Nearly six decades have passed since the original DS line by CITROËN mesmerised crowds at the Paris Motor Show, and each model in today’s DS line harnesses the same spirit of adventure, luxury and flair in what is, unmistakably, a car designed for the 21st century. Built upon an uncompromising philosophy of innovation and “Créative Technologie”, the DS line is the epitome of everything CITROËN stands for.

AN ICON REIMAGINED

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The original DS line by CITROËN was styled by Italian sculptor and designer Flaminio Bertoni and the French aeronautical engineer André Lefèbvre.

The DS line was unveiled on 5 October 1955 at the Paris Motor Show. In the first 15 minutes of the show, 743 orders were taken and totalled a stunning 12,000 on the first day. In its lifetime more than 1.4 million were sold worldwide making it one of the most popular and loved cars ever produced. Today’s DS line has continued the tradition by selling over 300,000 in just 30 months.
The CITROËN DS3 has no greater advocate than France’s legendary Sébastien Loeb - Winner of nine FIA World Rally Championships with CITROËN winning the Manufacturer’s Title for eight years running.
Life is about making history, not repeating it. So with the new CITROËN DS3 we haven’t just re-styled the classic DS line looks but reinvented them. Every element, every angle of the new class-defining CITROËN DS3 is fresh and dynamic. Advanced and radically different, our European designers were guided by three core principles: surprise, appeal and vitality. We think you could say it’s mission accomplished in one of the most customisable cars ever.
The CITROËN DS3 exudes a dynamic sense of movement even when stationary. The profile is simultaneously robust and bold, smooth and refined. A unique ‘shark fin’ B pillar sweeps towards the floating roofline, while two distinctive rows of vertical LED lights flank the aggressive, road-hugging lower grille and spotlights. The chromed upper grille incorporates the CITROËN double chevron and the avant-garde DS line signature badge. From any angle you’ll find surprises, original ideas and delightful design details.

SURPRISES EVERYWHERE

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From the low-set driving position to inward-facing controls and body-hugging seats, the CITROËN DS3 interior is about as forward-thinking as a vehicle can get. Sporty and driver focused, all controls are arranged towards the driver’s eye line. The top of the dashboard is finished with a soft-touch, tactile covering that contrasts with the smooth lacquered effect of the dashboard. Superbly finished upholstery and a sculpted leather steering wheel with alloy inserts emphasizes the sporty ambitions of the CITROËN DS3. Bluetooth® together with USB connectivity are standard in both models, as is satellite navigation and stereo radio/MP3 compatible CD player. In the DSport, you also have the option to enhance your music further with a factory-fitted HiFi system. And to complete the remarkable ambience inside every CITROËN DS3 you can even select from a range of fragrances for the in-built air freshener. We’ve thought of everything.
The CITROËN DS3 range boasts state-of-the-art petrol engines. The DStyle features CITROËN’s VTi 120, 88 kilowatt engine. The 1.6 litre 16 valve engine offers sporty response with improved performance and CO2 emissions thanks to the variable timing camshaft system. The CITROËN DS3 DSport is fitted with CITROËN’S THP155 (Turbo High Pressure) engine – an outstanding combination delivering high performance and low fuel consumption. Featuring direct petrol injection and a turbocharger, the THP155 develops maximum power of 115 kilowatts at 6000rpm for maximum torque of 240Nm from 1400rpm to 4000rpm. The THP155 engine is matched to a sporty six-speed manual transmission.
The performance of the CITROËN DS3 goes hand in hand with the highest safety standards. All models have standard Electronic Stability Program (ESP), which includes Anti-skid Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Emergency Braking Assistance (EBA), and the interior features six airbags. The stringent ANCAP test has recognised the CITROËN DS3’s safety advances, awarding it the maximum 5-star ANCAP safety rating.

For the very latest CITROEN DS3 options and specifications please visit www.citroen.co.nz or contact your local CITROEN dealer.
Your CITROEN DS3 can be as individual as your signature. The potential to express yourself is endless with a superb range of stunning solid and two-tone body colour choices. The 16” Ashera silver alloys on the DStyle and the diamond tipped 17” Bellone Alloys add to the head turning impact and drama. The CITROEN DS3’s bold, curving dash comes in three striking finishes, depending on body colour. Even the Plip (remote key) and central hubs on the alloy wheels feature coloured discs – perfect symbols of ultimate personalisation.
The possibilities are endless. CITROËN DS3 presents a multitude of ways to make it a very personal choice. Once you’ve chosen your body colour, maybe it’s time to consider adding another element of personality with a pattern for your ‘floating’ roof.

Indulge your senses inside the CITROËN DS3 and create an interior that reflects you. Every detail can be fine-tuned to your tastes, from sumptuous, sporty leather seat trims to dash colours and roof graphics.
If the open air is more your style, the innovative CITROËN DS3 Cabrio is your ideal choice. Fresh and distinctive, the roof pillars of this chic European-style cabriolet remain in place even when the roof is down, ensuring its sleek, sporty body shape and design are retained at all times. Some very creative engineering also lets you open and close the compact roof at speeds of up to 100km / hour, letting you make the most of the weather, however changeable.

NEW CITROËN DS3 CABRIO
A blast of fresh individuality. The DS line is about almost limitless personalisation and the CITROËN DS3 Cabrio offers a whole new dimension. The sophisticated electric folding fabric roof is available in three designs: black, infinite blue and moondust grey monogramme. And the bodywork comes in seven stunning colour options.

The CITROËN DS3 Cabrio comes with the same safety features and engine options as the CITROËN DS3, with the same luxury, convenience and finishing touches but with the added flair of the opening roof.

For the very latest CITROËN DS3 Cabrio options and specifications please visit www.citroen.co.nz or contact your local CITROËN dealer.
The CITROËN DS4 was voted Most Beautiful Car of the Year at the 2013 International Automobile Festival.

CITROËN DS4
THE STAR OF THE SHOW

Worthy of a fanfare wherever it goes, the CITROËN DS4 combines urban presence with coupé grace and luxurious quality with the smartest innovation. Neither SUV nor hatchback, it sits in a class of its own, blending the best qualities of both to create something genuinely fresh and exciting. The result is a strikingly sophisticated 5 door coupé concept balanced with finely tuned engineering that inspires keen drivers with its quick response and nimble handling.

There are two superb models in the CITROËN DS4. The DStyle comes with 18” Alloy wheels and a 1.6 litre turbo charged petrol engine, the luxurious DSport gives you a more refined 1.6 litre turbo charged petrol engine delivering 147kw of power, and comes with 19” wheels as standard. Both models are equipped with satellite navigation as standard, and the DSport is further enhanced with heated leather seats.
The CITROËN DS4 proves there’s no contradiction between sporty and purposeful, combining the looks of a coupé with the practicality and elevated ride height of a larger vehicle. Outside, you’ll find sweeping lines, exciting details and a profile that’s both compact and bold. Rear door handles are smoothly integrated into the window surround, leaving the side profile’s organic curves uninterrupted. The ultra stylish, body coloured rear bumper, beautifully formed lights, steeply raked tailgate and roof spoiler surround a versatile luggage area. While powerful fog lamps and daytime-running LEDs provide a clear, confidence-inspiring picture of the road ahead.
Look around. The interior of the CITROËN DS4 is truly a special place. Naturally light and roomy thanks to a high windscreen with sliding visors, meticulous care has been taken to blend outstanding levels of craftsmanship and technology. The whole interior is thoroughly soundproofed, using carefully selected materials that absorb noise and vibration. Instrument panel backlighting can be changed from white to blue, automatic Dual Zone digital air conditioning has a unique ‘rest’ function that maintains its temperature setting for up to five minutes after the engine stops. Front sports seats with lumbar adjustment even include a massage function and sumptuous leather touches have been deliberately designed to create a refined, distinctly European, and highly tactile experience.
CITROËN engineers have used their imagination and experience to create a car that handles, rides and responds with balance and fluidity. Beneath the CITROËN DS4’s sculpted bonnet you can specify one of three highly advanced engines. There is the Euro 5 super efficient HDi diesel, plus two petrol engines: the incredibly torquey 1.6 litre 120kW turbo petrol and the exciting 1.6 litre 147kW turbo petrol for ultimate performance. Agility and stability, power and efficiency, the new CITROËN DS4 leaves nothing out – perfect for enjoying the CITROËN DS4’s power and poise.
Industry-leading safety is engineered into every part of the CITROËN DS4, from its 5-star ANCAP safety rating to multiple in-built safety systems. These include blind spot monitoring for when you change lanes, cruise control and an easily-programmable speed limiter to help you maintain hassle-free and safe progress at all times. For safer manoeuvring, the CITROËN DS4 is fitted with rear and front parking sensors as standard across the range. These also automatically assess the size of parking spaces and tells you if you’ll fit, for pinpoint accuracy every time.

Créative Technologie is behind the CITROËN DS4’s intelligent traction control that continuously monitors grip levels at each driven wheel. If it detects slip, it fine-tunes power delivery to ensure complete stability. Integrated with this system is an automatic electric parking brake. The Hill Start Assist, standard on DSport models, holds you securely in place on steep inclines without rolling backwards.
Rulebook? What rulebook? With a striking yet space-efficient sportback profile and a stunning light-filled interior, the new CITROËN DS5 brings a radical new presence to prestige and contemporary luxury. As always, the DS line uses innovation to shape its own rules.

Exceptional and highly specified, choose between two superbly responsive engines. Whether you want the efficient turbo charged petrol engine or high torque Hdi diesel engine, you’ll love the luxury and appointments of both auto DSport models.
Aerodynamic from the outside and an aerospace-inspired design features a driving position resembling a cockpit. CITROËN DS5 is a car unlike any other.
Beautifully resolved and unique details bring the exterior to life, from the oversized air intake and charismatic double chevron grille, right through to the rear bumper. Sweeping chrome finished ‘sabres’ that flow from the top of each headlight to the windscreen highlight new CITROËN DS5’s purity of line. Striking 18” alloy wheels finish off this stunning design.

PURE CHARISMA
Both roomy and refined, this is no ordinary interior. Legendary watchstrap leather seating exudes quality and craftsmanship. The aerospace inspired design features a driving position resembling a cockpit. The sleek central console contains features such as the eMyWay navigation system with reversing camera, full connectivity and auto air conditioning, while overhead controls are manipulated in the same way as an aircraft. With three wells of light, the roof creates a stunning cabin experience, day or night. Keyless entry and start are standard, detecting when the driver approaches. The spatialised sound of the six speaker audio system delivers fantastic sound quality for true listening pleasure. If you still want more, the optional ten-speaker Denon® HiFi system with digital amplifier turns the cabin into an auditorium for the most demanding music lovers. You’ll also find a truly cavernous coolbox, perfect for outings with family or friends.

*Features are optional or standard depending on the model.
Choose between a turbocharged 115kW petrol engine or the 120kW HDi turbo diesel engine. Each engine balances refined power with supreme economy. The petrol consumes only 7.3 litres per 100km* and HDi turbo diesel just 6.1 litres per 100km* based on combined fuel consumption. But it doesn’t stop there with emissions also refined down to as little as 169g/km and 158g/km respectively.
INTELLIGENT SAFETY

The CITROËN DS5 protects you and your passengers with an array of innovative technologies designed for 5-Star safety. On any type of road, the CITROËN DS5’s intelligent traction control system boosts both grip and traction by limiting wheel skid. A reversing camera with line guides makes parking easier than ever before.
MAKE EVERY SURPRISE A PLEASANT ONE

What’s at the heart of everything CITROËN creates?
Outstanding Technology.

And to keep that technology running exactly as our engineers intended it, we’ve designed a service plan to fit your vehicle perfectly and make sure the only surprises you face are pleasant ones.

Purchase a CITROËN Assured Service Plan when you buy your new CITROËN and this will cover all the scheduled services required throughout the first three years of its life or 60,000kms, whichever comes first. This ensures that CITROËN trained technicians perform services using specialist CITROËN equipment, genuine parts and lubricants. Furthermore, you can finance the cost of the service plan at an authorised CITROËN dealer as part of your new CITROËN purchase.

From the day it leaves the CITROËN factory through to all of its service and maintenance requirements, the quality of the parts used determine your car’s performance and reliability. That’s why our service plans guarantee the use of only genuine parts and lubricants.
3 year / 100,000km warranty*  
Every new CITROËN comes with a 3 year 100,000 kilometre warranty. Should you experience a problem or manufacturing defect with your CITROËN during this time, all repairs and parts will be repaired, or replaced, free of charge and without question.

CITROËN Roadside Assist  
For the entire length of your 3 year manufacturer’s warranty, CITROËN Roadside Assist supports you and your CITROËN – 24 hours a day, 7 days a week. In the event of a mechanical fault or incident, we’ll help you continue on your journey with a minimum of inconvenience to you and your passengers.

CITROËN Genuine Parts  
Nothing beats the genuine article. And with CITROËN Genuine Parts from our dedicated Parts Centre in Auckland, getting your CITROËN serviced and back on the road is now quicker and easier than ever in New Zealand. All parts are also backed by a 12-month unlimited kilometre warranty.

CITROËN Expert Service  
Every CITROËN Dealership is fitted with the latest CITROËN Diagnostic Equipment. We also promise that a fully-trained CITROËN Service Advisor or Technician will always be available to give expert advice on any work that may be required on your vehicle - before it’s carried out.

A Growing Network  
CITROËN has a passionate group of dealerships in New Zealand, and we’re committed to growing this network to support you even further. This gives you greater access to more service outlets and allows us to be you closer to where you are.

CITROËN Customer Service  
Should you ever have a question about your CITROËN, simply call us on 0800 CITROËN.

*Whichever comes first. Conditions apply.