



DS AUTOMOBILES

— NEW DS 5 —

MEDIA KIT

OCTOBER 2015





DS 5 PRESS LAUNCH – OCTOBER 2015

EMBARGO: THURSDAY OCTOBER 29, 11:59PM

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NEW-LOOK DS 5 DEBUTS IN AUSTRALIA

- New exterior styling for DS flagship
- Revised interior with upgraded on-board technology, design and comfort
- Greater, 133kW, power from new, Euro-6 diesel drivetrain
- Revised suspension for greater comfort and composure
- Limited edition celebrates 60 years of an icon

NEW-LOOK DS 5 LAUNCHES IN AUSTRALIA

The new-look DS 5 is the first of a new era of vehicles from PSA, bringing together avant-garde design, allying dynamic behaviour, refinement and attention to detail, paired with innovative technologies.

The new-look DS 5 is the first of a six model range to be launched under the new DS Automobile marque, all of which will be identified by a new frontal styling signature that draws inspiration from the original DS of 1955.

Alongside new features such as the sculpted, vertical grille with the DS monogram in the centre, the DS LED Vision headlamps, touch drive interface and a new, efficient, more powerful Euro 6 diesel drivetrain while maintaining the qualities for which it is renowned, including bodylines defying conventional definition, an exceptional exterior and interior design with refinement visible in every detail, and a 'cockpit' driving position.

"The New DS 5 is more than just a new car. It is the car introducing our brand identity. Sixty years on from the original DS, the new DS 5 carries all the genes of DS. Above all, it is a clear statement of our ambition: to revive the tradition of French premium vehicles." Yves Bonnefont, CEO of DS



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NEW-LOOK, NEW DRIVETRAIN, NEW PRICING AND LIMITED EDITIONS

As part of the substantial changes borne to DS 5, Australia-bound vehicles will be specified as standard with many items previously unavailable or available only as an option.

The new DS 5 D Sport will carry a recommended retail price of \$56,990. Over the outgoing diesel this vehicle gains:

- the more powerful and efficient BlueHDi diesel drivetrain
- new 7" touchscreen, including reverse camera
- Digital DAB+ radio
- LED vision headlamps including daytime running lamps and indicators
- LED fog lamps
- Blind spot monitoring
- 18 inch twist alloys (in lieu of 17-inch alloys)

The new, standard specification equates to over \$6000 in additional onboard and drivetrain technology and outweighs any price rise across the vehicle.

The new, single variant also better reflects the specification of DS 5 vehicles sold over the past two years, with close to 90% of all models sold being diesel.

Building on this highly specified single variant will be a limited run 60th Anniversary edition – just 30 of these vehicles will be available for the same price as the standard vehicle.

Over the standard vehicle, the anniversary edition adds over \$7,700 worth of specification for just \$3,000 more (RRP of \$59,990) and includes:

- Watchstrap leather
- Denon HiFi System
- DS metal trim
- DS roof sticker
- DS mirror caps (except on white cars)



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- And 19" Cairns alloy wheels in a unique gold colour
- Premium paint

All DS vehicles carry a 6 year, unlimited kilometre warranty, 6 years capped price servicing and 6 years roadside assist.

Complementing the expansive standard specification of the DS 5 D Sport will be an array of optional equipment including:

- Watchstrap leather: \$2700
- Denon Hi-Fi: \$800
- Premium Paint: \$800
- Pearlescent Paint: \$1000
- 19" Cairns Alloy Wheels: \$2000



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DS 5 RANGE AT A GLANCE

As standard, all DS 5 models feature:

- BlueHDi 180 S&S EAT6 turbo-diesel drivetrain
- DS LED Vision - Directional bi-xenon headlamps, LED DRL & LED scrolling Indicators
- LED front fog lights with static cornering function
- Blind Spot Monitoring
- 18" "Twist" black alloy wheels with inflation kit
- 7" Touchscreen with MirrorLink & DAB+ Radio
- Cuir Claudia Mistral (Black Leather) Trim
- 6-speed automatic transmission
- Anti-theft alarm
- Leather steering wheel with chrome insert
- Analog timepiece
- Electronic handbrake
- Cruise control with speed limiter and memory settings
- Radio with CD & MP3, Connecting box + Bluetooth (USB & Aux)
- Security pack (Six airbags and seatbelt warning light)
- Aluminium pedals and foot rest
- Floor mats
- Front and rear parking sensors
- Interior LED mood lighting
- Illuminated vanity mirrors
- Electrically adjustable, folding and heated door mirrors
- Auto pack (dual zone automatic digital air conditioning, rain-sensitive wipers, auto illumination of headlamps, electrochrome rear view mirror)
- Colour heads up display
- eMyWay sat nav with reversing camera and guide lines
- Heated front seats with electric lumbar adjustment and massage function
- Keyless entry and push button start
- Cockpit roof with toggle switches and 3-part glass roof with individual electric sunblinds

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A NEW FRONT FACE FOR A NEW BRAND

The most noticeable change for the new-look DS 5 is a redesigned front end, with a new, vertical grille proudly bearing the DS Wings – an emblem of the DS brand and a nod to the original DS.

Underlining the assertive looks of the front end, the hexagonal DS Wings grille gains a sculpted graphic design that is truly unique. A chrome surround further enhances the elegant looks of the grille, which is extended by two wings of light inside the headlamps.

Like the DS 3 and DS 3 Cabrio, the New DS 5 features the brand's new light signature with headlamps combining LED and Xenon technologies with sequential indicators.

Designed to resemble stones in their setting, these headlamps are key features in the identity of the front face. Meeting high standards in lighting quality, they also – and above all – Illustrate the refinement and attention to detail of DS!

"Referred to as a concept car on wheels, the DS 5 is a unique creation with expressive, hypnotic styling," said Thierry Metroz, Head of DS Styling

"For the new-look DS 5, we wanted to maintain the strong points that are a key part of its identity while giving further emphasis to DS styling cues. The most symbolic example of course is the front end"



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'AVANT GARDE' DESIGN

The new front face of DS 5, grille, headlamps and side air vents, goes hand-in-hand with the vehicle's avant-garde styling. Whether viewed from the front, side or rear, the new DS 5 is immediately recognisable.

Viewed from the side, the key exterior styling feature, attracting all eyes, is the slender chrome sabre running from the tip of the headlamp to the front window.

The rear view further underlines the status of the new DS 5 with its wide tracks and twin tailpipe integrated with the rear bumper. The rear view is further enhanced by a signature comprising six light guides.

A cockpit style driving position

The interior of the new DS 5 brings to mind the world of aerospace design. The most symbolic feature is the cockpit roof. With its three light wells, the roof creates a unique ambience tailored to individual requirements, by day and by night. The driving position was designed around the driver. The main controls are grouped on two central consoles, one low and one overhead, with specially designed buttons, dials and toggle switches, inspired by the aerospace industry.

A touch drive interface for a simplified ergonomic design

The new DS 5 continues the high-tech driving experience with a colour touch drive interface.

This new system provides easy access to all in-car functions from navigation to music. It also simplifies the interior layout: for example, with 12 fewer buttons on the central console.

A wealth of equipment combining safety and comfort



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At the same time, the new DS 5 features a range of advanced equipment, most of which is available from the first level of trim.

For example, the blind spot monitoring system joins a range of existing equipment already including a lane departure warning function, automatic highbeam control, swivel lights that work with the static cornering lighting to optimise visibility, hill-start assist, stability control, intelligent traction control, a reversing camera and a head-up display. It is therefore available with no fewer than ten safety systems.

The new DS 5 also sets high standards in comfort with electric memory massage seats, keyless access and start-up including from the rear doors, heated exterior door mirrors, an electrochromic interior mirror, ambient lighting, automatic interior lighting, dual-zone automatic air conditioning and a DS Premium HiFi system.

The New DS 5 thereby meets the highest standards in safety and comfort for both driver and passengers.



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ALL-NEW DRIVETRAIN FOR DS 5

New DS 5 will be offered solely with one of PSA's latest BlueHDi diesel engine complying with Euro 6 regulations.

The BlueHDi 180 engine delivers exceptional driveability with output of 133 kW and maximum torque of 400 Nm at 2000 rpm.

The addition of a variable-geometry turbocharger along with higher supercharging pressure and combustion pressure boosts the power of the DS 5 BlueHDi 180 by 20 bhp compared with the previous generation.

The move to a diesel only line-up has been driven by the market with over 90% of all DS 5 sold in Australia specified with diesel engines in the past.

Further, this new engine is equipped with balance shafts to deliver the acoustic and vibration comfort expected at this level of the range.

As a result: the DS5 BlueHDi S&S 180 6-speed automatic combines performance, on a par with the best in its class for CO₂ emissions and fuel consumption (118g/km of CO₂, an improvement of 40g compared with the HDi 160, and 4.5L/100 km) - with real driveability (400 Nm of torque).

In short over the HDi 160 diesel drivetrain it replaces the BlueHDi develops:

- 13kW more power
- 60Nm more torque
- Accelerates to 100km/h a second quicker
- Fuel consumptions falls by 1.6L per 100km to 4.5L per 100km
- While emissions fall to 118grams per kilometre – from 158g for the HDi 160

All of this improvement can be traced back to PSAs leading BlueHDi diesel drivetrain with stop start technology.

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REFINEMENT AND ATTENTION TO DETAIL, KEY VALUES OF DS

The watchwords for DS are refinement and attention to detail, with considerable attention spent on both the inside and outside of the vehicle.

Examples of this can be seen in the DS logo on the headlamps, aluminium for the door crossbars, metal for the gear knob and the finest of leather throughout the cabin.

These authentic materials are showcased in a unique and exclusive way, as illustrated by the 'watch strap' design of the leather seats.

New DS 5 is one of the few cars to offer a choice of three types of leather, including full grain nappa leather and semi-aniline leather, one of the world's finest types of leather, rarely used in the automotive industry.

One DS 5 in every five sold features watch strap upholstery in semi-aniline leather.

A new personalised interior ambience is now available with "watch strap" upholstery in two-tone black and sapphire blue, along with a new DS monogrammed trim on the doors and central console.

Further, a new body colour will be available from launch, Encre Blue, a subtle shade that further underlines the vehicle's identity and elegant looks.

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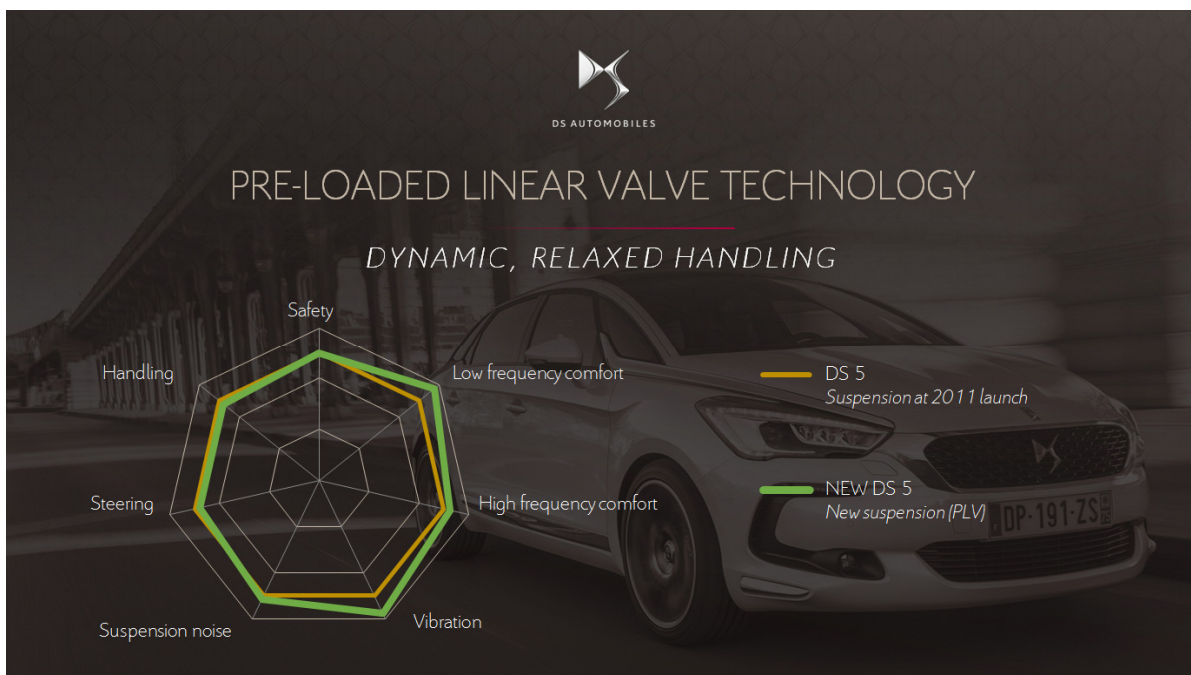
DYNAMIC, RELAXED HANDLING

Another key element of DS 5's focus on dynamic hyper-comfort is the involving and responsive drive provided by revised suspension technology.

Significant work has been done to improve all-round comfort with the adoption of preloaded linear valve suspension technology.

This technology limits sudden changes in damping force, in order to produce a more linear damping curve. At the same time, the compression stroke is longer.

This allows DS 5 to better absorb bumps and dips in the road, while vibration comfort is also significantly improved by the reduction in impact noise – delivering a dynamic but relaxed drive.





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THE DS BRAND

A French brand born in Paris, DS was officially founded on 1 June, 2014.

Its ambition is to achieve a real upmarket comeback for the French automotive industry. Drawing on the very best of French know-how, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955.

Designed for customers looking for a means to express themselves as individuals, the DS range now comprises five models: DS 3, DS 3 Cabrio, DS 4, DS 5, 5LS and DS6* (sold in China only).

DS confirmed its worldwide success in 2013 with sales of 120,000 units, bringing the total number of cars sold since launch to more than 500,000. www.driveDS.com



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STANDARD INTERIOR TRIM

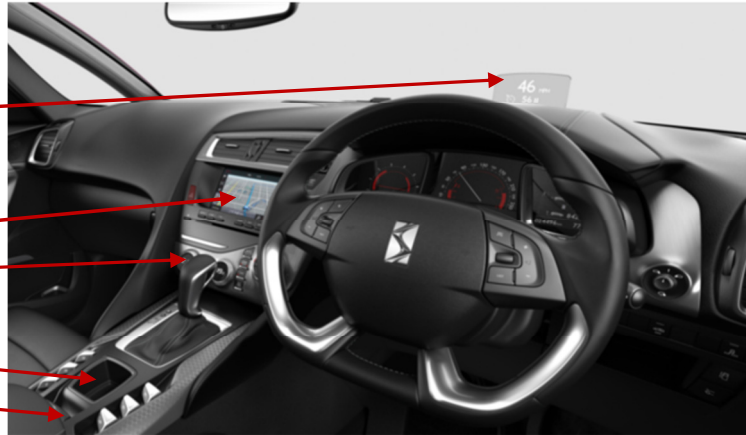
Colour Head-up Display

Touchscreen with eMyWay Sat Nav

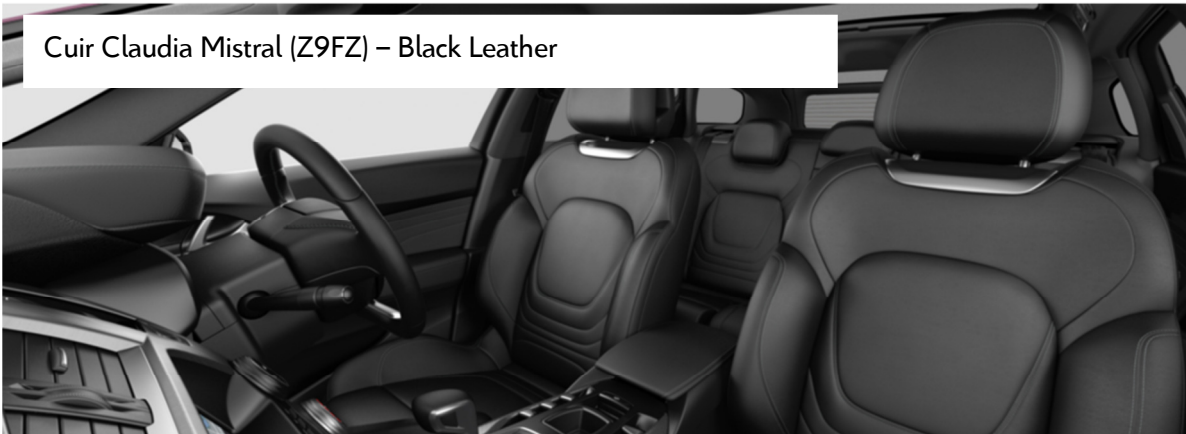
Dual Zone Climate Control

Coin Tray

Electric Parking Brake



Cuir Claudia Mistral (Z9FZ) – Black Leather



OPTIONAL TRIMS

Please check the latest price list issued by Citroën Automobiles Australia for option prices.

Cuir Semi Aniline Rouge (07FJ) – Red “Watchstrap” Leather





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Cuir Semi Aniline Fauve (07FE) – Habana Brown “Watchstrap”



Cuir Nappa Bitone Deep Bleu Saphir & Noir (4HFL) – Red & Black



Cuir Club Bitone Blanc & Noir (Z2FW) – White & Black “Watchstrap” Leather



Cuir Nappa Noir (4HFV) – Black “Watchstrap” Leather





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OPTIONS

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Denon Hi-Fi System (UN01)

- Denon Digital Amplifier
- 10 Speakers
- Subwoofer in the boot



19" Cairns Alloy Wheels (ZH67)





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COLOUR RANGE



Gris Hurricane (9GP0) – Solid Paint



Noir Perla Nera (9VM0) – Premium Paint



Gris Shark (9PM0) – Premium Paint



Bleu Encre (KUM0) – Premium Paint



Gris Aluminium (ZRM0) – Premium Paint



Vapor Grey (VGM0) – Premium Paint



Whisper (RUM0) – Premium Paint



Blanc Nacre (N9M6) – Premium Pearlescent Paint



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TECHNICAL SPECIFICATIONS

| ENGINE/TRANSMISSION | | 133KW BLUEHDI |
|---------------------|--|---------------------------------------|
| CAPACITY (CC) | | 1997 |
| CYLINDERS | | 4-IN-LINE |
| POWER (KW/RPM) | | 133/3750 |
| TORQUE (NM/RPM) | | 400/2000 |
| EURO STATUS | | EURO 6 |
| FUEL SYSTEM | | HIGH PRESSURE DIRECT DIESEL INJECTION |
| TRANSMISSION | | 6 SPEED AUTOMATIC |

| PERFORMANCE | |
|----------------------|-----|
| MAX SPEED (KM/H) | 220 |
| 0-100 KM/H (SEC) | 9.2 |
| ECONOMY (LTR/100KM) | |
| -URBAN CYCLE | 5.2 |
| -EXTRA URBAN | 4.0 |
| -COMBINED | 4.4 |
| CO2 EMISSIONS (G/KM) | 116 |

| WEIGHTS (KG) | |
|----------------------|------|
| KERB WEIGHT | 1540 |
| GROSS VEHICLE WEIGHT | 2125 |
| MAX TOWING -BRAKED | 1200 |
| -UNBRAKED | 750 |
| BOOT VOLUME (LITRES) | 465 |

| BRAKES/STEERING | |
|---------------------|----------------------------------------------------------------------|
| ELECTRONIC AIDS | ABS + EBD + EBA + ESP + ASR + HSA + TC |
| BRAKES (FRONT/REAR) | VENTILATED DISCS/DISCS |
| URNS LOCK TO LOCK | 2.9 |
| TURNING CIRCLE (M) | 11.2 |
| SUSPENSION | PSUEDO MACPHERSON STRUT FRONT WITH INDEPENDENT TRAILING ARMS REAR |





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DIMENSIONS

