



PRESS KIT

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NEW CITROËN C3 – THE VISIODRIVE

- A unique and prestigious personality characterised by
Curvaceous yet taut exterior styling: the new C3 has broken free...
Interior styling is a complete breakthrough, regarding both design and materials
Quality levels all round are top-level, making the new C3 the new benchmark in the category!
- Intelligent architecture with
Restrained exterior dimensions, bucking current trends
Generous cabin space for exceptional passenger comfort
- A new motoring experience thanks to
The Zenith windscreen, a technological feat that is unique on the market
Acoustic comfort and vibration control worthy of the segment above
New high-tech features like the Hifi System®
- Astonishing and responsible on-road performance with
Road behaviour excellently balanced between ride comfort and irreproachable roadholding
Controlled weight and optimised aerodynamics for intelligent management of fuel consumption and CO₂ emissions
Plus a 99 g/km version right from launch
- Manufactured in France at the Aulnay and Poissy production sites

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NEW CITROËN C3 – THE VISIODRIVE

Summary

Beautiful. Young. Intelligent. CITROËN is launching the New C3.

CITROËN has an ambitious objective with the new CITROËN C3: to renew a best-selling car that has sold in more than 2 million units. Frédéric Banzet, Managing Director of CITROËN, said, “This is a major launch for the Marque and gives us the means to achieve our ambition of further increasing market share, with both private and professional customers.”

To do so, CITROËN has taken the best of the C3 and moved it up a notch. The brand’s new ‘Visiodrive’ has what it takes to succeed:

- **a unique, prestigious personality**, with tauter styling and high-quality fit and finish that sets a new standard in the segment;
- **intelligent architecture** for unrivalled interior space, while remaining one of the most compact cars on the market, with exterior dimensions that buck today’s trend of ‘always more’ without actually having less;
- **astonishing and responsible road behaviour**, with overall performance improved in terms of driving pleasure and ride comfort, in town and out on the open road. Fuel consumption is controlled for all powertrains and accompanied by an ambitious CO₂ reduction programme.

With these segment-beating features, the new CITROËN C3 becomes a leading choice as main family car or core fleet vehicle.

But the new C3 does more than that. With its Zenith windscreen, it is unique. Boosting brightness and visibility, it brings ‘Visiodrive’ passengers an **all-new motoring experience**.

“With the new C3, CITROËN opens the door to a new automotive world, one where reason and responsibility go hand in hand with new motoring pleasures. And new emotions.” Vincent Besson, Director of Products and Markets Strategy, CITROËN.

Manufactured in France at the Aulnay and Poissy production sites, the new CITROËN C3 will be launched from November 2009.





UNIQUE AND PRESTIGIOUS PERSONALITY

- First-class quality at all levels
- The legacy of an assertive personality
- Curvaceous yet taut body styling for vitality and prestige
- Top-level refinement in exterior and interior detailing

Breaking free

The new CITROËN C3 is an assertive vehicle. It retains in its DNA the rounded, reassuring forms of its predecessor while adding an extra dose of vitality with tauter, more flowing lines.

It takes the current model's well-balanced curves and enhances them with arches that encompass the body. These distinctive features set the newcomer apart from the competition.

The body design is more dynamic, with more incisive, flowing and aerodynamic styling and lines. Bearing the Marque's new chevrons, the new C3 sports an air intake that looks ready to gobble up the miles, together with boomerang-shaped lights, a record-breaking glass surface 'enveloping' the driving station, and emphatically drawn wings that give the car a forceful, low-slung stance.

The new C3 marks a breakthrough on perceived quality in the segment, particularly in the treatment of surfaces, fit and flush, and in the presence of chrome-trimmed door handles, side weatherstrips and tail pipe. This leap in quality is also evidenced in a choice of 10 elegant body colours and generously sized 15- to 17-inch wheels.

A blend of vitality and softness. For straight-ahead seduction.



A major advance in interior styling

The interior of the new C3 is inspired by cues from premium vehicles in general and the DS3 in particular. It expresses CITROËN's upmarket shift to bring customers the highest levels in comfort and prestige.

Echoing the exterior, the interior styling of the new C3 is a harmony of flowing lines and aerodynamics – witnessed in the horizontal design of the dashboard, the ‘floating’ visor on the instrument cluster, the sculpted steering wheel and the wheel’s recentred, driver-focused controls. Featuring a new instrument cluster combining two analogue dials and an LED dial, the dashboard exudes both retro chic and high tech appeal.

The C3 attracts through its styling and sophistication.

It boasts top-quality, premium materials including a thermo-coated dashboard enhanced by a satin grey or glossy brushed aluminium strip. Chrome trim, a gloss black central fascia panel and leather seats bring even more prestige and refinement to the cabin. CITROËN has made a breakthrough on finish and perceived quality with the new C3.

Quality in every detail

These quality features are confirmed in the design and industrial production of the new CITROËN C3, which meets the highest quality objectives, on purchase and in service life.

The new C3 is the first CITROËN to fully benefit from a new development process that uses no prototype tooling, the idea being to create as early as possible a vehicle that is representative of the production model and the corresponding production tool. This approach results in significant gains in quality by involving at the earliest stage possible all the people working on the project – designers, suppliers, manufacturers – to get a clear look early on at a result that is representative of the definitive vehicle.

To ensure optimum reliability and iron out any remaining imperfections, more than two million kilometres of tests will be made before launch.

In addition to this extremely robust design process, the new CITROËN C3 benefits from production at PSA’s Aulnay and Poissy sites, which comply with the Marque's requirements on quality across the board. These ISO 9001-certified production centres are equipped with the very latest in production tools. They also have immense experience in the manufacture of B segment vehicles.



Lastly, the Aulnay site, 100% dedicated to new C3 production, has also been completely redeveloped in line with the policies of PSA's new production system and Lean Manufacturing. The new, single-flow organisation system optimises production quality and cuts customer lead times.



INTELLIGENT ARCHITECTURE

- A “real” car with features worthy of the segment above
- Optimised exterior dimensions
- Generous cabin space for passenger comfort
- Boot volume (300 l) among best in category

Optimised exterior dimensions

The new C3 is one of the most compact models in the segment. It has refused the temptation to supersize and remains under the four-metre barrier, measuring 3.94 m long, 1.73 m wide and 1.52 m high. This move goes against today’s “always more” trend, though neither does it result in less. In addition, with its 10.2 m turning circle, the C3 is perfectly sized for city driving.

Generous cabin space for top-level passenger comfort

The compact exterior in no way compromises cabin space. The new C3 is extremely spacious, allowing it to entirely fulfil its new role as main family car or core fleet vehicle.

CITROËN designers used all of their creativity to design the intelligent architecture of this 5-seater hatchback, which boasts the following:

- an unencumbered lower dashboard, with an un-intrusive but generously sized, 13-litre glove box, that frees up leg room for the front passenger. This subtle advantage enables the passenger to move 8 cm further forward than the driver, providing more leg room for the rear passenger behind;
- slim front seat backs, for 3 cm extra leg room for back seat passengers;
- semi-high seat bases that free up space under the seats for rear passengers and provide ideally positioned, comfortable seating for all passengers, enhancing onboard access and visibility.

Together with generous cabin space, the new C3 also features a capacious, 300-litre boot. The design of the boot was also optimised, with load sill height down to 22.7 cm and width increased to 104 cm. For easier use, the boot has four lashing rings and can also be equipped with a removable net. And for optimum load capacity, the 60/40 split-folding rear seats fold down with just one hand in a single movement, from the boot or from the back seats.



The new C3 naturally boasts a host of indispensable storage spaces (front- and rear-door cubbies, central console, central fascia, etc.) that can be rounded out by a central armrest with two compartments and also by a sliding drawer underneath the front passenger seat.

The new CITROËN C3 offers passengers more while remaining handily compact. This creative new model provides an intelligent answer to today's increased mobility needs.



A NEW MOTORING EXPERIENCE

- The Zenith windscreen: a thoroughly creative innovation
- A bona fide 'cocoon' for well-being and peace of mind
- Hifi-System[®]: all-new, affordable technology

The Zenith windscreen: a major innovation

The new C3 heralds a new motoring experience with the Zenith windscreen. With its exceptional length of 1,350 mm, this exceptional technological feat increases front passengers' upward field of vision 80° by removing the upper beam. Curved and coupled with slim A pillars that boost front three-quarters visibility, it gives all passengers a sense of high-resolution, limitless vision. For a non-stop panoramic view on the world.

And for maximum comfort, the glass at the top 25 cm of the windscreen is progressively tinted, ensuring a smooth transition between optimal protection from sunlight for front passengers and all the transparency needed for visibility to the front. The energy transmission figure for the dark-tinted area is 9, compared with 50 for classic tinted windows. Driver and passengers benefit from the light in total comfort. For low-angle sun, an easy-to-use rigid screen fitted with two sun visors allows passengers to choose between partial or full protection, ensuring driving pleasure in all light conditions.

The hatchback with the largest windscreen and smallest roof on the market, the new C3 opens the way to new motoring sensations, bringing passengers more visibility and light together with more safety and pleasure – and treating them to a session of light therapy!



A car for the senses

On the subject of pleasure, our Visiodrive naturally benefits from all the Marque's expertise on comfort. The new CITROËN C3 brings all passengers real onboard well-being, in terms of acoustic comfort and vibration control and also regarding visual and olfactory comfort, thanks to the vast glazed surface and the scented air freshener.

For acoustic comfort, the soundproofing on the new C3 is among the best in the segment. Vibration and engine, wind and road noise have been hushed for a velvet-smooth interior ambiance. To achieve this effect, soundproofing and noise absorption were carried out as close as possible to sources of noise and vibration, notably in:

- the engine compartment (155 dm² of absorbent material compared with 48 dm² for the current C3),
- the doors. To enhance the cocoon effect, door sill joints and smoothing seals were added, while the grams-per-square-metre count of the waterproofing sheets was increased to 200, compared with a segment average of 90.

New C3 passengers are bathed in a bubble of light night and day. Natural light comes from the vast glazed area, artificial light from numerous sources placed around the cabin. An optional ambient light system – warm and welcoming, adjusted by rheostat and consisting in a light source in the central console cubby unit and lighted footwells in the front – further enhances this soft, nighttime atmosphere. Models equipped with the Zenith windscreen and the Visibility Pack (automatic headlights, automatic wipers and electrochrome interior rearview mirror) get a row of three white LEDs that illuminate the central part of the console.

The new CITROËN C3 is a car for the senses, a place to relax and a pleasure to drive in all circumstances.



Hooked up

A real sensory cocoon, the new C3 comes equipped with an all-new audio system that treats passengers to concert theatre-like sound quality: the HiFi System[®]. Featuring a third central speaker located in the central area of the dashboard and an amplified subwoofer in the boot, the new system produces rich sound with remarkable depth, faithfully reproducing the most extreme frequencies. The HiFi system brings customers outstanding acoustic performance, but also attracts by its competitive retail price.

Those who want to travel with their music library can opt for the Connecting Box, consisting of a USB socket on the central console, located next to the jack, and a Bluetooth[®] hands-free kit. Equipped with audio streaming technology, this system plays music stored on the mobile, with no need to hook up to the audio system. Passengers can play their favourite songs recorded on their phones or their iPods in the order they like. All these portable devices can be stored on a station located on the top of the dashboard.

Lastly, for globetrotters, the new C3 can be fitted with the new MyWay navigation audio and multimedia system. With a full range of services and its attractive price tag, MyWay comes with integrated colour navigation covering Europe and an MP3- and WMA-compatible audio CD system, together with a Bluetooth[®] hands-free kit. So that your new C3 experience never has to end.



IMPRESSIVE AND RESPONSIBLE ON-ROAD PERFORMANCE

- Well-balanced road manners
- Controlled weight and optimised aerodynamics
- Version emitting 99 g/km of CO₂ from launch
- CO₂ reduction dynamic already in place

Well-balanced road manners

The road manners of the new C3 are perfectly adapted to the nature of the vehicle and in line with the Marque's customary characteristics, reflected in the continued priority of safety and a considerable gain in driving pleasure, together with consummate comfort.

The new C3 is fitted with MacPherson-type front suspension, a new rear axle with a flexible traverse beam and variable electric power steering. These tried and tested solutions are perfectly matched to the characteristics of the vehicle and together provide exemplary ride comfort. The new C3 also has extremely impressive roll control and crisp reactions, especially during collision avoidance or emergency manoeuvres, bringing drivers a clear sense of driving ease and vehicle control.

The running gear benefits from a range of suspension settings adapted to the power and torque generated by the engines, providing the best balance between ride comfort and roadholding for a range of customer expectations.

With passenger safety an ongoing priority, the new C3 is fitted as standard with ventilated discs on the front axle and ABS combined with electronic brakeforce distribution (EBD) and emergency brake assist (EBA). For irreproachable road manners, ESP is available across the entire new C3 range.

Looking beyond road performance, onboard safety is one of the new C3's strong points. It ships as standard, from the second trim level, with six airbags (driver, front passenger, side and curtain) plus cruise control and speed limiter. All five seats are equipped with inertia-reel seat belts and three anchor points, along with force limiters. Lastly, for child safety, the two side rear seats are equipped as standard on all models with Isofix mountings.

Growing up and trimming down



The new CITROËN C3 is set to make a lot of its rivals jealous, quite simply because it hasn't put on weight! This is an extraordinary feat given the considerable increase in comfort and roominess.

A great deal of work went into keeping the new C3's weight down to a strict minimum, with designers using every possible method to make the car lighter. These efforts began right at the start of the project. The specifications for Styling included architectural constraints targeting weight loss, for example, the choice of a rectilinear rather than angled dashboard cross-member. The development of a new rear axle also brought weight down by 13 kilos. This innovative approach was rounded out by "part by part" analysis, with designers reducing the weight of parts with the same technological content. In addition, digital calculations were used across the board to define and test (stiffness, acoustics, impact resistance, etc.) these parts, optimising not just the mass but the technical quality of each component.

With its controlled weight and optimised aerodynamics (Cd 0.30), the new C3 is easy to handle and responsive, and also provides low fuel consumption and CO₂ emissions through intelligent engine management.



CO₂ reduction programme

The new CITROËN C3 is arriving on the market with a CO₂ reduction dynamic. It is also available, from launch, in a version emitting just 99 g/km of CO₂, the HDi DPFS 90.

The new C3 naturally benefits from the Marque's environmental and economical engines: three HDi units (70, 90 and 110 DPFS) and 4 Euro V petrol units (1.1, 1.4i, VTi 95 and VTi 120). All are mated to a 5-speed manual gearbox, apart the HDi 110 DPFS, fitted with a 6-speed manual, and the VTi 120, with a choice between the 5-speed manual or a 4-speed automatic transmission.

The CO₂ emissions of the new C3 are fully in line with CITROËN's environmental leadership and commitments. Over a combined cycle, the diesels all emit less than 118 g/km of CO₂ – achieving as low as 99 g/km – while the petrol-powered models emit between 134 g/km and 160 g/km of CO₂.

At the same time, in response to motorists' growing concern for ecological and economical driving, the new C3 is fitted as standard with fuel economy assistance in the form of a gear change indicator.

This approach to fuel consumption control will be swiftly pursued in 2011 by the arrival of new powertrains including the second-generation Stop & Start system. Mated to automated 5- and 6-speed gearboxes, two diesel versions will emit 95 g/km and 90 g/km of CO₂. The new generation of 3-cylinder petrol units will ensure models emitting under 100 g/km of CO₂.