

NEW-LOOK DS 3 LAUNCH

14 April 2015



2015 DS 3 DSPORT BRINGS NEW TECHNOLOGY AND REFINEMENT TO CLASS

- Active City Braking technology a first for DS marque
- All-new 121kW turbo-petrol, Euro 6, 1.6 litre engine
- New LED and Xenon headlights
- Fresh roof colour added for increased ability to give each DS a personal touch
- 6 year warranty, 6 year capped price servicing and 6 year roadside assist included

Citroen Australia has today unveiled a comprehensive update of the DS marque for 2015, across both DS 3 and DS 3 Cabrio.

New technology and aesthetic updates will cement the DS's position as the style leader for the compact hatch class in Australia.

DS 3 and DS 3 Cabrio will be available in one highly specified DSport variant, which will boast Active City Brake automated braking technology for the first time in the DS marque's history.

Other additions include new LED and Xenon lights (DS LED Vision), a reversing camera, and all-new e-THP 160 turbocharged petrol engine.

Boasting an increase to 121kW and 240Nm along with stop-start technology, the new e-THP 160 1.6-litre engine makes more power than the outgoing motor while using less fuel and also being Euro 6 emissions-compliant.

These updates have been coupled to aesthetic changes making DS 3 the perfect car for the high-achiever looking to escape the everyday grind.

DS 3 buyers will be able to stand out from the pack even further thanks to seven new roof decals and a new optional roof colour called Vert Emeraude (Emerald Green).

In total, there are 29 individual colour combinations for the hatch, 21 for the cabriolet and when paired with the new roof decals the DS 3 offers in the order of 200 individual options.

The range will also receive new 17-inch 'Aphrodite' black alloy wheels for a sportier look.

National Marketing Manager for Citroen Australia, Dimitri Andreatidis, said the updates to DS 3 and DS 3 Cabrio improves the flexibility and individuality of the award-winning supermini,

"The 2015 model DS 3 DSport continues Citroen's proud history of building vehicles that lead the market in style, versatility and technology, stretching back almost 100 years," said Andreatidis.

"With a new, more efficient engine and key new safety technologies, along with an expanded ability to personalise each DS 3, significant appeal has been added to DS 3 DSport's already impressive resume,"

"In short, the new-look DS 3 comes to market with absolutely everything standard – because this is what customers are telling us they want from their DS," said Andreatidis.

All DS 3 models will feature Citroen's 6 year warranty, capped price servicing and roadside assist program as standard.

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NEW LOOK DS 3 BRINGS NEW MODEL LINE-UP

New-look DS 3 brings with it two highly specified models in the form of the DS 3 DSport hatch and cabriolet.

Both models benefit from an enhanced drivetrain and significant additions to the DS 3's standard array of driver and safety equipment.

As standard, both models will now feature:

- More powerful and efficient, turbo-petrol drivetrain with stop start
- LED and Xenon headlights with sequential indicators
- Active City Brake
- Rear view camera with static guide lines
- Rear parking sensors
- Tyre pressure monitors
- New 17" 'Aphrodite' alloy wheels
- Automatic headlamps and wipers
- Electrically Heated and folding door mirrors
- Electro chromatic rear view mirror
- Centre armrest with storage
- Cup holder

Combined the increased specification equates to more than \$5,550, with DS 3 hatch variants carrying an RRP of \$33,990 and cabriolet \$36,590.

Citroen Australia National Sales Manager Shaun Mackle said the new DS 3 line has been tailored to Australian customers.

"Traditionally, DS 3 customers purchase vehicles with every option ticked, so the new line-up better reflects the desires of Australian DS 3 customers," said Mackle

"Style, safety and efficiency are the top priorities for DS 3 owners and we believe the significantly enhanced standard equipment on DS 3 will make it more attractive to customers looking for a fun, fashionable and frugal vehicle." Said Mackle.

As part of the revised line-up availability of the, 88kW, DS 3 DStyle, four-speed automatic has been suspended until a new automatic becomes available.

Model	RRP	Change	Additional incl value
DS 3 DSport hatch	\$33,990	+\$4,250	+\$5,550
DS 3 DSport cabrio	\$36,590	+\$3,600	+\$5,550

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DS 3 DSPORT GIVES YOU THE FREEDOM TO EXPRESS YOUR OWN STYLE

DS 3 DSport is an assertive vehicle with radical good looks but it is also a multitude of vehicles in one compact body. Each person can personalise their DS 3's exterior in their own style thanks to customisation components, including the roof, body, side mirror housings and wheels.

In total, there are 29 individual colour combinations for the hatch, 21 for the cabriolet and when paired with the new roof decals the DS 3 offers in the order of 200 individual options.

Inside, owners can customise their DS 3 with gear knobs and a host of other interior equipment across a wide range of colours, fabrics, materials and themes reflecting different trends and lifestyles.

Customers can personalise their DS 3 DSport thanks to a range of optional styling components, including roof decals with matching floor mats and another 3 new roof decal designs.

The new roof decal kits allow style-driven DS 3 buyers to ensure no two cars are ever quite the same thanks to the wide range of colours available for each decal design. The seven themes are:

- Plane
- Squares
- Co-design
- Perle (or polka dot)
- Graphic art
- Zebra theme
- Tribal

For DS 3 buyers wanting a more subtle way to stand out from the crowd the 2015 update introduces a new optional roof colour, Vert Emeraude (Emerald Green). The luxurious hue is available for DS 3, as well as an option on the DS 3 Cabrio's folding roof.

With sculptural styling and striking lines, the DS 3 DSport exudes enormous appeal. It is a distinctive vehicle with strong personality and continues Citroen's proud history of striking design combined with cutting edge engineering.

In a world-first DS 3 features headlights combining LED and Xenon technologies with sequential indicators – called DS LED Vision.

Taking inspiration from Citroen's stunning Numéro 9 and Wild Rubis concept cars, the new headlights feature three independent LED modules styled to resemble diamonds in their setting.

New 17-inch Aphrodite black alloy wheels fill the wheel arches with athletic style.

The forward-reaching turbopan pattern hints at the DS 3's chassis, excellent handling dynamics and open-road prowess.

Key design elements, including the floating roof and shark fin, give the DS 3 a unique profile, while DS 3's clever design also makes for a modular car that adapts to most situations.

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DS 3 DSPORT IS THE ULTIMATE STYLISH AND PRACTICAL CHOICE

Intelligent architecture is the key to DS 3 DSport maximising its exterior dimensions.

It is one of the most compact models in the segment at a scant 3.95m long and 1.99m wide (including mirrors). Standing 1.48m tall it presents the squat, athletic and dynamic feel of a cat, backed up by its tight 10.4m turning circle.

However, DS 3 also astounds with spaciousness unheard of in the segment. Thanks to tireless work on its architecture and interior design, DS 3 DSport is the first truly versatile supermini and feels more like a coupe than a small hatchback.

The dashboard has been set high to increase leg room, with slim-back seats and wagon-style rear seat design used to free up room in the back. This work gifts the DS 3 DSport five seats, extensive stowage space and a cavernous boot area with the 60:40 split-fold rear bench.

Boot dimensions are best-in-class at 285 litres volume, which can be modularised thanks to the 60:40 split-fold rear bench seat; able to be operated with one hand in a single movement. Stowage compartments in the cabin are also numerous.

The premium atmosphere on-board DS 3 is enhanced by luxury materials used throughout. Each piece is both good looking and pleasing to touch, with thermo-coated components such as the top of the dashboard finished in an organic, soft grain that contrasts with the smooth, lacquered effect of the dashboard strip.

The upholstery is equally prestigious, with finely overstitched leather available in three colours rounding out a range of refined, contemporary fabrics. Some components are highlighted with generous chrome trim, including the DS badge on the steering wheel and button surrounds.

Satin-finished chrome work combines the brilliance and richness of the material with the purity and elegance of the colour. These features embody a certain idea of French-style luxury.

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STYLE LEADER IS ALSO AHEAD OF THE PACK FOR ON-BOARD TECHNOLOGY

The 2015 model update includes more segment-leading additions that improve the ownership experience in almost every facet, from safety, to driving performance, ease of use, efficiency and fuel economy.

DS 3 and DS 3 Cabrio are the first models in the PSA group to be equipped with Active City Brake technology, a potentially life-saving technology and new addition to the compact hatch market.

Active at speeds under 31km/h, the automated braking system helps avoid low-speed city collisions thanks to a short-range laser sensor mounted behind the rear-vision mirror mount.

This 10m Lidar unit detects vehicles in front of the car and, if that vehicle is sensed to have slowed or stopped too quickly, Active City Brake automatically applies the DSport's brakes.

To best avoid or reduce the impact of the collision Active City Brake operates on two levels: Crash Avoidance (between 0 and 27km/h) and Crash Mitigation (between 28 and 30km/h), switching off at speeds of 31km/h and above.

DS 3 and DS 3 Cabrio now also feature eyes in the back of their heads thanks to a rear-view camera and parking sensors, fresh for the 2015 update.

These upgrades not only make the DSport safer to use, they improve the ease of every day manoeuvring. The colour rear-vision camera displays live feedback with static guidelines on the 7-inch eMyWay satellite navigation screen in the centre console.

Xenon-LED headlights are a significant world-first on DS 3. The ground-breaking headlights feature three independent LED modules styled to resemble diamonds and draw inspiration from Citroen's Numéro 9 and Wild Rubis concept cars.

A Xenon module is used to create a powerful, wide, uniform beam. This offers greater visibility in both low and high beam positions, with exceptional lighting quality that is also restful on the eye.

A side bonus is their exceptionally long life, with a standard life time of over 20,000 hours for the 43 LEDs in each light. This is 20-times longer than halogen lights, with 35% (low-beam) and 75% (high-beam) lower energy consumption also providing significant benefits to DS 3 owners.

The 2015 update to DS 3 DSport also includes the addition of Stop-Start technology to the new e-THP 160 turbocharged 1.6-litre four-cylinder engine. Efficiency is found through several improvements in technology in the petrol motor.

Producing 6kW more than the previous generation THP 155, the new 1.6L motor from the award-winning family of engines also reduces fuel consumption on the combined cycle to just 5.6-litres per-100km, with CO₂ emissions falling to 129g/km from 139g/km.

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DSport DRIVING ENJOYMENT BOOSTED BY WEIGHT SAVINGS AND NEW ENGINE

The 2015 DS 3 DSport features a new turbocharged petrol 1.6-litre four-cylinder engine that provides more driving enjoyment while simultaneously improving engine efficiency.

Producing 121kW and 240Nm this new generation motor from the award-winning engine family replaces the previous 115kW THP 155 engine. The new motor is Euro 6 emissions compliant and allows the DS 3 DSport to sprint to 100km/h in 7.5 seconds.

Environmentally responsibility was a key requirement for the 2015 model update so the new 1.6-litre turbo petrol engine emits just 129g/km of CO₂ and sips 5.6L/km of fuel on the combined cycle. This is assisted through the use of Stop-Start technology minimising wasted emissions in urban traffic, another first for DS 3 models.

The new, 121kW engine will be mated to the existing six-speed manual transmission.

Citroën engineers paid close attention to ensuring DS 3 DSport has excellent on-road performance, with a responsive and pleasurable driving experience.

Feedback is fed to the driver through the 363mm steering wheel, connected to a finely calibrated power assisted steering rack with MacPherson-type suspension at the front and a flexible traverse beam at the rear.

Spring and damper rates have been calibrated to offer excellent handling and response, while also providing smooth ride over broken or undulating surfaces. Bi-density shims have also been included on the rear axle to filter out road disturbances, while also ensuring excellent torsional stability.

To further improve performance and reduce environmental impact, designers minimised weight at every possible opportunity. Engineers conducted a part-by-part analysis of the DS 3 DSport to enhance the technical qualities of each component, saving 7kg from the rear suspension alone over the previous generation.

Such thorough measures mean the DSport boasts a light kerb weight of just 1140kg, making for excellent handling, increased fuel economy, improved handling and lower running costs.

The efficiency of the DS 3 and DS 3 Cabrio isn't just a by-product of its low kerb weight and advanced engine technology. With a super-sleek aerodynamic drag coefficient of 0.31Cd the DS 3 is easier to handle and more responsive at speed.

DS 3 DSport boasts a comprehensive suite of braking hardware, including Electronic Stability Program (ESP), ABS, Electronic Brake-force Distribution (EBD) and Emergency Brake Assist (EBA).

This active safety equipment assists drivers in dangerous situations, including instances where grip is lost. Passive safety on DS 3 is also top-level, with six airbags, three-point seat belts and automatic door unlocking in case of a collision.

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DS 3 POWERED BY AWARD WINNING, EFFICIENT POWERPLANT

When the 2015 model DS 3 DSport received the new 121kW 1.6-litre turbocharged petrol four-cylinder it joined a class of cars powered by one of the most lauded engines in its segment.

PSA's THP engine family has won the 1.4-1.8-litre class at the International Engine of the Year Awards for eight consecutive years.

DS 3 DSport features the newest model from this family, the e-THP 160, the result of the Prince Engine developed in partnership with BMW.

Now boasting Euro 6 emissions compliance and stop-start technology for the first time in DS3 DSport, emissions output is cut from 139g/km to 129g/km, with the combined fuel economy at 5.6L/100km down from 6.0L/100km in the previous generation.

This improvement in emissions output and efficiency is achieved thanks to direct fuel-injection, variable valve timing, a volume flow-controlled oil pump and an on-demand water pump.

A new twin-scroll turbocharger design increases performance by improving low-RPM response, with fuel pressure increased to 200bar as a way of improving combustion, significantly reducing tailpipe emissions.

The increase in pressure, along with a revised angle for the injector pintle, dual-injection and a high-pressure start also significantly reduces particulate emissions.

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SPECIFICATIONS

Citroen DS 3 DSport					
Model	DS 3	DS 3 Cabrio	Model	DS 3	DS 3 Cabrio
Engine	e-THP 160		Steering		
Capacity	1598cc		Type	Power assisted rack	
Engine Type			Turns lock-to-lock	3.1	
Type	Turbocharged, all-alloy, in-line four-cylinder with direct injection		Turning diameter (m)	10.4	
Fuel	95 RON Premium Unleaded or		Wheels/Tyres		
Bore x Stroke (mm)	77 x 85.8		Wheels	17-inch	
Compression ratio	10.5:1		Tyres	205/45 R17	
Max power	121kW @ 6000rpm		Body dimensions		
Max torque	240Nm @ 1400rpm		Overall length (mm)	3948	
Transmission			Overall width (mm)	1994	
Type	Six-speed manual		Overall height (mm)	1483	
Gear ratios			Wheelbase (mm)	2464	
1 st	3.54		Front track (mm)	1468	
2 nd	1.92		Rear track (mm)	1471	
3 rd	1.28		Cd	0.31	
4 th	0.91		Weight/loads		
5 th	0.67		Kerb weigh (kg)	1140 (Cabrio 1165)	
6 th	0.56		Capacities		
Reverse	3.31		Fuel tank (L)	48	
Suspension			Seating	5	
Front	Psuedo Macpherson strut		Boot space (L)	980 (seats folded) 285 (seats up)	
Rear	Deformable beam		Towing	900kg	
Driven wheels	FWD		Performance		
			Max speed km/h	218 (Cabrio 217)	
Brakes			0-100km/h	7.5 seconds	
Front	283 x 26mm ventilated discs		Fuel consumption (L/100km)		
Rear	249 x 13mm solid		Combined	5.6	
Additional features			Urban	7.1	
Active City Brake			Extra Urban	4.6	
Electronic Brake-force Distribution			CO2 Combined	129g/km	
ABS			*Fuel consumption will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle. Figures quoted for 17" tyre package.		
Active Traction Control					
Electronically Controlled Brake system					

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