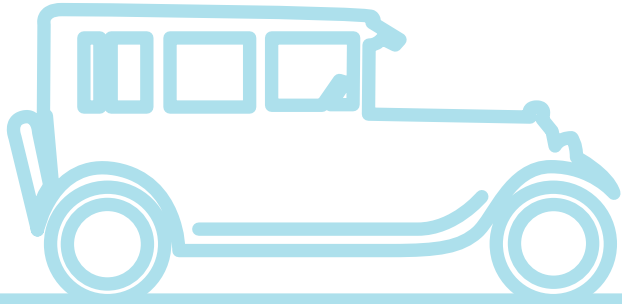


NEW CITROËN C1







1924

Citroën creates the B10 and the world's first all-steel bodied car is born.

1949

Twenty five years later, the iconic 2CV is launched and stays in production for over 5 decades!



A HISTORY...



1989

The prestigious, XM makes its debut, showcasing Citroën's advanced Hydractive computer controlled selflevelling suspension.

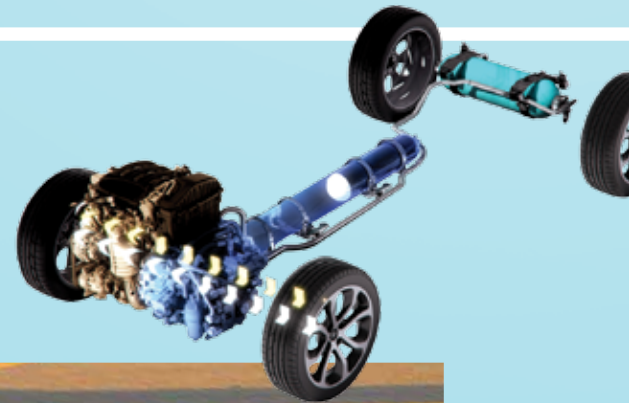


2008

The C4 WRC proves to be an all-conquering World Rally Champion. Citroën takes the Manufacturers' Title in 2008, 2009 and 2010.

2010

The innovations keep coming – quietly – with Citroën Survolt concept. A thrilling, clean, whisper quiet electric car.



2013

Never content to rest on our laurels, the innovative Citroën C3 Hybrid Air is unveiled at the Geneva Motor Show.

...OF INNOVATION

NOW



YOU & YOUR C1

Here and now, New Citroën C1 is the advanced, stylish city car that's big on personality and ready for everything. It takes its inspiration from you.



CITROËN C1



The background is a light blue gradient. It features several white-outlined clouds of various shapes and sizes. Three stylized birds, drawn with simple red curved lines, are flying across the upper right portion of the image. The text 'SETTING YOU FREE' is centered in a white, tall, thin, sans-serif font.

SETTING YOU FREE

Few things in life are more personal than style and New Citroën C1 knows how to bring style to life. It's not just about curves, proportion and balance either, but about choice and freedom of expression. Once you've felt the fresh air on your face from within the open top Airscape version, you'll know what we mean.



VERY YOU. INSIDE AND OUT.

Style is more than skin deep with New Citroën C1, so it can put a smile on your face whether you're glancing at it parked on the street, or cruising comfortably, kilometers from home. There's a strong sense of character, which starts with those smart two-part headlights and flows back to the rear square 3D effect lights. Inside you'll always feel welcome and inspired, because the ambience is bright, airy and colourful. Everyone loves the idea of style with substance. Here it is for real.



Naturally, a personal take on style has to fit right into your life, reflecting your taste and needs. And an option for the first time in the small car segment is the brilliant new Airscape with its large electronic sliding fabric roof that invites the outside in at the touch of a button. For maximum head-turning potential there's an irresistible choice of contrasting shades too, for body and roof.

The interior of your car is a home from home, so make sure it says plenty about you. New Citroën C1 invites you to make a statement, with Colour Packs that bring a personal flourish to the Mirror Screen* housing, air vent trims and gear lever surround. Door panels also shine with your chosen body colour.

* Available on Airscape only



REFLECTING
JOY





YOU

Naturally your car should reflect your personality, but now that reflection can be so much more three dimensional and alive. New Citroën C1 embraces your individual technology. All you have to do is reach out and touch...

YOU SHAPED TECHNOLOGY.

New Citroën C1 instantly becomes part of your life because it makes all the right connections. The key is Mirror Screen technology, which you access through a bright 7 inch Touch Drive Interface* in the middle of the dash. Here, all essential media are grouped together, including a reflection of what's on your smartphone**. It's beautifully simple to use.



You live on the move and New Citroën C1 technology reflects that. With everything important right at your fingertips you can plot perfect routes, make and take calls hands-free, fine-tune your playlists from your MP3 player and generally keep organised and relaxed.

Even getting in with armfuls of shopping or squeezing out of that typically tiny city parking space can be a breeze, because New Citroën C1 is always on side with technology such as a reversing camera*.

* Aircscape version only

**Applies to compatible smartphones and apps approved for in-car use.





ON YOUR SIDE

Your car is a companion. At heart it should be dedicated to looking after you, your passengers – and your budget. New Citroën C1 is a cheeky celebration of efficient engineering and reassuringly protective too. It's on side in every sense.





YOU CAN RELAX.

It feels great to drive, safe in the knowledge that you're not wasting resources. New Citroën C1 knows that it's not big or clever to use too much fuel and produce high emissions. It's also very strong and packed with safety features, despite being light on its feet. In fact weight is one of its secret weapons, because thanks to the latest Citroën engineering it only weighs 940kg, with minimal running costs to match.



Nipping around town or cruising on an open road, you'll soon feel the benefits of New Citroën C1's naturally frugal character. Go for the VTi 82 Puretech engine and you can get 4,3 km/l combined, while emitting just 99g CO₂ per km. Special low rolling resistance tyres smooth the way to big savings too.

To get the most from your journey you need to feel safe and ready for the unexpected, and that's where the thought of six airbags, an Electronic Stability Control plus plenty more protective technology will help. Relax and enjoy driving – let us worry about the rest.







MOVING YOU

How your car moves you makes all the difference. New Citroën C1 has the agility and compactness to make you laugh out loud, nipping around the stresses and strains of any drive. It's got all the moves.



YOU GET AGILITY, PLUS SCALE.

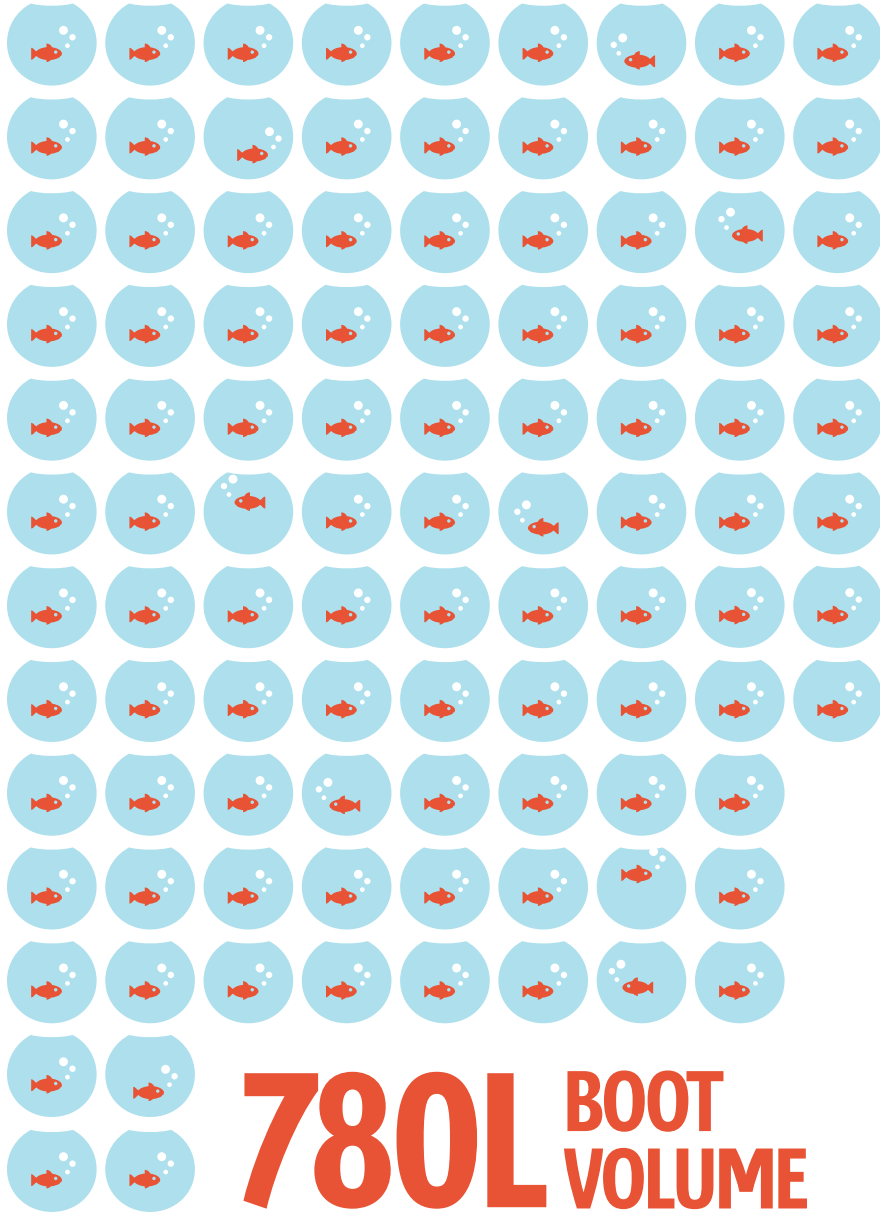
Being compact, light and agile means that you can change direction in the blink of an eye and make use of gaps that are closed to other cars. Just ask New Citroën C1. It's only 3.47m long with a turning circle radius of 10m so tight city streets and winding country roads suddenly look a whole lot more fun. But compact never means cramped. Load an epic shop into the boot and you'll discover that it's really roomy and the back seats fold flat too, for up to 780 litres of inner space!

[3.47m]



Agility sets you free and makes driving a tactile pleasure, whether you're pulling off an inch-perfect urban manoeuvre or cruising a much-loved lane. Minimal size and weight certainly help, but so do precise, light electric power steering and ultra-comfy suspension.

You can go where you please with real poise, knowing that New Citroën C1's technology and natural assets are keeping you perfectly in control – whatever the road decides to do. The Hill Start Assist function even holds the brakes on for a short time as you pull away on an incline, for a totally unruffled take-off.



A close-up photograph of a woman's eye, which is light blue with a dark pupil. Her hair is a vibrant, bright red. The background features abstract shapes: a large light blue shape in the top left, a white shape in the top right, and a horizontal orange band across the middle. The text "IT STARTS WITH YOU" is overlaid on the orange band in a white, thin, sans-serif font.

IT STARTS WITH YOU





FEEL. TRUST YOUR INSTINCTS.

Sensory pleasure goes to the next level with New Citroën C1 Feel, whether you're fine-tuning the interior temperature or controlling your connectivity with fingertip ease. Choose the New Citroën C1 Airscape version for an entirely new feeling.



Albums

16:41

- ORCHESTRAL,MOVIE,FILM,NEW A
Laurent DURY | 1 track
- POP,GUITARS,FREEDOM,PIANO,OPTIMIS
Pierre ARRACHART / Laurent COLOMBANI | 1 track
- SCORE020 SERIOUSLY MINIMAL 1
<unknown> | 1 track

Navigation bar with icons: Music, Phone, APP, Home, Menu, Back



OVER TO YOU

Here's where New Citroën C1 really comes to life. Take a good look through our separate leaflet and you can start to choose the version, technology, materials, colours and details that will make it truly yours.

Now get in touch with your local Authorised Citroën Dealer to arrange the best bit of all: your test drive.

To find out more go to www.citroen.co.za



www.citroen.co.za

NOTE: Every endeavour has been made to ensure that the information and details contained in this brochure were accurate at the time of going to press October 2014. However the company reserves the right, whilst preserving the essential characteristics of the models described, to introduce at any time modifications, changes of details, equipment or accessories. Vehicles shown are for illustration purposes only. Please consult the specification sheet for model specific information. Every effort will be made to bring this brochure up to date, but in order to avoid any misunderstandings please consult your Dealer. The Citroën Website contains full information on all Citroën products and offers available in South Africa. The site address is: www.citroen.co.za or you can contact Citroën directly via customer@citroen.co.za

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CRÉATIVE TECHNOLOGIE

