

PRESS KIT

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CITROËN AT THE 2017 FRANKFURT MOTOR SHOW: WORLD PREMIERE FOR THE NEW C3 AIRCROSS COMPACT SUV

For the 2017 Frankfurt Motor Show, Citroën is rolling out its offensive on the SUVs territory, introducing as a World Premiere the NEW C3 AIRCROSS COMPACT SUV, a new-generation SUV with a personality of its own, featuring the space and modularity of a people carrier, but also comfort and connected technologies.

Alongside, two new models sharing its spirit of adventure and leisure:

- SPACETOURER RIP CURL CONCEPT, a totally new concept car for a 4x4 van to go anywhere in comfort and conviviality, fully converted thanks to the Rip Curl know-how, so that the fun never stops.
- NEW E-MEHARI STYLED BY COURRÈGES, a limited edition with a strong personality that extends the encounter between two iconic French brands and inaugurates the 2nd generation of E-MEHARI.

Three models and three different automotive experiences: this is a perfect illustration of Citroën's ability to draw inspiration from different lifestyles and offer modern solutions full of character. This philosophy is illustrated by the "Inspired by You" Brand Campaign, and embodied in every market segment and geographical region by daring cars with unrivalled overall comfort, designed using the CITROËN ADVANCED COMFORT[®] programme. Besides the success of its recent models like the New C3, with more than 170,000 cars sold, Citroën develops its network and new mobility solutions for an automotive experience that stands out from other generalist manufacturers.

Citroën in Frankfurt in a nutshell:

- **NEW C3 AIRCROSS COMPACT SUV.** This **colourful SUV** stands out with its unique body-shape and **fresh, forceful attitude**. Here it is presented in a number of different external paint jobs and interior designs, illustrating its full **potential for customization**. The passenger compartment was designed with Citroën's unique expertise in terms of **on-board space, modularity, and light**, so that it sets a new standard in its segment. It comes with a high level of comfort and a selection of **12 modern assisted driving systems and 4 connectivity options**. Equally at home in town as on the road, the C3 Aircross invites you to enjoy driving with its **SUV feel and Grip Control avec Hill Assist Descent**. It represents a new standard in the world of compact SUV in terms of comfort, functional and life on-board facilities.

- **SPACETOURER RIP CURL CONCEPT.** Citroën and Rip Curl decided to work together once again, and here unveil the ultimate in mobility, symbolising fun without limits. A brand new interpretation of the SpaceTourer dedicated to **outdoor pursuits**. A modern car with increased capabilities thanks to **Automobiles Dangel's 4x4 conversion**. For the ultimate freedom, **Pössl has kitted it out as a compact camping-car**. These two conversions are already available with the SpaceTourer. The trendy camping-car's interior and exterior alike are capped off with **an original selection of special colours and fabrics**. Aimed at outdoorsy types accustomed to the elements, it is robust, spacious, and nimble enough for everyday life. It accentuates the SpaceTourer's qualities: **modularity, ease-of-use, comfort and technology for freedom and peace of mind**. The SpaceTourer Rip Curl Concept will be travelling in Europe with the Rip Curl team throughout the Rip Curl Tour by Citroën between October 2017 and January 2018!
- **E-MEHARI STYLED BY COURRÈGES.** An **exclusive limited edition**, developed with Courrèges, foreshadowing a new generation of E-MEHARI. Building on their partnership based on elegant design and sustainable mobility, here the two iconic French brands are here presenting a model adorned in an elegant black robe draped over its arches, contrasting with the bright, all-in-white interior so characteristic of Courrèges. A true free spirit, the 100% electric 4-seater cabriolet with a personality of its own is doubling down on its automotive qualities with a new hard top version with windows, central locking system and airbags, all housed within an **interior that has been totally redesigned** to incorporate Citroën's own style.
- **C3 & C3 WRC.** The new Citroën C3, **with more than 170,000 cars sold since its launch**, will be presented next to its muscled version, the C3 WRC, a true **object of automotive passion, sportsmanship, and human endeavour**.
- **State-of-the-art services** that change the access to mobility and **make life easier for customers**. These include customer-focused services such as Citroën Advisor, an online review site for Citroën showrooms and products, a first in the automotive industry, and new transport services such as Citroën Rent&Smile, which enables you to rent a Citroën vehicle at your dealership, and Citroën Earn&Drive, which enables customers to earn money by offering their own vehicle for hire.
- An **attractive stand bathed in light**, recreating the feel of a real space for living with its natural materials for a clear illustration of the brand's promise of wellness and escape. Visitors can also take in **La Maison Citroën**, the inspiration for the new Citroën point of sale concept.

Visit the Citroën stand on 12 and 13 September (press days) and from 14 to 24 September (public days), Hall 8, Stand A26. The following spokespeople will be available for interviews:

- Linda Jackson, Citroën CEO
- Xavier Peugeot, Citroën Product Director
- Arnaud Belloni, Citroën Marketing and Communications Director
- Alexandre Malval, Citroën Design Director
- The Citroën Racing team

01. SUV OFFENSIVE IN EUROPE: C3 AIRCROSS

The New **Compact SUV** of the Brand is unveiled as a World Premiere. With its extended personalisation possibilities, assertive and comforting, C3 Aircross stands out with its unique attitude and offers a different approach of automotive, identified by the **Citroën Advanced Comfort®** programme which emphasises global comfort, roominess, modularity, seamless use. With its spaciousness, its unrivalled modularity and 12 useful driver assistance systems, C3 Aircross brings a real difference within the SUVs.

➤ AN SUV WITH AN ASSERTIVE AND CUSTOMISABLE PERSONALITY

The New Citroën C3 Aircross is a compact **4.15-m long** SUV distinguished by its powerful, original and fresh attitude. It boasts **unique body styling** fully representative of new Citroën models and all the attributes of a robust and protective SUV, including raised ground clearance, a high-set driving position, front and rear skid plates, large wheels and wing extenders. The body styling with its generous forms is underscored by strong graphic features such as **touches of colour** on the roof bars and "Venetian blind" rear quarterlights. The C3 Aircross offers a unique and unprecedented personalisation offer comprising **90 exterior combinations**, including four roof colours for two-tone models and four Colour Packs, along with five highly distinctive interior design schemes. The cabin, with its horizontal design approach, clearly conveys **spaciousness** and protection. The C3 Aircross is also very much an **SUV in terms of driving pleasure and handling**. Nimble in the city owing to its compact body and ready for adventure thanks to Grip Control® with Hill Assist Descent, the C3 Aircross is available with a broad selection of frugal and efficient petrol and diesel engines.

➤ THE MOST SPACIOUS AND MODULAR SUV IN THE COMPACT SEGMENT

The Citroën Advanced Comfort® programme, focused on mental and physical well-being, informs the practical and generous personality of the new-generation compact SUV. Through its **ingenious architecture**, the New C3 Aircross is a compact SUV that makes everyday life easier with absolutely no compromises on comfort or functionality. The cabin offers **broad and comfortable seats** and **class-leading spaciousness** (best ceiling height, generous leg room), **unrivalled modularity** (sliding bench in two independent parts, flat-folding front passenger seat for a load length of 2.40 m) and **exceptional boot volume** (410 litres and up to 520 litres). Travelling well-being is also conferred by a light-bathed cabin thanks to the large opening panoramic glass sunroof. Fully in step with its times, the C3 Aircross features ingenious storage spaces, including a wireless smartphone charging area on the central console. It is available with a **complete range of driver assistance systems**, such as head-up display, the Active Safety Brake function, automatic high-beam lights, speed sign recognition with recommendations, as well as **useful technologies** including Park Assist and Citroën Connect Nav.

Read the New Citroën C3 Aircross Compact SUV press release on our media website: <http://int-media.citroen.com>

02. SPACETOURER RIP CURL CONCEPT, LIFE WITHOUT LIMITS!

Citroën and Rip Curl decided to work together once again, and here unveil the ultimate in mobility, symbolising fun without limits. The two brands were a natural pairing for the SpaceTourer, a van that expresses the values of adventure and freedom. With excellent handling, highway services and practical technology, the SpaceTourer harnesses all of Citroën's expertise in terms of design, interior space, and comfort. Rip Curl, a world leader in surfing since 1969, has contributed all of its expertise to create a practical and functional model designed especially for aficionados of good times and outdoor pursuits. For the occasion, the SpaceTourer has morphed into a **real compact camping-car, robust and practical**, thanks to a conversion by Pössl. It can also handle tougher ground thanks to the 4x4 conversion by Automobiles Dangel. Its BlueHDi 150 S&S BVM6 engine delivers power and versatility whenever you need it.

➤ CITROËN & RIP CURL: COMMON GROUND IN DESIGN AND FREEDOM

The Citroën/Rip Curl partnership

The partnership between Citroën and Rip Curl marks the natural encounter between two brands that develop technical yet appealing products to enhance the well-being of their customers, for good times that never look back. Following the C4 Cactus Rip Curl, part of the Citroën range since 2016, Citroën and Rip Curl are continuing their partnership. Driven by a shared affinity for creativity and innovation, here the two brands are expressing their thirst for adventure **and the exploration of unknown ground**: that which Rip Curl calls "The Search".

The partnership finds its fullest expression in this compact camping-car concept that blends style and function. The SpaceTourer Rip Curl Concept is an invitation to hit the road on an unbounded adventure; perfect freedom, care-free. The teams of Rip Curl and Citroën have designed the SpaceTourer Rip Curl Concept to be an iconic vehicle for surfing and outdoor pursuits. The selection of fabrics and colours, the special features, as well as the attention to detail all consolidate the concept car's **sporty and outdoorsy character**.

A European tour: the Rip Curl Tour by Citroën!

From October 2017 to January 2018, the SpaceTourer Rip Curl Concept will make a tour of Europe with the Rip Curl team aboard. About twenty stages on the most beautiful European surf spots, in Germany, UK, France, Spain, Portugal and Italy, where it will be possible to try the last innovations of this key surf brand for free with the members of the Professional Team surfers! The perfect opportunity to discover this unique concept car dedicated to surfers! And for all winter sports enthusiasts, the end of the tour will be dedicated to mountains and snowboarding, in France, Switzerland and Austria!

More information on: www.ripcurl.eu/en/events/european/rip-curl-tour-by-citroen.html

From outside, a solid vehicle inspired by surfers' vans

The SpaceTourer Rip Curl Concept appropriates the traditions of **the iconic surfer van**, right down to the **two-tone exterior paint job**. The chosen colours evoke a hardwearing object in harmony with nature: a dark **khaki** for the upper section, with a bright **beige** below. The **neon yellow strip** highlights the van's horizontal bodywork, and adds a fresh flash of colour between the two shades used on the bodywork. The rising roof, also in dark khaki, reveals matching fabrics once opened: khaki fabric, large mosquito net, and neon yellow fabric borders that echo the same colour on the bodywork. The sparkling 17" aluminium wheeltrims surprise by reflecting the beige of the lower section of the bodywork. To accentuate the camping-car's adventurer credentials, satin grey protective covers adorn the front and rear bumpers.

Matching interior and exterior that play on contrasts

The harmonious interior is coordinated with the external colour scheme. The seats play up the **versatility** to the full, with a two-tone horizontal line echoing the exterior theme and creating a greater sensation of **space inside**. The main components of the seats are coated in elegant khaki leather with horizontal embroidery for a ribbed effect. The backrest, headrest, and the door panel trim strips and the snout of the seat are all coated in dark grey Alcantara, **soft to the touch** in the main places where it would come into contact with the skin (shoulders, thighs, forearms). Occasional flashes of neon yellow add contrast, echoing the strip that accentuates the line of the bodywork outside, and incorporating **the themes of Citroën's models**. The seats also feature topstitching, coloured grill strips, and a neon yellow strip. In addition to the seats, the driver's controls have also been given a special finish, with decorative neon yellow touches on the dashboard, steering wheel, and doors, driving home the concept car's identity.

All of the furnishings have been rethought: the facades of interior fittings are painted matt black, while the bans of neon yellow provide a striking contrast that highlights the storage areas. On the back of the front seats, the fold-down trays are coated in khaki leather, while the pouches are coated in dark grey Alcantara. The collapsible table is painted khaki.

The little details that count for avid surfers

The SpaceTourer Rip Curl Concept boasts a variety of special features for greater comfort and usability, especially the **Open Air Pack**. A true home on wheels, somewhere where you can relax after a day of intense sporting effort, the SpaceTourer Rip Curl Concept includes a **shower with a curtain built in to the rear hatch**: hooked up to a water tank concealed in the interior storage, the shower is positioned at the back of the vehicle when the hatch is open. An opaque curtain protects the passenger compartment from splashes, and protects the user from prying eyes. The Open Air Pack also comes with a range of accessories needed for **freedom and peace of mind**, so that you can focus on what really matters: an air-tight container for wetsuits, a weather station, and a safe that can be attached under the vehicle to keep your keys safe while you're out on the water.

Other special features include the ceiling straps **where two surfboards can be hung inside the camper** between sessions on the water. For enhanced comfort, a number of accessories from Fatboy make life on board and around the concept car easier while at rest: Lamzac outdoor sofa, free-standing lamp, blanket, etc.

➤ FROM THE MODERN VAN TO THE MODULAR CAMPING-CAR: FREEDOM, EVERY DAY!

Pössl is the leading European camper-van converter. The Campster, based on the SpaceTourer and presented at the world's biggest leisure vehicle trade show in Dusseldorf in August 2016, offers the perfect combination of family car and leisure vehicle. Everything is thought out to make this converted SpaceTourer a real "Swiss army knife", an "all-in-one" vehicle that is a pleasant place to be and recharge your batteries after a day in the great outdoors. Designed to meet expectations of nomadic travellers and aficionados of outdoor pursuits, the SpaceTourer Rip Curl Concept allows them to get as close to nature as possible with neither limitations nor constraints. It is a promise of a peaceful, simplified, facilitated existence.

The medium SpaceTourer (size M) becomes a multi-function van with a rising roof, and provides its users with a range of features for comfortable living inside the SpaceTourer, with special interior fittings that are functional and pragmatic, optimising the available space. **Compact external dimensions** (4.95m long, 1.92m wide, 1.99m tall), it boasts **outstanding handling** and can weave in and out of city traffic or navigate the tightest country lanes. Its lower height **means it can always get into city centre and beach car parks!**

Equipped with two handsfree electric sliding side doors for extra freedom of movement and an opening rear window, it has a variety of interior fittings, made out of **robust materials that are testament to its durability**. Modular and practical for both leisure pursuits and everyday life, it can comfortably transport **7 people** on board in its "daytime" configuration. In its "night-time" configuration, the Campster can sleep **4 people** on two double bunks. To make living inside the Campster more comfortable, the rising roof provides good ceiling height so you can stand up without hunching. The Campster is faithful to the **Citroën Advanced Comfort®** programme that makes comfort a priority at every stage of designing a Citroën car. Whether from the seats, suspension or interior space, this compact, modern, and welcoming camper van exudes serenity.

Practical and modular kitchen & dining area

There is a fitted kitchenette with gas stove, sink, and storage so that meals can be prepared just as easily as at home. If necessary, the kitchenette **can be removed** and set up outside the van, to really enjoy the surrounding nature or keep cooking smells out of the living area. A fridge is there for cool storage of food and drinks. The kitchenette also boasts storage that keeps all of your cooking utensils and ingredients within easy reach.

Adjoining the kitchen, and facing the back seat, a **wide sliding fold-away table** lets passengers sit down comfortably to eat: turning the rotating front seats creates a convivial dining area, a real functional dining room.

And to free up space when not in use, the table folds away against the kitchenette to create a nice space for living and relaxing.

A restful night

Designed to provide its passengers with a **welcoming, convivial, and comfortable living space**, the SpaceTourer Rip Curl is able to accommodate **two double beds, sleeping four**. The back seat folds out to create a flat sleeping space free from any lumps thanks to a mattress topper, providing a comfortable double bed with its own privacy within the van. A second double bed is concealed in the rising roof. Indeed, opening the roof provides access to a mattress in the roof space, for an extremely comfortable bed above the cabin. This bed located both inside and outside the van thanks to its tent canvas and mosquito net, enables passengers to make the most of the outdoors: the stars in the sky, breeze in the trees, the first rays of the rising sun; sleeping here you are immersed in nature.

Optimised dressing room

In addition to the boot, which can be used to safely store larger luggage items, a number of **locked storage compartments** are located around the seats, beds, and boot, to store everyday objects **away from prying eyes**.

➤ **A VAN MADE FOR COMFORT ON THE ROAD AND IN WIDE OPEN SPACES**

A driving experience that encourages travel

The driving station in the SpaceTourer Rip Curl is an exact replica of the SpaceTourer's consumer model, with all of the advantages that this affords. Equipped with the **latest assisted driving technology and connectivity options**, it offers cutting edge safety and ease of use, whether driving or manoeuvring. Everything has been designed to protect the driver from unnerving or daunting situations, so that they can fully enjoy their journey with maximum comfort and peace of mind. The colour HUD, Activity Safe Brake, Citroën Connect Nav, and Mirror Screen are just some of the keys to the feeling of comfortable use that the SpaceTourer delivers.

True off-road performance with Dangel conversion

Designed with endless adventure in mind, the SpaceTourer Rip Curl Concept comes with **off-road capability** and the very best driving comfort in any environment. To meet the demands of intensive use, it comes with **fully declutchable transmission** and **higher ground clearance** than the consumer model. The 4x4 transmission available on the SpaceTourer with converted bodywork by placing a special order from the Citroën network is provided by **Automobiles Dangel**, the French off-road specialist. Offering even greater motoring freedom, the drive train offers 4x4 abilities while safeguarding the roadholding and intrinsic performance and safety of the SpaceTourer. The off-road feature guarantees drive in conditions with poor adherence. The rear axle locking system

controlled by a knob on the dashboard enhances drive and helps the van out of the most trying situations, in any season.

➤ A VAN THAT HAS BEEN “TRIED AND APPROVED” BY A FAMILY OF SURFERS: THE TURNERS

The Turners discovered and tested the Citroën SpaceTourer Rip Curl Concept during the promotional film shooting, in the South of Ireland.

The Turners are a unique British family coming from Cornwall: Lewis, 48, the father, and Ellie, 15, the daughter. From an early age, Ellie showed exceptional skills and a true **passion for surfing**. She naturally followed her father and older brother on the most iconic surf spots of the world. Since a few years, the Turners have managed to spend 6 months a year abroad: winter in Indonesia, summer camping in their van in Europe, especially in France: they've travelled to the best surf spots to allow Ellie to enhance her abilities, under the responsibility of Lewis, who became Ellie's coach. Ellie is now **UK Champion 2016**, and **2nd at the junior European professional junior ranking**.

Ellie and Lewis have been able to enjoy the breathtaking sceneries all along the wild and rugged coast of the South of Ireland, and live an unforgettable experience aboard the SpaceTourer Rip Curl Concept. They have discovered all the assets of the concept car, from the dining area to the comfortable sleeping areas, but also the shower, essential after a surfing session... Besides its **original and dynamic design**, they have been impressed by its versatility and by its **ingenious and qualitative interior layout**: a real home. These convivial and sports moments experiencing nature close have been captured in the promotional film.

“We both found the whole experience really fun. The main part of the whole project that really impressed us both was how practical the van was due to its size and intelligent design. It really could be used as an everyday vehicle or gave the feeling you could really search for new unexplored waves or places to camp. The lighting and build quality also made it feel a really comfortable place to spend time” Lewis and Ellie Turner

03. NEW E-MEHARI STYLED BY COURRÈGES: THE ELECTRIC AND TRENDY CONVERTIBLE

With their sights set on the future and sustainable mobility, Citroën and Courrèges are today pursuing their collaboration around the 100% electric 4-seater convertible. E-MEHARI is the perfect embodiment of their **shared values of creativity, freedom and optimism**. Armed with these common foundations, and eager to combine these two universes, the two brands have pooled the expertise of their respective design studios to create an exclusive limited edition baptised: New Citroën E-MEHARI Styled by Courrèges. **Limited to only 61 cars** in reference to the year Courrèges was founded, with

this very exclusive limited edition series, the model becomes an even more innovative fashion statement, faithful to the spirit of the 1968 Méhari and to the spirit of modernity of Courrèges.

➤ A 100% ELECTRIC FASHION STATEMENT

The elegant limited edition New Citroën E-MEHARI Styled by Courrèges reinforces its unique and offbeat personality with its **totally black exterior and entirely white interior**. A true fashion statement, this raised 4-seater convertible, standing firm on its Black diamond-cut 15" GIVE ME FIVE alloy wheels, can now become an urban saloon thanks to its **ingenious black standard Hard Top**. This exclusive version is immediately identifiable owing to its "Styled by Courrèges" badge with brushed metal effect. Going down the opposite route to the Geneva concept, New Citroën E-MEHARI Styled by Courrèges has an entirely black exterior. It is adorned in an elegant black robe draped over its two Gloss Black arches, in harmony with its entirely Vinyl Black bodywork. This black deliberately contrasts with the Bright White interior upholstery and white enhanced dashboard trim, true to the Courrèges colour scheme. Its **totally redesigned passenger compartment** allows it to make **a real leap forward**, further reinforcing its high quality image. A customised two-tone bag sold with the car and delivered by Courrèges to your home has also been designed.

➤ VERSATILITY FOR ALL WEATHER AND ALL TYPES OF ROADS

A fun and versatile, convertible leisure vehicle, New Citroën E-MEHARI Styled by Courrèges with its new Hard Top provides **excellent thermal protection and soundproofing** and offers peace of mind in all weather, all year round. Capable of taking on the city and all weather conditions, New Citroën E-MEHARI Styled by Courrèges retains its **all-terrain character**. With its raised ground clearance (20mm), its all-season "Cross Climate" tyres and its side protectors (extended wings, sill guards and bumper), it can easily go off the beaten track, where it will thrive while being environmentally friendly. Fan of trips to the seaside and able to rely on its corrosion and minor shock-proof thermoformed bodywork, and the new waterproof TEP trim, it requires little maintenance and can be washed with a quick hose-down.

First electric vehicle to have been granted the **"French Origin Guaranteed" label**, New Citroën E-MEHARI Styled by Courrèges powered by an innovative lithium metal polymer battery, produced using the French expertise of the Bolloré Group, offering an unprecedented zero emission driving experience. Moreover, this new version has even sharper responses, with **engine torque increased by almost 20%**.

➤ COMPLETE ON-BOARD COMFORT AND QUALITY

Welcoming and functional, New Citroën E-MEHARI Styled by Courrèges has new height-adjustable enveloping driver and front passenger seats. Another addition incorporated with comfort in mind is the "Easy Entry" system, whereby the 2 front seats fold with position memory. Practical, it features new storage compartments, while its boot comprises a secure 78 litre compartment and has a single-piece folding rear bench. A new addition incorporated onto NEW CITROËN E-MEHARI Styled by Courrèges is the **central locking** system connected to the RFID key ring which comes as standard.

Safer, New Citroën E-MEHARI Styled by Courrèges comes in one level of finish and come with: ABS, ESP and 2 3-point rear Isofix anchors. It also has **new innovative safety features**, such as: 4 front and side airbags, automatic dipped-beam headlights, low tyre pressure monitoring and the permanent sound warning system. For fun, it is equipped with a Parrot Bluetooth audio system, a removable remote control, a USB socket and 2 speakers.

Read the E-MEHARI Styled by Courrèges press release on our mediawebsite: <http://int-media.citroen.com>

04. C3 & C3 WRC : A COMMERCIAL SUCCESS AND GREAT SPORTING EXPECTATIONS

With **three drivers' world championship titles** under its belt, in 2016 Citroën won its **third consecutive manufacturers' title** in the **FIA WTCC** rounds with the **C-Elysée**. In 2017 Citroën is giving fresh impetus to its competition offensive by staging a comeback at a major championship: the FIA WRC. The team is no stranger to this discipline, after amassing eight constructors' titles in the WRC and a record 96 wins. This is a highly competitive championship with many changes in regulations these last years. Using the New C3 as the symbol of its big comeback, Citroën emphasises its **commercial offensive**.

The New C3 changes the rules of its segment and embodies the deployment of Citroën's new positioning. With more than 170,000 vehicles sold since its launch, it is a **true success**. Styled on the New C3, the C3 WRC retains the curves and fresh appeal of the production model, with its hallmark design components: two-level light signature, Airbump[®], two-tone roof and coloured inserts. Capitalizing on lessons learned during the 2017 season, the C3 WRC has **big ambitions for the 2018 season**.

05. INNOVATIVE SERVICES TO MAKE LIFE EASIER

Citroën is expanding its range of services, to bring more transparency in its relationship with customers, greater convenience and peace of mind in everyday use, and to offer new mobility solutions.

➤ CUSTOMER RELATIONSHIP

The **My Citroën** mobile app extends the driving experience from your smartphone. My Citroën creates a **personal space** that provides information including the nearest showroom, tracking your vehicle's consumption, maintenance tips, and your vehicle's parking location. It is even possible to make an appointment at the garage and request a repair estimate.

The **Scan My Citroën** mobile app enhances the new brand experience offered by Citroën, for improved customer well-being. This application is an answer to every vehicle-based question. Currently available on the C1, New C3, C4 Cactus, New C4 Picasso, this mobile app constitutes a connected on-board manual that makes life that little bit easier, with its intuitive and interactive features: the **scan function**, the **visual search function** and the **indicator light directory**.

Accessible 24/7, **Citroën CarStore** (www.citroencarstore.fr) is a site where customers can make instant comparisons of all **new cars available in stock** in the Citroën network. You can also book the model of your choice directly online, with a single click, from the comfort of your home. The service is already popular with an average of 150,000 users per month.

Available in 21 countries, **Citroën Advisor** (www.citroen-advisor.fr) is the brand's interactive online review site. This NF Service-certified site for **managing online customer reviews** is a first for a car manufacturer. Since 2014, it has enabled customers to review the quality of showrooms, following the purchase of a vehicle or after visiting the garage. During 2016, the site was expanded to give Citroën owners the possibility of rating and reviewing their new vehicle, and sharing their experiences. Citroën Advisor already has around 140,000 reviews posted by its customers, with an average rating of 4.8 out of 5 stars for showrooms, and 4.7 out of 5 stars for vehicles.

➤ ON BOARD CITROËN MODELS

Citroën Connect Nav, available on C3, C3 Aircross, C4 Picasso or SpaceTourer, is a new generation of **3D connected navigation system**, coupled with a 7" touchscreen that works at the touch of a fingertip, and boasts voice recognition to control the Navigation, Telephone and Media functions without taking your eyes off the road. **Connected services** are included, in particular with real-time traffic information, service station and car park charges, weather, hazard areas (optional), and free mapping updates for life, 4 times a year, and the Citroën Connect Nav Pack services for 3 years. The system also incorporates the **Mirror Screen** function, which allows you to safely use applications from your smartphone on the car's 7" touch screen, covering a wide range of compatible smartphones, with the **Apple CarPlay™**, **MirrorLink®** et **Android Auto** technologies.

Citroën Connect Box with the SOS & Assistance Pack is an **emergency location and recovery service**. In case of an accident or any other situation that requires urgent assistance, the SOS & Assistance Pack calls for the appropriate assistance either automatically or when the user presses the SOS button inside the car. Available 24/7, **the service is free** and no subscription is required. To deliver even greater peace of mind to our customers, you can also contact the support switchboard by pressing and holding the "Double Chevron". The SOS & Assistance Pack works using the Citroën Connect Box, which has its own SIM card and GPS receiver. With this system, available on a number of models since the beginning of the decade, **Citroën is pre-empting the European Directive** that will require new cars released after April 2018 to be fitted with an "eCall" emergency phone call system.

Citroën Connect Packs is an array of services designed to enhance the Citroën Connect Box with SOS & Assistance Pack, to bring more peace of mind and ease of use in customers' everyday lives. It consists of the **Monitoring Pack** (virtual maintenance manual and customised eco-driving tips), the **Mapping Pack** (GPS vehicle parking, information on

vehicle usage in pre-set areas and periods, and depending on the country, beyond the speed limit) and the **Tracking Pack** (GPS tracking of the vehicle in case of theft).

➤ MOBILITY OFFER

Citroën Rent&Smile is a simple and easy **short-term rentals** service operated by the Citroën dealer network. Customers simply book the vehicle of their choice via a dedicated telephone line, and then go to the showroom to collect their vehicle.

Citroën Earn&Drive offers Citroën customers the option to **offer their own vehicle for peer-to-peer hire** and to benefit from free and secure parking near their home, airports and train stations. While parked, the vehicle is offered for car-sharing and the customer is paid based on the mileage travelled. Earn&Drive manages the rentals for the customer, and insures the vehicle for all risks with MAIF, the service partner.

06. THE CITROËN STAND: A NEW SPACE DESIGNED TO UNDERLINE WELLNESS AND FREEDOM

In Frankfurt, Citroën's stand concept becomes a true case designed to highlight its cars in a space of wellness and freedom coherent with the brand's positioning. The 905m² stand showcases new architecture and new fabrics.

The **central unit** that overlooks the motor show affords the brand excellent visibility. This central unit is constructed in warm and welcoming wood, with light, padded walls, displaying two C3 Aircross in original positions: one inside a raised box, the other hung vertically. The other cars are exhibited all around this majestic central block, and include several C3 Aircross, the E-MEHARI styled by Courrèges, and the SpaceTourer Rip Curl Concept in a surf setting. As for the C3 WRC racer, visitors can discover the car in an intimate setting, separated from the other by a glass case, as if to contain its dynamism and energy.

An entire face of Citroën's stand is set aside for "**La Maison Citroën**". It provides both a visual and sensory experience and offers a first look at the new concepts for Citroën points of sale: cars are configured while sitting comfortably in ample, colourful seats, as if in your living room. The selection of colours and fabrics available on the models in the range are displayed in books and ornaments placed on shelves.

A "Genius Bar" like in an Apple Store offers visitors a chance to watch **La Traction Créative™** videos on tablets. With La Traction Créative™, Citroën dares the relevant impertinence to showcase its models and what they offer: customisation, comfort, and driving assistance systems.



The space dedicated to the **Citroën Origins** online interactive museum allows visitors to dive into the **brand's rich and unique heritage**, going back in time in just a few clicks. From Type A to New C3, Type H, Xsara WRC to the Activa 1 concept car, Citroën Origins brings together the brand's legendary models, passenger cars, utility vehicles, concept cars and racing cars on a single web page. Clicking on each vehicle will display key data, give a 360° view with sounds (such as starting the engine, horn, indicators) for an unforgettable **interactive discovery**. Numerous period documents and photos (style designs, advertisements etc.) and iconic music from each decade complement this fun and evocative journey.

To accompany this, **Le Café André**, named after the founder of the brand, André Citroën, is a place for VIP to get together in a relaxed, sociable setting away from the crowds. And **Le Petit Citroën**, a store selling Citroën-themed products and miniature cars past and present, is where aficionados of the brand can add to their model car collections or indulge in the latest releases in the Lifestyle collection.

See you at the Citroën stand at the Frankfurt Motor Show on 12 and 13 September 2017 for the press opening, and find out what's new at Citroën, especially the New Citroën C3 Aircross Compact SUV, SpaceTourer Rip Curl Concept and the E-MEHARI styled by Courrèges, which all embody the state of mind of the brand with effortless style.

FILMS AND PHOTOS AVAILABLE AT:

<http://www.citroencommunication-echange.com/>

Login (caps): 17_CITROEN_FRANKFURT

Password (caps): MAIN_2017

Youtube: New C3 Aircross – <https://youtu.be/K9uAjOvm6ho>

New E-MEHARI Styled by Courrèges – <https://youtu.be/59q41NaTm4M>

SpaceTourer Rip Curl Concept – <https://youtu.be/eOGpXViH7Gw>

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TO TEST DRIVE A MODEL IN THE CITROËN RANGE, FEEL FREE TO CONTACT THE PRESS FLEET AT +33 (0) 6 84 29 60 33

The Citroën brand

An international automotive brand with a core full-line range, Citroën has cultivated boldness and creativity since 1919. Different by design, and enhancing well-being through their outstanding comfort and technology, Citroën vehicles blow the wind of change through the automotive landscape, for example with the C4 Cactus and the New C3. A true "people minded brand" in step with the times, Citroën stands out from the competition for its unique customer experience, with its Citroën Advisor online review site, and its mobility solutions (Citroën Rent&Smile, Earn&Drive etc.). With 10,000 customer contact points in more than 80 countries, Citroën sold close to 1.1 million vehicles in 2016. The brand has also claimed 8 Manufacturers' titles in the WRC and its 3rd consecutive Manufacturers' title in the WTCC in 2016.