUV, and through automotive legends such as Traction Avant, Type H, DS, 2 CV and CX, Citroën has been inspired by you to keep reinventing the motor vehicle.

TYPE A 10 HP

24,093
produced

810 kg
unladen

1.41 m
wide

4 m
long

65 km/h
maximum speed



1919

CITROËN'S FIRST CAR, THE 1919 TYPE A 10 HP, WILL ALWAYS BE REMEMBERED AS THE FIRST EVER MASS-PRODUCED FRENCH CAR.

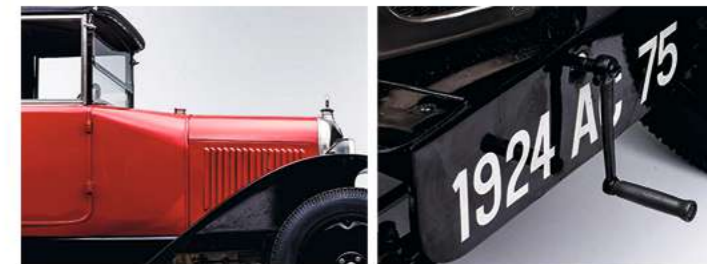
A visionary and skilled structural engineer, André Citroën designed the car to be above all else efficient and economical. Its fuel consumption of 7.5 litres per 100 km was exceptional for the era, and due to inherent lightness, it also featured 'low wearing' tyres. Available as Torpédo, Coupé de Ville and Conduite Intérieure models, the Type A 10 HP range already provided real comfort, thanks to the excellent damping performance of the rear suspension design. The success of this model led to the launch of B2 in 1921, which was capable of reaching 73 km/h, and then to B10, B12 and B14 Types. True to the original company ethos, taxi, ambulance and delivery versions were created to meet the needs of a fast changing world.

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C3 5 HP

1922

JUST THREE YEARS AFTER TYPE A 10 HP, A NEW CAR EMERGED FROM THE CITROËN FACTORIES AT QUAI DE JAVEL IN PARIS. OFFICIALLY UNVEILED AT THE PARIS MOTOR SHOW IN OCTOBER 1922, TYPE C 5 HP WAS SMALLER THAN ITS PREDECESSOR, AND WHILE STICKING FIRMLY TO THE COMPANY'S CORE VALUES, WAS AIMED AT A YOUNGER CUSTOMER.



With an unmistakable 'Torpédo' tapered rear, its unique central third rear seat inspired the nickname 'Trèfle' or 'Clover'. Even at this early stage, the mission to provide exceptional comfort was very much on course, as the original brochure explains: 'Thanks to the layout of its seats, this new model offers three very comfortable seating positions, even for above-average sized people'. Type C 5 HP quickly generated enthusiasm, and another nickname. Thanks to its trademark yellow body colour, it became affectionately known as 'Petite Citron' or 'Little Lemon'. The fashionable composer and singer of the time, Firzel went even further, dedicating a song to the car, which can still be heard. It's an audio treasure from the earlier days of wireless broadcasting. The chorus sums up the affection surrounding Citroën's second car very nicely: "A little heart and a citron, There is nothing better than exhilaration, because both of them in unison, Run at the same speed" ...



80,759
produced

3.20 m
long

555 kg
unladen

60 km/h
maximum speed

3-speed
manual gearbox

TRACTION AVANT

1934

A MAJOR MILESTONE AND FAMOUS CITROËN WAS LAUNCHED IN APRIL 1934: 7 CV, BETTER KNOWN AS TRACTION AVANT.



Traction Avant 7B Faux cabriolet

7,000
produced
of 7A model

4.45 m
long

900 kg
unladen

100 km/h
maximum speed

It was to be the last brilliant machine of André Citroën's lifetime. Lower and more aerodynamic than any other contemporary car, it was designed by the great Flaminio Bertoni and engineered by André Lefebvre. Effortlessly breaking the established visual and technical rules, it was front wheel drive, which earned it the famous name, 'Traction Avant'. But this was just the start. The whole car was packed with industry firsts and influential advances.

The first mass-produced monocoque or unitary body car, it featured independent front suspension and hydraulic brakes. All this delivered a new level of driving pleasure and surefooted safety. In 1954, the model gained a hydropneumatic suspension at the rear and offered unmatched comfort as a result. In its long life Traction Avant was produced in many different versions and when production ended in 1957, approximately 760,000 had been built.



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TYPE H

1947

AT THE END OF THE SECOND WORLD WAR, FRANCE NEEDED TO REBUILD, AND TYPE H BECAME THE ESSENTIAL PARTNER FOR PROFESSIONALS OF EVERY KIND.



490,165
produced

4.28 m
long

1400 kg
unladen

100 km/h
maximum speed

33
uninterrupted years
on sale



Launched in 1947 and on sale the following year, Type H featured the same advanced layout as Traction Avant and was the first mass-produced front wheel drive van. Without drive shaft or bulky rear axle taking up room, the load area was flat, roomy and easy to use. Type H was also lighter than traditional vans. Master of many jobs, it could be seen transporting livestock, serving as an ambulance or working as a police vehicle, but was always instantly recognisable thanks to its highly distinctive shape. Even though production ended in 1981, Type H vans can be seen charming people in Europe's city streets, where they're frequently used as stylish food or coffee outlets. The basic architecture still influences modern van design today – the combination of a forward set cabin, low floor, three-part rear doors and sliding side door simply can't be bettered.

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2 CV

1948

THE CONCEPT OF 2 CV HAD TAKEN SHAPE IN THE MID 1930S, BEFORE THE DEATH OF ANDRÉ CITROËN.



3,868,634
produced

2 – 3 HP
depending
on model

500 kg
unladen

65 km/h
maximum speed

42 years
on sale



In 1936, the new Director, Paul Boulanger set the design office, led by the great engineer André Lefebvre, to work on a new comfortable small model. The project's name was TPV, which stood for Toute Petite Voiture or Very Small Car. Although it was ready to be unveiled at the October 1939 Motor Show, it was not presented, because military conscription was decreed on 1st September. The public would have to wait until the 1948 Motor Show to meet the world's first front wheel drive small hatchback. A perfect reflection of post-war French optimism, 2 CV radiates the pure joy of living with it's ingenious innovations, independent suspension, standard 4-speed gearbox and of course its folding canvas roof. Created to offer 'four wheels under an umbrella', it was cheap to buy and service and famously economical. There were so many reasons to fall for 2 CV and its appeal refused to fade. The car remained on sale until July 1990.

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DS

1955

WITH THE GREAT TRACTION AVANT STILL SELLING VERY WELL, CITROËN WAS HARD AT WORK ON ITS ASTONISHING REPLACEMENT. ITS CODE NAME, VGD STOOD FOR VOITURE À GRANDE DIFFUSION OR MASS MARKET CAR, BUT ITS EVENTUAL NAME WOULD BE MORE EVOCATIVE...

Styled by the great Italian designer Flaminio Bertoni, DS or 'goddess' was the undisputed star of the 1955 Paris Motor Show, where its elegant aerodynamic 'flying saucer' form stunned onlookers. Inside this futuristic body was a luxurious interior and the whole car was packed with technological innovations such as power steering and disc brakes. Foremost was the all-round hydropneumatic suspension, which would amaze everyone who ever journeyed in a DS. In 1965, a top-of-the-range Pallas trim level was introduced, taking the car's luxury to new heights and becoming a must-have model for years. Today DS is one of the most admired icons in the automotive world and increasingly collectable.



1,456,115
produced

4.87 m
long

1,310 kg
unladen

178 km/h
maximum speed

MÉHARI

1968

IN AN ERA DEFINED BY THE DESIRE FOR FREEDOM OF EXPRESSION AND NEW IDEAS, CITROËN CREATED A BOLD NEW CAR IN TUNE WITH THE TIMES. THE 1968 MÉHARI WAS BASED ON DYANE AND 2 CV BUT ONCE AGAIN IGNORED THE AUTOMOTIVE RULEBOOK.



Built in colour-dyed thermoformed plastic, the radical body was designed by Count Roland de la Poype and resisted scratches, bumps and corrosion. Better still, it could be washed with a hose both inside and out, and quickly made itself a leisure icon. Young people and major fashion names such as Givenchy immediately adopted this characterful Citroën alternative to a pick-up. It also attracted professionals who recognised its all-round practicality and excellent economy.

Méhari became available in numerous different versions as it adapted to different world markets and changing technology, and was available until 1987... then, 29 years later in 2016, it returned in cabriolet form with a 100% electric motor as E-Méhari. It's capacity to surprise remains intact.

144,953
produced

3.50 m
long

100 km/h
maximum speed

525 kg
unladen

19 years
on sale

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CX

1974

BY THE MID-1970S, CITROËN WAS CONSIDERING THE FUTURE OF THE LEGENDARY DS. SHOULD IT BE FURTHER DEVELOPED OR REPLACED WITH A NEW MODEL? THE MORE RADICAL OPTION WAS CHOSEN, AND THE CX WAS BORN, DESIGNED BY ROBERT OPRON AND INSPIRED BY THE SMALLER AND ADVANCED GS MODEL.



1,042,460
produced

4.63 m
long

174 km/h
maximum speed

17 years
on sale



Launched at the Paris Motor in 1974, CX embodied the brand's range topping feel for a new era. Sleek, aerodynamic and full of new ideas, it featured typically innovative details such as its single windscreen wiper, drum shaped speedometer and rev counter and the trademark concave rear screen. With front wheel drive and incredibly smooth, sure-footed hydropneumatic suspension, CX was elected Car of the Year 1975.

CX made progress in many ways. It was easier to produce than DS and light too. This brought many benefits, including strength and safety, comfort and low fuel consumption: a serious advantage after the recent oil crisis. Sales took off immediately and in 1976, the amazingly roomy estate version was introduced, which was longer than the standard car by 25 cm. The Prestige model followed, complete with air conditioning, electric mirrors and windows. It was the natural choice for the French President. After a long career and many variants, CX production came to an end in 1991.

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C6

2006

THE NAME C6 CAN BE TRACED BACK TO 1928, WHEN THE FIRST CITROËN TO CARRY IT APPEARED. A VERY LUXURIOUS VERSION FOLLOWED THREE YEARS LATER.



Then, in 2005 at the Geneva Motor Show came a new definition of luxury, comfort and safety: all-new C6. Its striking, prestigious profile had been seen a few years before as the C6 Lignage concept car, but now it was production reality. Inspired by the beautiful CX, it featured major advances through its super-refined Hydractive suspension and head-up display. Drivers could now keep their eyes on the road and safely check the instruments. Equipped with powerful V6 petrol and diesel engines, C6 was an effortless touring car with plenty of Citroën design advances. The discreet rear spoiler is a good example. This rose automatically at speeds above 65 km/h and contributed to both fuel economy and stability under braking. The last C6 models were produced in December 2012.

23,384
produced

4.91 m
long

1.46 m
high

230 km/h
maximum speed



CITROËN C5 AIRCROSS SUV



2018

LAUNCHED FIRST IN CHINA IN 2017, THE EUROPEAN VERSION OF CITROËN C5 AIRCROSS SUV WAS UNVEILED A YEAR LATER.



20
driving aid
technologies

6
connectivity technologies

30
exterior colour combinations

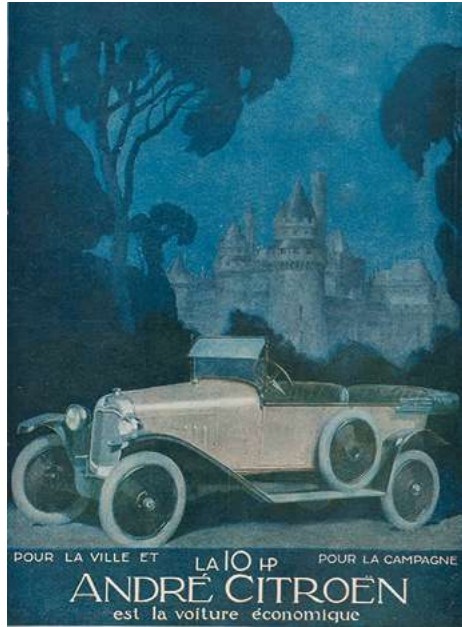
4.5 m
long

1.67 m
high

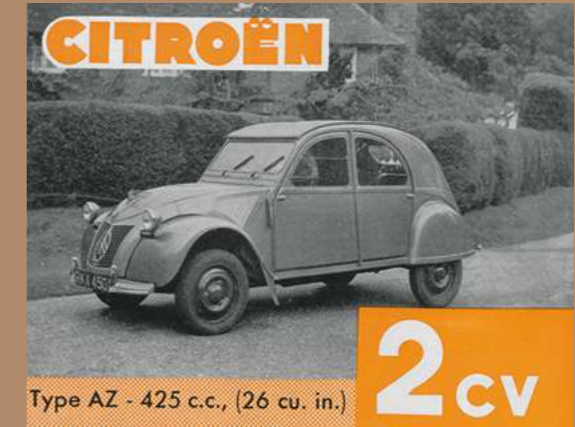
Following shortly after the introduction of the successful Citroën C3 Aircross SUV, this model is another fresh interpretation of the SUV or 'crossover', which is a hugely popular sector all over the world. With large wheels, raised ground clearance and trademark Airbumps®, Citroën C5 Aircross SUV is bold, robust and charismatic, without a hint of aggression. Versatile and spacious, it provides unrivalled comfort thanks to ingenious technology, developed from Citroën's motorsport programme. The suspension with progressive hydraulic cushions® absorbs every bump, thump and road imperfection with ease, delivering a real 'magic carpet' ride. Citroën C5 Aircross SUV also offers a whole range of useful driving aids, such as Highway Driver Assist. The system helps to keep the car safely in its lane, and is a first step towards semi-autonomous driving.

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>> 100 YEARS OF ADVERTISING



IN ADDITION TO SHAPING THE FUTURE OF THE MOTOR INDUSTRY FOR 100 YEARS, CITROËN HAS ALWAYS PUSHED THE BOUNDARIES OF CREATIVE COMMUNICATION TOO. THROUGH BROCHURES, EVENTS AND ADVERTISING, THE BRAND HAS FOUND MEMORABLE AND FRESH WAYS OF GETTING THE MESSAGE ACROSS.



1919

For 10 HP, Citroën's very first car, the brand invested in full-page press advertising, often in full colour. Carefully targeting transport enthusiasts, these advertisements focused on the surprisingly low costs involved in running such an advanced machine, in terms of key expenses such as petrol and tyres.

1925

In 1925, the Citroën name appeared in giant brightly lit letters on the Eiffel Tower, instantly creating one of the best-known icons of publicity. It would continue to do so for the next 10 years. To maintain brand recognition and public interest, a succession of images followed, with an illuminated fountain from 1926 and lightning flashes the following year. In 1928, the world's largest clock gave the people of Paris 'Citroën time' and every year the press reported the latest ambitious stunt with enthusiasm.

1928

For the launch of C6, the first 6 cylinder Citroën, the car was mounted on a pedestal. At the same time, a number 6 shone out from the Eiffel Tower and a highly prestigious new Dealership was opened at the Place de l'Opéra in Paris. This was a true multimedia campaign.

1939

Citroën was experiencing hard times in the late 1930s. However, at the 1938 Motor Show it launched a new Traction Avant, the 15 Six, which was a range topping model with exceptional performance and road holding. The promotional campaign was lower key than in previous years, and mainly comprised of catalogues, leaflets and brochures.

1950

Such was the runaway success of the 1948 2 CV that delivery times exceeded six years. A high cost promotional campaign was simply unnecessary, so it was limited to posters and leaflets. In the early 1950s, a brochure was also created to highlight the car's abilities and charms.

>> 100 YEARS OF ADVERTISING



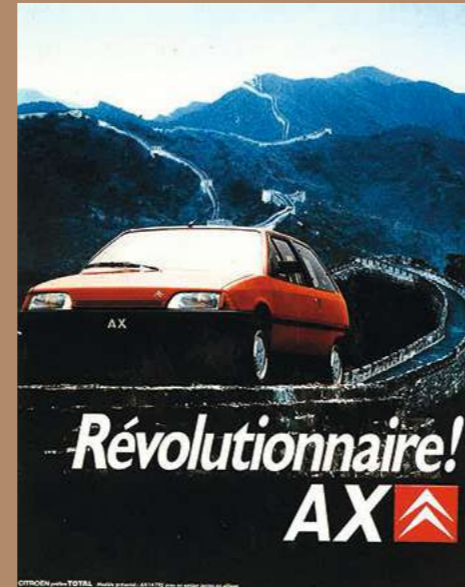
1960

The 1960s were all about beautifully crafted brochures. This 1963 example highlights the elegance and aerodynamic sweep of DS, which was still enjoying uninterrupted success and acclaim, eight years after its debut.



1978

In 1978 the Citroën GS became a hatchback and was renamed GSA. The recent oil crisis had impacted greatly on vehicle advertising, but Citroën's Jacques Séguéla was determined to keep creative standards high. He presented two headlines for the GSA campaign: 'The anti-greed' and 'The anti-seesaw'. Both aimed to reach a public battered by fuel shortages and talk of 'gas guzzlers'. At the time they were liked by the head of advertising, but caused quite a storm among senior management.



1985

By the mid 1980s, advertising had reached a peak for bold campaigns and budgets to match. In a highly competitive automotive market, the search for 'big ideas' was constant. After the 'wild chevrons' for BX and a Visa GTi appearing on the Clémenceau aircraft carrier, new AX went one step further and drove on the Great Wall of China!



1994

A campaign that hit its mark in 1994 was for the Citroën Evasion MPV. Aimed squarely at people who were in their twenties during the 1970s and were now in their forties, it used images of the iconic Type H to stir memories and forge links with the brand's heritage. Beyond the evocative imagery, the campaign focused on the reinforced passenger compartment, designed to protect families. Sales of this practical Citroën were healthy from the start.



2008

The second-generation Citroën C5 was an elegant and refined saloon designed to compete with German rivals. The brand's London Agency created a witty campaign that played on perceived ideas about German prestige and build quality, affirming in conclusion that the new Citroën was 'indisputably German'. The advertisements were quite controversial across the Channel...



2018

Fifty years after the launch of the much-loved Méhari with its thermofomed plastic body, Citroën reinterprets the original for the 21st Century. Now it's 100% electric. An 'Art Car' is created by fashion designer Jean-Charles de Castelbajac, and the advertising campaign references the generation of 1968 who fell for the car first time around. It's a perfect mix of art and fashion.



OF SPORTING PERFORMANCE

YEARS

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PIERRE BUDAR
 CITROËN RACING DIRECTOR

Citroën has occupied a special and prominent place in motor sport for a century. There have been numerous records for distance and speed, incredible expeditions across most continents, and many proud victories in rally-raids and the rally world championships. "Citroën's reputation in the sport is founded on our adventurous nature and pure performance." Reflects Pierre Budar, Citroën Racing Director. "Our involvement in competition is always in disciplines

that are close to people, with cars that resemble their own and on roads that they use." When you look at the stages of the world rally championship [WRC], you can see that the cars have to be exceptionally versatile. The rounds take place on all surfaces, at all altitudes and in all temperatures. "This ability to shine in such diverse conditions reflects what current and future owners can do across the world." Explains Pierre Budar. And he adds: "This famous taste for adventure is an expression of our experience and expertise. It pushes us to meet the biggest technical demands and improve our production vehicles". The latest example

of this vital link between competition and production can be found in Citroën C5 Aircross SUV. Its advanced suspension with progressive hydraulic cushions® is rooted in research carried out to achieve maximum comfort and performance on all surfaces. Citroën has been creating cars that deliver unbeatable comfort for a century, and part of the secret lies in conquering harsh terrain and the heat of competition...

B2 SCARABÉE D'OR



1922

ANDRÉ CITROËN LOVED AN EPIC CHALLENGE, AND HE LOVED TO CREATE INGENUOUS ADVERTISING. IN 1922, HE CONCEIVED THE IDEA FOR AN EXTRAORDINARY EXPEDITION THAT PERFECTLY COMBINED BOTH.

He launched Citroën B2 10 HP model K1 half-track to tackle the Sahara Desert, which had never been crossed by a motor vehicle until this point. It would be a perfect demonstration of Citroën's reliability for the whole world. Between 17 December 1922 and 7 January 1923, four identical B2 half-tracks, including the command vehicle 'Scarabée d'or' or 'Golden Scarab', travelled from the Algerian town of Touggourt, an oasis in the northern Sahara, to Timbuktu in French Sudan, which later became Mali. Then they simply turned around and did the return journey too. The team consisted of just ten men, led by the industrialist George-Marie Haardt, who was at the time the Manager Director of Citroën and his deputy Louis Audouin-Dubreuil, a former army officer recruited by André Citroën. Together, these intrepid explorers went on to lead the Croisière Noire across the whole of Africa in 1924 and the Croisière Jaune from Beirut to Beijing in 1931.



1st
Sahara crossing
in a motor vehicle

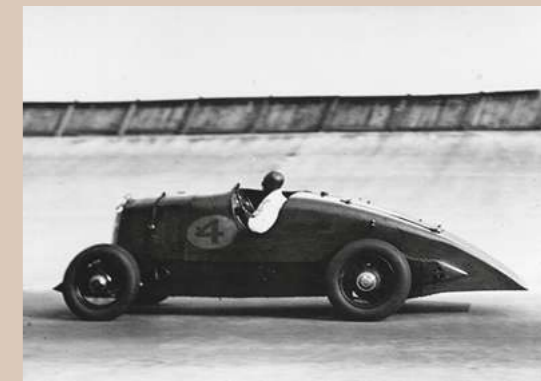
21 days
to cross the desert,
compared to six months
for a camel train

15
stages

5
Citroën B2 10 HP
model K1 half-tracks

3,500 km
covered

ROSALIE DES RECORDS



132
international
endurance records

59
international
distance records

3 million
francs offered for a car that
could beat its record before
1935. No challenger did.

162,468
standard production
Rosalie vehicles produced
between 1932 and 1941



1933

EVEN BEFORE ITS OFFICIAL LAUNCH AT THE PARIS MOTOR SHOW IN 1932, THE LATEST CITROËN RANGE HAD ALREADY ACHIEVED SOME INCREDIBLE FEATS.

The oil producer Yacco had bought a C6 and changed the bodywork to make it lighter and aerodynamic. Aiming to prove the effectiveness of their own products and forge a partnership with Citroën, they launched the unique vehicle at Linas-Monthléry racing circuit, where it covered 25,000 km in less than ten days. The following year a production of C6 G model travelled 100,000 km in 40 days and achieved a whole series of endurance records. It earned the nickname 'Rosalie' from its admiring drivers. These breath-taking achievements attracted the attention of André Citroën, who in 1933 launched his own car, still equipped with an innovative floating engine and its original chassis, to tackle new challenges. On 15 March, a single-seat Rosalie straight from the production line at Javel set off at Monthléry, and stopped 134 days later having covered 300,000 km! Its average speed had been 93 km/h. The 'Petite Rosalie des Records' or 'Little record-breaking Rosalie' thoroughly deserves its name.

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DS 21 MOROCCO RALLY



1969

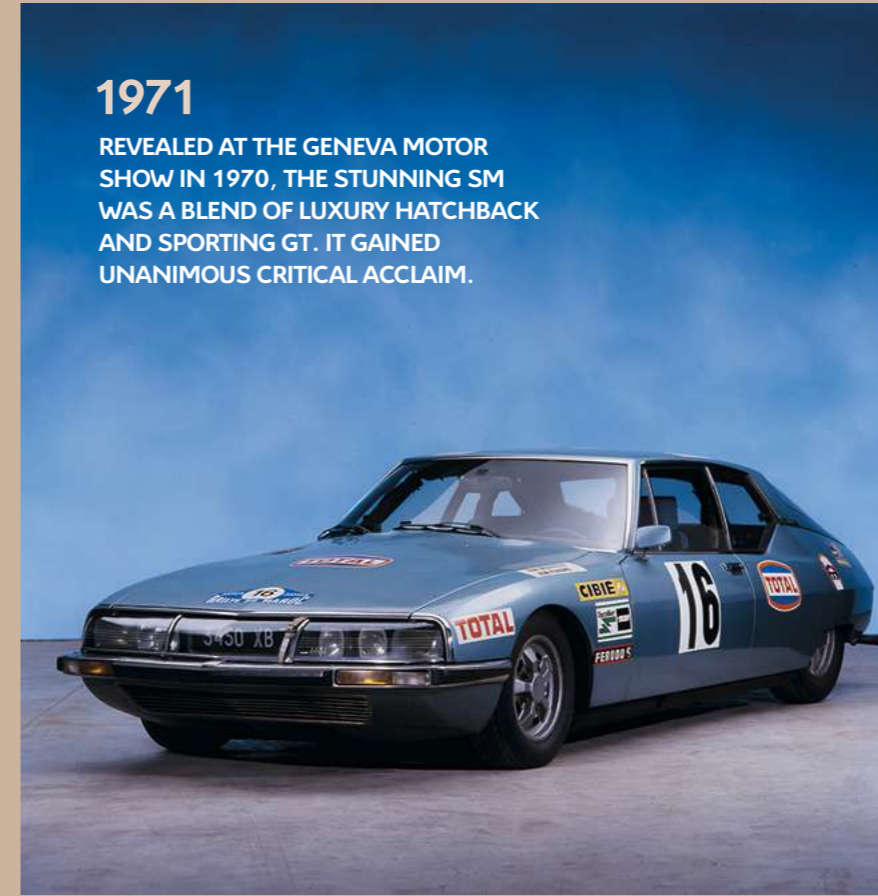
THE LEGEND THAT IS DS TOOK ON SOME OF THE MOST INHOSPITABLE AND CHALLENGING ROADS FOR ALMOST TWENTY YEARS.

54 cm
shorter than the
standard DS 21

400 kg
lighter

Shortly after its launch in 1955, a number of skilled amateur drivers began using DS in sporting events, inspired by its ample power, secure handling and comfort. This is how an ID 19 found itself on the start line of the Monte Carlo Rally in 1959. A few years later René Cotton, who went on to head Citroën Compétition, the brand's first sporting body, entered the Safari Rally. Then in 1969 a shortened DS 21 Proto driven by Bob Neyret won the seriously tough 4,180 km Morocco Rally. Just seven of the original field of 78 finished, including no fewer than five Citroëns. Exactly the same car and driver repeated this impressive victory the following year.

SM MOROCCO RALLY



1971

REVEALED AT THE GENEVA MOTOR SHOW IN 1970, THE STUNNING SM WAS A BLEND OF LUXURY HATCHBACK AND SPORTING GT. IT GAINED UNANIMOUS CRITICAL ACCLAIM.

1,450 kg
unladen

220 km/h
maximum speed

12,920
standard vehicles produced



In 1971, Citroën decided to use its new flagship to uphold its rallying fame built by DS. It entered a near standard model of the SM in the punishing Morocco Rally. The advertising campaign boldly used the result as a headline: 'SM, first appearance, first victory'. In the following months, SM appeared on some very different starting grids, including the 24 hours of Spa, but this was not its natural habitat. The international press continued to heap praise on the car however, and in 1972, SM was awarded 'Car of the Year' by the influential American magazine Motor Trend. Beneath the aerodynamic body designed by Robert Opron, there was a Maserati V6 engine and plenty of advanced Citroën technology. The steering returned safely to the central position on the move and could be easily controlled with one finger. Years ahead of its time, the system also gained feel and weight as speeds increased. SM maximised safety and comfort as well as style.

2 CV RAID AFRIQUE



1973

AT THE BEGINNING OF THE 1970S, THE UNSTOPPABLE 2 CV KINDLED PEOPLE'S DESIRE FOR ADVENTURE.

60

2 CVs, including
10 assistance vehicles

100

young people aged between
18 and 30, including just 8
women took part

3

engine failures

3

gearbox changes

Many set off for distant lands in the car, which responded to their longing for escape perfectly. Citroën caught the mood and launched the first Paris-Kaboul-Paris rally in August 1970. Open to all owners of 2 CV, Dyane or Méhari models, it was followed by the similar Paris-Persepolis-Paris rally in 1971. This epic rally bug reached Argentina in 1972, where Citroën organised a circuit that toured the country. 1973 was the year that the 2 CV adventure reached its real peak, with the Rally Afrique. The challenge? Leave Abidjan in Côte d'Ivoire and cross the entire Ténéré desert, reaching Tunis, via Ouagadougou, Niamey and Tamanrasset, arriving at the final destination, Marseille, in just over a month.

This was 8,000 km of extremes, which attracted almost 5,000 applicants for just fifty teams of two. Every single team reached the finish, safe and on time. 2 CV showed the world its true spirit and amazing ruggedness.



ZX RALLYE RAID

205 km/h
maximum speed

1,350 kg
unladen

4.38 m
long

5
consecutive World Cups
won between 1993 and 1997
(Manufacturer and Driver)

1990

EXACTLY SIXTY YEARS AFTER THE CROISIÈRE JAUNE ADVENTURE WITH ITS INGENUOUS HALF-TRACKS, CITROËN LAUNCHED THE ZX RALLY RAID FOR THE FIRST PARIS-MOSCOW-BEIJING RALLY.



In this thrilling four-wheel drive car, Pierre Lartigue and Michel Périn honoured the 1922 team by winning the formidable 16,054 km race. Here was the moment when Citroën truly reconnected with its great rally raid heritage and beat all competitors, in a test like no other. ZX Rally had already proved itself in the 1990 Baja España-Aragon, where it took the first two places. The first placed team was Ari Vatanen and Bruno Berglund, whilst the second was made up of Jacky Ickx and Christian Tarin. A whole string of victories followed, which secured Citroën's rally raid reputation. The Pierre Lartigue and Michel Périn partnership were also spectacularly successful, winning the famous Paris-Dakar 3 times between 1994 and 1996. 1993 saw the start of FIA World Rally Championship, which the astonishing ZX Rally dominated for five years in a row.



XSARA KIT CAR

1998

NOT LONG AFTER THE FINAL ZX RALLY RAID AND THE WITHDRAWAL OF ZX PRODUCTION CAR, CITROËN UNVEILED XSARA AND XSARA KIT CAR. CREATED BY GUY FRÉQUELIN, IT WAS SUPER-LIGHT AND POWERFUL IN EQUAL MEASURE. THE ROLL CALL OF RALLY VICTORIES CONTINUED...

200 km/h
maximum speed

4.16 m
long

960 kg
unladen

6-speed

5.5 seconds
from 0 to 100 km/h



At the wheel of the new car, Philippe Bugalski won the 1998 and 1999 drivers' titles in the French rally championship and also succeeded in Catalunya and Corsica at the world championship. Competition rules limited the speed of these KIT cars and they were superseded by Xsara T4 and WRC. In a career of just six years, this latter version achieved 32 rally victories in the hands of a young driver, the great Sébastien Loeb, partnered by Daniel Elena. This incomparable team carved the Citroën name into the WRC records for good.

C4 WRC

2007

THE STATISTICS TELL A FANTASTIC STORY. BETWEEN 2007 AND 2010, C4 WRC WON THREE WORLD RALLY CHAMPIONSHIP MANUFACTURER TITLES, FOUR WORLD RALLY CHAMPIONSHIP DRIVER TITLES AND FOUR WORLD RALLY CHAMPIONSHIP CO-DRIVER TITLES.

36
World Rally
Championship victories

200 km/h
maximum speed

4.27 m
long

1.80 m
wide

1,230 kg
unladen



Based on a Citroën C4 coupé production car, this racing machine completely dominated the series, eclipsing even the results achieved by Xsara WRC. With a 4-cylinder 2-litre turbocharged engine designed by Citroën Sport, it delivered power through a sequential six-speed gearbox and four-wheel drive system. With such extreme performance available, exceptional safety measures were essential and included front and rear roll bars. The set up exceeded the requirement of the Fédération Internationale de l'Automobile (FIA). Piloting this great Citroën was the proven partnership of Sébastien Loeb and Daniel Elena. They were the team who achieved most of the car's many victories, securing a legendary track record.



C-ELYSÉE WTCC

250 km/h
maximum speed

4.57 m
long

1.95 m
wide

1,100 kg
unladen



2013

WITH A SPECTACULAR RECORD OF SUCCESS IN THE WORLD RALLY CHAMPIONSHIP AND IN RALLY RAIDS ACROSS THE PLANET, CITROËN SET ITS SIGHTS ON NEW TERRITORY. THE TRACK.

To compete in the World Touring Car Championship [WTCC], the Citroën Racing teams created a C-Elysée with 380bhp engine, 6-speed sequential gearbox and 18-inch wheels. The car racked up wins almost immediately and won the Manufacturer World Championship three years in a row between 2014 and 2016. There were also three first places in the Driver World Championship for José Maria Lopez, Sébastien Loeb and Yvan Muller in 2014 and 2015. With modifications for its final season, including an adjustable rear spoiler, C-Elysée powered José Maria Lopez to the driver's title one more time.

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C3 WRC

4.13 m
long

1.88 m
wide

1,190 kg
unladen

237 bhp
per litre

2017

WITH EIGHT WORLD TITLES ALREADY, CITROËN RETURNED TO THE WORLD RALLY CHAMPIONSHIP FOR 2017 WITH C3 WRC.



Drawing inspiration from the production C3, this sophisticated rally car featured a 1.6 litre direct injection engine producing 380 bhp. With its front end lengthened by 55mm and a larger rear spoiler located further back for improved aerodynamics, the car weighed just 1,190 kg. Despite its radical performance focus, it retained the fresh, curvy appeal of C3, complete with its two-stage light signature and two-tone roof. Exactly 20 years after Citroën first introduced WRC models, the brand once again took on the challenge set by this great competition and by its predecessors: to be the very best in the world.

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JUST A FEW KILOMETRES FROM PARIS AT AULNAY-SOUS-BOIS, IS THE LARGEST COLLECTION OF CITROËNS ANYWHERE IN THE WORLD. CARS OF EVERY TYPE, FROM THE EVERYDAY TO THE EXTRAORDINARY TELL THE STORY OF A GREAT BRAND, FROM THE PAST TO THE PRESENT.

of fascinating objects and documents. Plus of course there is the helicopter that nearly became standard equipment for the French Army. "Here everything is Citroën, right up to the posts which retain the aisle chains, retrieved from the Clichy factories" comments Yannick Billy, Chief Engineer for Citroën Heritage. He's been with the company since 1977. The Manager of Citroën Heritage, Eric Leton, continues: "The purpose of this place is both to maintain, show and promote the brand's heritage to the general public, as well as to meet the needs of collectors". Each year, between six and seven thousand visitors of all ages visit the collection and they are not

simply static exhibits. "We also prepare the cars for filming and events" comments Yannick Billy, who will spot a poorly closed boot, fine paint scratch or misplaced windscreen wiper before anyone else has noticed. The affect of all these perfect examples lined up and gleaming is intoxicating: even if you're not a dedicated Citroënist. The desire to jump in and go for a drive is almost irresistible. "There is a difference between the cars that can be driven and those that must be moved around" says the Director with a smile "but 90% of them are operational. With the oldest ones you just have to fill the petrol tank with a little additive and they

ONE HUNDRED YEARS OF HERITAGE

Even before you've started to explore the cars, a sign tells you what you're about to experience: "This is not a museum. It is a private collection" it states and that's true. This is more than a traditional exhibition. Everything inside is fascinating and special. Each example will inspire and surprise even the most experienced Citroën enthusiasts. This is not a place filled with themes, effects and spectacles. You reach this "Conservatoire Citroën" by taking the boulevard André Citroën between the brand's own production sites and enter a 6,500 square metre metal structure that has been home to the world's largest collection of Citroëns since 2001. There are more than 300 models here, from the very first to the very latest. There are production cars, sports cars, concept cars, commercial vehicles, models and a multitude



drive!" As living proof, a 1923 10 HP was returned to service recently for the wedding of one of André Citroën's grandsons. At heart the Conservatoire exists to protect timeless treasures: to make sure that this unbelievable collection remains undamaged and intact. It's also growing. As Eric Leton says: "many people call to offer us cars, documents, posters...they want to preserve history and help us - often transporting items themselves. People are simply attached to this brand." "And we never refuse a donation!" adds Yannick.



With inexhaustible enthusiasm, the two men have an anecdote for every car. There is the B10 from 1925 with its all-steel bodywork. Here is the imitation C6 cabriolet from 1929, which belonged to Sacha Guitry. Nearby is the Rosalie complete with its swan bonnet mascot, symbolising the flexibility and smoothness of Citroën's first 'floating' engine design. Further on you encounter plenty of Traction Avant models of course, including the eight-seat family version. It's a leisure activity vehicle created in the 1930s. The two cars that move people

and inspire excitement the most are of course 2 CV and the 'car of the century', DS. The presidential cars here are imposing. Especially the one used by De Gaulle. The prototypes each tell a fascinating story: of game-changing modernity throughout the century. You can for example see the Project L, from which the beautiful CX models grew, with its honeycomb grille. The proud selection of commercial vehicles reminds visitors that Citroën has always been about meeting real people's needs, all day every day.

So what about the areas of the collection not currently open to visitors? Behind the curtains, some cars are no doubt awaiting their turn in the spotlight. Also behind the scenes is a very real and busy garage. Here the expert mechanics work on models from every decade, nurturing engines, changing parts and readjusting doors...keeping a unique and extraordinary heritage perfect for the next 100 years.



YEARS

OF FUTURE DESIGN

FIND OUT MORE ABOUT CITROËN'S ICONIC MODELS ON
CITROENORIGINS.COM



FRÉDÉRIC DUVERNIER

MANAGER OF CONCEPT CARS AND DESIGN PHASE IN THE CITROËN STYLE DEPARTMENT

What is a concept car? Is it a pure expression of future design direction or an exercise in real

experimentation? "We do offer rough drafts as we move from one generation to the next, but in general our concept cars are a good way of showing the public leads for the future", says Frédéric Duvernier, Manager of Concept Cars and Design Phase in the Citroën Style Department. "These vehicles...carry clues, both on the outside and inside, to what our

vehicles will become in the future".

Quick to realise, a concept takes approximately a year between initial idea and final version. This allows the team to gather direct responses to a project, and helps to confirm the validity of ideas. A good example is CXperience from 2016. This helped the brand to decide whether to develop large scale, premium hatchbacks, but it also showcased new comfort solutions, such as the memory foam that is found today in the seats of Citroën C4 Cactus and Citroën C5 Aircross SUV as standard. The concept car has really been used this way since the 1990s. Produced at the rate of one or two per

year, they have a direct influence on future technologies and design approaches. In previous eras, Citroën would call upon external stylists and designers who would essentially use the opportunity to express their creative ideas, often with very striking results. Karin and Camargue are good examples of these creative flourishes in action. A more recent concept car, such as the GTbyCitroën from 2008 might give the same impression, as it is based on the Gran Turismo Playstation video game. But as Frédéric Duvernier reminds us, "its front face and its headlamps constitute a design language which has fully contributed to the Brand's DNA".

C10



1956

TWO YEARS AFTER THE LAUNCH OF DS IN 1953, THE CITROËN DESIGN OFFICE LED BY ANDRÉ LEFEBVRE BEGAN AN AMBITIOUS PROJECT BASED AROUND THE C PROTOTYPES.



The objective was to take inspiration from the aeronautical world and use it to shape cars with unrivalled aerodynamic qualities and minimal weight. The new designs would be based on proven 2 CV mechanicals. The last car in this fascinating programme was C10 of 1956, with its seamless raindrop shape, smoothly integrated headlights and aluminium construction. Using this much lighter metal gave the car a weight of just 382 kg, biased towards the front. The rear axle was narrower and it featured very large side windows: the whole design was a forerunner of MPV styling. The radical shape also helped C10 achieve a remarkable Cx of 0.258, a top speed of 100 km/h and modest fuel consumption. Although smaller than 2 CV, it easily accommodated four people and their belongings. This audacious and advanced design almost went into production, but the project that led to the Ami 6 was chosen instead.

4
seats

3.84 m
long

382 kg
unladen

100 km/h
maximum speed



CAMARGUE

1972

THIS STUNNING PROTOTYPE WAS UNVEILED AT THE GENEVA MOTOR SHOW IN SPRING 1972.



4.12 m
long

1.68 m
wide

1.15 m
high

Camargue is part of the ASI-Bertone Collection.



Drawing inspiration from the GS launched two years earlier, it retained many of that car's innovative technical elements, including the engine, steering and famous hydropneumatic suspension. Its styling was completely new and was a true departure for the brand. Here was the first collaboration between Citroën and the great Italian design company Bertone: a relationship that would bring out the best in both. The Camargue featured a glazed rear cell, a panoramic windscreen and an arch to strengthen the slender passenger compartment. The effect was strikingly sporty. Other radical details included the headlights, which influenced the later BX model. The Camargue was an important concept, because although it didn't become a production reality, it marked the start of a fruitful relationship between Bertone and Citroën, and helped to shape a host of future models, from BX to XM, ZX and Xantia.

KARIN

1980

JUST WEEKS AFTER BECOMING HEAD OF STYLING AT CITROËN, TREVOR FIORE REVEALED THE KARIN PROTOTYPE AT THE 1980 PARIS MOTOR SHOW.



3
seats

3.70 m
long

1.90 m
wide

1.08 m
high



A truly bold concept car, it had a sweeping pyramidal form and an interior designed for three. The driver's seat was positioned centrally and slightly further forward than the two passengers, and all main controls were close to the steering wheel, which was adjustable and had the feel of a joystick. Other advances included an on-board computer, permanently displaying vital road information. The slim, wide headlights paid tribute to the glorious SM launched a decade earlier, whilst Karin's fresh, angular surfaces hinted strongly at the future BX, designed by Bertone. This was no static display vehicle, as it had a 4-cylinder engine and hydropneumatic suspension.

ACTIVA 1

1988

REVEALED AT THE 1988 PARIS MOTOR SHOW, ACTIVA 1 WAS PACKED WITH FRESH IDEAS AND FUTURISTIC TECHNOLOGY.

4.75 m
long

1.90 m
wide

1.27 m
high

220 km/h
maximum speed



A low and graceful saloon, it was a test bed for aerodynamics, advanced driving pleasure, and on-board electronics. Here, the hydractive suspension, steering and brakes benefitted from electronic control and support. Other new innovations included rear-hinged doors with remote control operation, four independent guide wheels and traction control. The surprises continued inside, with a head-up display and screens displaying driving and technical information. Never intended as a production car, Activa 1 was a showcase for Citroën technology. Several of its pioneering features appeared in XM and Xantia models.

XANAË

1994

CONCEPT CARS ALWAYS TRY TO SHOW GLIMPSES OF THE FUTURE, BUT XANAË WENT MUCH FURTHER. IT ARTICULATED AUTOMOTIVE EVOLUTION AND DEMONSTRATED WHERE INNOVATIVE VEHICLES WERE HEADING.



5
seats on board

4.23 m
long

1.85 m
wide

A revelation at the 1994 Paris Motor Show, it focused most on driver and passenger comfort. The first true compact MPV, Xanaë felt like a welcoming living room, complete with rear-hinged doors without a central pillar, pivoting front seats, plus a central rear seat that folded down to provide a table. The current core Citroën principle of modularity starts here. Adding to the sense of wellbeing and space was the exceptionally large glazed area, with the windscreen sweeping up into the roof panel. A whole range of driving aids were easily accessed via two LCD screens and positioned just where they could safely be used. With the mechanical underpinnings from Xantia, there was nothing to stop this master class of comfort and versatility from developing into a real production car. The finishing touches were applied and in 1999 Xsara Picasso was launched to an appreciative public. It enjoyed a very successful career.

OSMOSE

2000

ALWAYS SEEKING WAYS TO REDEFINE USABILITY, CITROËN REVEALED A VERY FUTURISTIC PROTOTYPE AT THE PARIS MOTOR SHOW IN 2000. IT AIMED TO CREATE A NEW KIND OF RELATIONSHIP BETWEEN DRIVERS AND PEDESTRIANS.



3
doors

5
seats

3.35 m
long

1.75 m
wide

1.70 m
high

Here was a concept car that asked fundamental questions about responsible use of the car as a means of sharing transport. Before a journey, the driver would display their availability and destination on a panel, allowing them to pick up people as they went. The journey information could additionally be accessed by mobile phone. Osmose also had a radical layout, there were three seats in the front, with the driver positioned in the middle and slightly further forward than the passengers on each side. In the rear, a sliding panel revealed a two-seat bench that faced backwards. The overall shape of Osmose was a real departure. Because of its height and similar front and rear designs, it was essentially cubic, like a light filled mobile living space. Equipped with audio and video systems and a frontal pedestrian airbag, Osmose was powered by hybrid technology called ZEV, which stood for Zero Emissions Vehicle.

C-MÉTISSE

4
seats

4.74 m
long

1.24 m
high

250 km/h
maximum speed



2006

CAN ENVIRONMENTAL RESPONSIBILITY AND HIGH PERFORMANCE WORK TOGETHER IN THE AUTOMOTIVE WORLD? CITROËN ANSWERED THIS QUESTION WITH CONFIDENCE WHEN IT UNVEILED C-MÉTISSE CONCEPT IN OCTOBER 2006.

Outside, it was a true performance car in every sense, with aerodynamic lines, flamboyant red bodywork and a purity of design, from the long bonnet to a concave rear screen. Its double chevrons were beautifully integrated with the bold grille. Access was via doors that didn't open out, but swung upwards to reveal a luxurious, light filled interior trimmed in high quality materials. The heart of C-Métisse was equally surprising. It was powered by a hybrid diesel consisting of a 208 bhp V6 HDi and two electric motors mounted in each rear wheel. Each one added the equivalent of an extra 20 bhp, which gave the car a maximum speed of 250 km/h, yet produced surprisingly low fuel consumption and emissions.



GT BY CITROËN



2008

HERE IS WHERE THE VIRTUAL AND REAL WORLDS UNITE, IN ONE FASCINATING CONCEPT CAR.



Created through a partnership between Citroën and the famous driving simulation video game developer Gran Turismo 5, GTbyCitroën leapt from the screen into reality. Sleek and muscular with pearlescent body colour, it exudes racing feel. Wide air intakes, blue LED headlights, carbon door mirrors, a large rear spoiler and gullwing doors give the car a dynamic presence, full of energy. Inside, dark leather sports seats and special materials bring an almost copper shade to the cockpit. A head-up display enables the driver to concentrate on the road. The advanced design of this exciting car was recognised in 2008, when it won the Louis Vuitton Classic Concept Award.

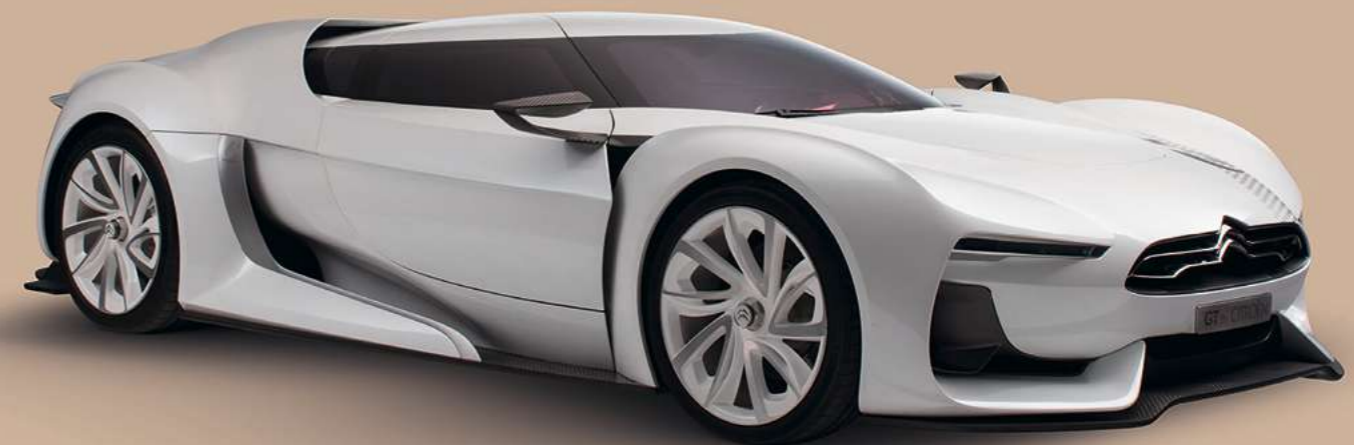
2
seats

4.96 m
long

2.08 m
wide

330 km/h
maximum speed

3 seconds
from 0 to 100 km/h



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TUBIK

2011

TUBIK DERIVED ITS NAME FROM THE DESIGN THAT INSPIRED ALL COMMERCIAL VEHICLES, THE TUB, OR TRACTION UTILITAIRE BASSE, LAUNCHED IN 1939. THERE IS NO HINT OF THE PAST IN ANY OTHER RESPECT HERE.



A large intelligent MPV designed to refine the whole experience of travel, Tubik took sophisticated comfort to new places. Subtle silver grey paintwork cleverly concealed the huge window covering most of the right hand side. This one-piece hatch swung upwards to reveal three rows of highly adjustable seats. Only the driver had a dedicated door, complete with a gullwing opening mechanism. The driver also benefitted from a unique integrated system connecting the seat, pedals and steering wheel positioned around a screen that displayed all the information needed for navigation. A second screen showed images for the reversing cameras.



9
seats on board

4.80 m
long

2.08 m
wide

2.05 m
high

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CXPERIENCE

2016

CITROËN HAS ALWAYS CONSISTENTLY REWRITTEN THE RULEBOOK FOR CREATING LUXURY SALOON CARS.



The latest proof came with CXperience concept car in 2016. A long, low and elegant design, which conveyed a spirit of advanced refinement and power, it was the essence of the Citroën Advanced Comfort programme. This focuses on a perfect blend of passenger space, light, ergonomics and connectivity. Sculpted seats with shape memory, a single-spoke steering wheel, walnut dashboard and seatbacks set the high luxury tone. Ambient lighting, an air purifier, 19" central touch screen, 'Share with U' app for file sharing on board and a plug-in hybrid powertrain continued the theme of relaxed innovation for the ultimate driving experience.

4.85 m
long

1.37 m
high

2 m
wide



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"CITROËN'S DNA HAS EXCITED PEOPLE SINCE ITS CREATION"



Here we talk to Alain Thuret, President of the Amicale Citroën & DS France, an association which has brought together all the Citroën fan clubs since 1983.

What is the purpose of the Amicale Citroën & DS France?

We bring the Citroën clubs of France together and support their activities. Today that encompasses some 200 clubs with over 10,000 members and up to 40,000 classic vehicles. These clubs go from three members to around five thousand. We are the interface between Citroën and DS and the clubs.

What does this mean day to day?

We're at the various motor shows and we organise all kinds of events. With the kind cooperation of collectors who lend us their vehicles, we can help Citroën and DS to effectively display their unique heritage.

Citroën is celebrating its centenary this year. How does that make you feel?

For me, Citroën is the only brand that has consistently created avant-garde, innovative vehicles and technologies and continues to do so. Let's not forget that André Citroën was a total pioneer, in the motor industry, in toys, through advertising...the fact that all our clubs work so well together is because we're like one big family. Citroën is the only brand that can bring people together this way.

But how do you explain that?

All that pioneering work. All those innovations, the technology, the manufacturing techniques, the floating engines, the Traction Avant cars, the hydraulics...These things spark real passion in people. You just don't find this sense of unity and that passion so much with other brands. It is Citroën's DNA which makes it work. It always will.



Citroën Lifestyle Shop

MINIATURES, WATCHES, CHILD AND ADULT FASHION, TOYS, LUGGAGE, HIGH-TECH AND LOTS OF OTHER PRODUCTS IN CITROËN'S COLOURS AWAIT YOU IN THE SHOP.



>> DISCOVER OUR CITROËN LIFESTYLE SHOP

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YEARS

INSPIRED
BY YOU



Origins
SINCE 1919