



ALL-NEW CITROËN C3 PRESSKIT

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CITROEN UNVEILS ALL-NEW C3 HATCH

- All-new C3 unveiled with fresh take on compact hatch styling
- Airbump technology protects lower doors from bumps and scratches in urban environments
- Customisation is key with 33 exterior colour combinations
- Three interior moods with wide, comfortable seating and spacious cabin
- Optional 'ConnectedCAM®' becomes first factory-fitted 'dash cam' and can upload content to social media
- C3 powered by award-winning PureTech petrol engine paired to Aisin six-speed auto

Citroen's all-new C3 will burst into Australian showrooms bringing with it two segment-first safety features, myriad customisation and colour combinations, Citroen's unique Airbump technology and an available ConnectedCAM® that links the journey to the Cloud.

Inside and out, the new C3 has been designed and engineered using Citroen's Advanced Comfort program to deliver a vehicle that promotes comfort, well-being and enjoyment.

Standard segment-first safety features on all-new C3 include Traffic Sign Speed Recognition and Recommendation and Lane Departure Warning.

Wide, comfortable seats, easy-to-use technology and a comfortable drive are all-new C3's hallmarks.

A choice of 33 exterior colour combinations punctuates the comfort and technology focus with customers able to choose from nine body and three roof colours.

Linked to this expansive colour palette are coloured highlights applied to door mirrors, fog lamp surrounds, Airbump and rear quarter panels, all matched to the roof colour.

Inside, the personalisation continues with the standard Mica Grey interior able to be optioned with an Urban Red highlights package which adds red seat and dash highlights.

For those looking for a standout interior the Hype Colorado option adds Burnt Orange inserts to the dash, seats and steering wheel hoop.

Comfort and design is backed by segment-first features including Citroen's unique 'Airbump' technology and an available Citroën ConnectedCAM®, an on-board HD camera making all-new

C3 the first vehicle to feature a factory-fitted 'dash-cam' that also lets drivers share their road trip photos and videos directly to the Cloud.

Managing Director for Citroen Australia, Anouk Poelmann, said the all-new C3 cuts through the segment norms, delivering a unique and individual vehicle.

"Citroen has a proud history of delivering practical vehicles with panache and the all-new C3 delivers all the practicality motorists need, with a personality that is distinctly Citroen," Ms Poelmann said.

"Now more than ever, consumers are looking at how they can stand out from the crowd and how their purchase reflects their individuality and personality. The all-new C3 is just the vehicle for them.

"The all-new C3 is not just characterful and fun, it also features useful technology and segment-first safety features that motorists will use and appreciate daily," she added.

The all-new Citroen C3 Shine carries a recommended retail price of \$23,490* and will launch with a \$26,990 driveaway price (including metallic paint) till March 31.

Additionally, all Citroen feature a five-year, unlimited kilometre warranty and five-year roadside assist program.



**Manufacturer's recommended retail prices are provided for media purpose and do not include statutory charges or other on-road costs.*

ALL-NEW C3 PRICING AND SPECIFICATION

The all-new Citroen C3 will be offered in one highly-specified variant, Shine, carrying a recommended retail price of \$23,490* (driveaway offer of \$26,990 till March 31).

As a vehicle with standout design in the segment, the all-new C3 will also bring with it segment-first or class-leading features including standard Lane Departure Warning, Speed Limit Recognition and Recommendation and two-tone paint.

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“The all-new Citroen C3 brings with it a host of innovative and practical features wrapped-up in an attractive, value-laden vehicle,” Ms Poelmann said.

“Citroen has always been a brand that blends the latest in design with intelligent technology and outstanding ride comfort – features this all-new C3 has in abundance,” she added.

Offered in one highly specified variant, the all-new C3 will feature as standard:

- 81kW PureTech turbo-petrol S&S engine with EAT6 6-speed auto
- Safety Pack:
 - Lane Departure Warning System
 - Speed Limit Recognition and Recommendation
 - Driver Attention Alert
- Mirror screen (Apple CarPlay™, Android Auto and MirrorLink®)
- 7-inch capacitive touchscreen
- Front, side and curtain airbags
- 17-inch diamond cut ‘CROSSWAY’ alloy wheels
- Reversing camera
- Rear parking sensors
- Automatic headlights and windscreen wipers
- Climate control
- Airbump®
- Bluetooth™ + USB
- Speed Sign Recognition and Recommendation
- Bi-tone Onyx Black roof (not available with Perla Nera Black)

The Citroen C3 will also feature a number of no-cost options including:

- 17-inch diamond cut 'CROSSWAY BLACK' alloy wheels
- Body-coloured roof
- Bi-tone Opal White roof (not available with Polar White)
- Bi-tone Sport Red roof (not available with Ruby Red)

Further customisation is available via six options including;

- Almond green solid paint: \$290
- Metallic paint: \$590
- Urban Red interior atmosphere: \$150
- Hype Colorado interior atmosphere: \$400
- Citroën ConnectedCAM® \$600
- Panoramic glass roof: \$600



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ALL-NEW C3: FRESH AND OPTIMISTIC

OPTIMISTIC: A slick, smooth outline, graphic signature and cool colours make all-new C3 an undeniable trendsetter. The car's strong personality readily accommodates extensive customisation capabilities and its design takes a global approach to coherence and value enhancement.

There is a choice of three roof colours for the two-tone exterior plus a choice of three roof colours and colour choices for the fog lamp surrounds, wing mirror shells, rear window surround and Airbumps®.

Customers can also choose between four different mood packs for the spacious interior, each addressing three different motoring moods.

HUMAN: The all-new C3 design was guided throughout by the Citroën Advanced Comfort® program, which brings Citroën's time-honoured focus of motoring comfort to the modern compact hatch class.

Comfort has been prioritised at every step of development, starting with the seats and moving to ingenious storage features and generous space allocation.

Beyond the physical, visual comfort has also been an area of focus with a panoramic sunroof that floods the passenger compartment with light. The deliberately designed cocoon effect filters out disturbances from the outside world and offers ergonomic usage with all functions accessible from the 7-inch touchscreen. All-new C3 also features hands-free ignition.

SMART : All-new C3 brings up-to-the-minute technologies starting with the world première implementation of Citroën ConnectedCAM®, a fully-integrated and connected HD camera system that films on-the-road experiences for immediate sharing on the social network or for subsequent viewing (or as evidence in the event of an incident).

Advanced driver assistance systems include 3D navigation with speech recognition, reversing camera and lane departure alert.

"With its unique body style, personalised features and connectivity, the new C3 is a bold, fresh, modern car. It illustrates the ongoing Citroën product offensive!" **Xavier Peugeot, Citroën Brand Product Director**

ALL-NEW CITROEN C3 DESIGN MARCHES TO ITS OWN BEAT

There is nothing like the all-new Citroen C3 on the road today. In fact its offbeat attitude bristles with freshness and energy yet stays true to the friendly and distinctive design that made its predecessor so popular.

The high-standing front end is strong and compelling, giving a powerful impression of robustness with a horizontally balanced outline right through from the waist. A new double-chevron emblem design makes the all-new C3 unmistakably Citroen.

With Citroën's characteristic two-tier front light signature the car seems to look upward, enhancing the impression of bonnet height while the double chrome bar underlining the chevron badge runs right through to the LED daytime running lamps, enhancing the impression of width.

The round headlamps express a strong technological content and the body-coloured bumper both enhances the sense of height and lends a "go-anywhere" spirit. The fog lamps also feature colour surrounds for a touch of sparkle.

Viewed in profile, the all-new C3 has a floating roofline enhanced by black windscreen pillars. The taut roof curves accentuate the dynamic outline.

The horizontal window sills continue the deliberately high bonnet line by producing a steady, stable, reassuring posture. The fluid body surfaces extend downwards over the large diameter wheels in another strong character feature.

At the rear, the generously-proportioned, muscular wings give the car a ready-to-pounce appearance, an impression accentuated by very short overhangs.

The Airbump® panels (air-filled bumps with a scratch-proof surface) are a Citroën signature feature and lend personality and style while protecting the vehicle in much the same way as a bumper.

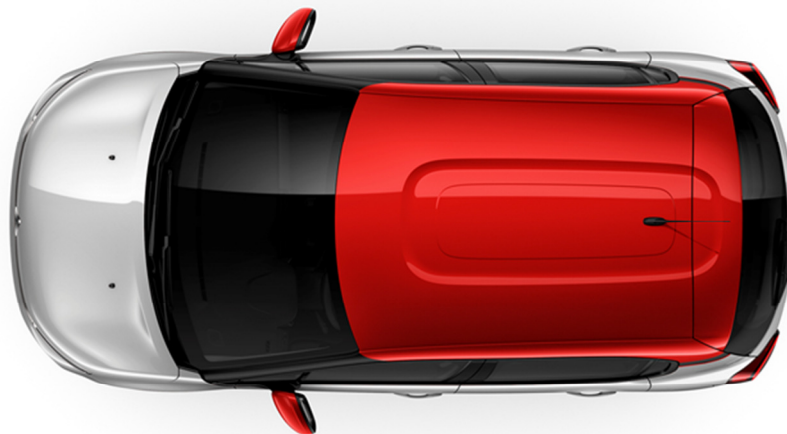
The aliphatic thermoplastic polyurethane material used in the Airbump® panels gives excellent resistance to damage from sunlight, water, aging and scratching.

Each panel comprises six air-filled bumps at the bottom of each door, an especially vulnerable area of the car in the urban environment. The Airbump® panels have a white or red surround trim, depending on the model version.

The rear end again emphasises vehicle width with smooth surfaces providing an ideal backdrop for the 3D rear lamps which lend a unique, high-tech identity to all-new C3.

The 'C3' badge on all-new C3 is different to that used for the previous model. The figure '3' appears in black with a chrome surround, recalling the gloss black chevrons with chrome surround used by Citroën models since C4 Cactus.

Attention has also been given to all-new C3's aerodynamics. The roofline is 40mm lower than that of the previous model and all surfaces are optimised to make full use of the airflow.



AIRBUMPS: A CITROEN EXCLUSIVE

Airbumps® are a design feature combining style with function. Fitted on the lower door panels of the all-new C3, they enhance its looks and provide real day-to-day protection for the bodywork.

Each Airbump® comprises a stiff plastic surface and a second softer surface. The air is held between the two cushions and soaks up any impacts, protecting the bodywork from minor collisions.

The material used for the softer surface of the Airbump® belongs to the family of aliphatic thermoplastic polyurethanes (TPU). It is a supple, elastic material with exceptional qualities and durability and is available in four colours: Black, Dune, Chocolate and Grey. The Airbumps® include one percent of glass fibre in their construction to ensure shape stability.

The two surfaces are connected by a mechanical process exclusive to the Citroen brand. Each Airbump® is fixed to the all-new C3's lower doors with plastic clips secured by vandal-proof screws which are accessible only from the interior but without removing the trim panels, making any subsequent replacement easier.

Several requirements had to be met in selecting the material and developing the flexible part of the Airbump®: resistance to ultra-violet rays and micro-scratches, the ability of the material to return to its initial shape (spring back) and suitability for cleaning.

To find the right formulation, tests were conducted to study accelerated aging and verify spring back when hot.

Once the material had been selected, the Airbumps® underwent a series of quality approval tests including their resistance to sunlight, temperature variations, all types of liquids and micro-scratches, to name just a few examples.

Airbumps® require no specific maintenance and play a direct role in cutting servicing and repair costs. They are exclusive to Citroen and 10 patents have been filed for the material's development.

ALL-NEW C3's COMPACT DIMENSIONS BELIE ITS LOUNGE-LIKE INTERIOR

The all-new C3's interior is designed to feel like an extension of the driver's home, designers drawing inspiration from the non-automotive worlds of architecture, furniture and decoration. Design touches such as 'trunk straps' for the door pulls reference the world of luxury travel and link directly to the Cactus SUV.

The basic interior design principles of all-new C3 are based on uncluttered space, overall consistency and full, soft shapes.

The perception of space is immediately suggested by a horizontal layout, particularly the dash, which runs the entire width of the car and reinforces the simplicity-oriented design approach to the passenger compartment as a whole.

Technological content is prominent in the form of the 7-inch touchscreen that appears suspended in the dashboard's centre. The chrome-surround air vents at either side of the dash also enhance all-new C3's impression of width.

The dashboard design features a broad cross-trim that adds a feel of both width and character to the car. Buyers also have a choice of finishes for this feature, which makes a strong statement on design quality.

It can be painted, wrapped with textile or TEP lining, ordered with or without over stitching and offers a choice of chrome or colour surrounds. It also matches the seat material for a coherent interior mood.

The generous seats, key items in on-board wellbeing, have a unique design and the impression of comfort is further enhanced with a choice of bright, warm materials featuring a deliberately non-automotive look and feel.

ALL-NEW CITROEN C3 IS THE COMPACT CLASS TRENDSETTER

Customisation is an increasingly widespread social phenomenon in response to people's wishes to express their own personal style choices and all-new C3 is the first mid-range model to offer extensive customisation capabilities inside and out.

Exterior appearance choices range from pop to classic, from sporty to trendy and the interior mood can emphasise warmth and cosiness or dynamism and technology.

Nine body colours (Polar White is joined by optional Perla Nera Black, Platinum Grey, Aluminium Grey, Ruby Red, Almond Green, Cobalt Blue, Power Orange and Sand) and three roof colours (Opal White, Onyx Black and Sport Red) make for 33 possible colour combinations in all.

Colour choice goes beyond the body alone though with various features taking on the roof colour to produce a complimentary design both inside and out. The roof colour is repeated in the front fog lamp trims, the Airbump® surrounds, the wing mirror shells and the rear window trim.

Punctuating the overall design are the choice of two wheel colours with the standard 'Crossway' polished face wheels with black highlights able to be swapped for an all-black version.

Interior customisation takes the form of a choice of three possible moods, each expressed in upholstery material matched to the dashboard trim. With various colour and harmony features, all-new C3 has something for everyone.

The '**Standard**' mood is uncluttered and neutral, with yellow overstitched upholstery, with soft colours and textiles on the dashboard trim as well as the seat upholstery.

The '**Urban Red**' mood combines dark and bright colours to produce a dynamic feel, the lined dashboard trim featuring red overstitching and a red surround over its whole width.

The '**Hype Colorado**' mood uses soft, upmarket materials and special upholstery with a colour contrast effect and width-wise signature, harmonising with a two-tone, leather-covered steering wheel.

ALL-NEW C3: ONBOARD WELLBEING

All-new C3's design was guided throughout by the innovative Citroën Advanced Comfort® program which seeks to offer occupants the unique experience of feeling fully at home in the car.

A wealth of useful technologies

The PSA 'Group A' platform was optimised for this new model, bringing an excellent footprint/space ratio, an appealing design and superb comfort, efficiency and quietness.

For comfort, an advanced suspension system was used based on proven axle system architecture comprising a front pseudo-Macpherson Strut design with deformable struts, coil springs and telescopic dampers filtering-out road surface irregularities and aiding overall comfort.

A new "H"-shaped torsion beam rear axle with coil springs and telescopic dampers and developed to enhance safety, fits beneath the seats for increased occupant protection through greater impact strength.

An overriding design emphasis on driver and passenger wellbeing

The sensation of wellbeing starts with the comfortable seats, the panoramic sunroof that floods the passenger compartment with light, the big storage features and the generous space allocations.

These first impressions are confirmed by the colours and materials which draw overt inspiration from the worlds of furniture and travel.

Shapes are full and soft, the interior free from clutter and there is a strong feeling of width to the vehicle, enhancing the perception of space.

The visual impression of width in the dashboard and seat design is confirmed by the 1379mm shoulder width (up 20mm on the previous model). Rear seat legroom is also top-level.

The line of the front seats and the shape of their backrests optimise visibility, bringing the rear-seat passengers nearer the front for a friendlier atmosphere.

Great attention was given to all-new C3's seats, which have been sculpted in a modern style for generous width and comfort.

The seats use quality materials and supple interior foams to give excellent lumbar support. Comfort is a two-stage process: soft and welcoming initially but becoming firm and reassuring. The supple seat foams also have another purpose, namely to filter out the effects of road surface irregularities.

This is another important factor contributing to the overall sense of in-car comfort.

The all-new five-door, five-seat C3 is 3.99 metres long and is particularly agile thanks to its 10.7m turning circle, which both enhances its compactness and emphasises its manoeuvrability during city driving.

Advanced ergonomics for a smooth driving experience

For true comfort the car gives a hassle-free user experience with fluid, intuitive access to vehicle functions.

Under the Citroën Advanced Comfort® program, new Citroën C3 was designed with ergonomics uppermost in mind, highlighted by the many ingenious storage spaces, high clarity driver information and wealth of intuitive technologies.

All-new C3's designers paid special attention to storage with an ingenious central cubby designed to maximise free space at the front of the vehicle.

The front doors also feature large and ingenious cubbies in a light colour to contrast with their contents and boot capacity is a generous 300 litres (VDA). A smooth driving experience also calls for an intuitive, interactive and responsive interface which all-new C3 offers with its 7-inch tablet-style touchscreen acting as the vehicle's control centre.

This provides modern, intuitive access to all vehicle functions and makes for a superbly uncluttered dashboard. The tablet uses capacitive screen technology for optimum response and the groove at its base acts as a hand rest.

Convenience features also run to the car's hands-free access and ignition system, which allows it to be locked, unlocked and started without needing to use the key. The car even recognises its approaching driver.

AWARD-WINNING ENGINE AND AUTOMATIC TRANSMISSION POWER ALL-NEW CITROEN C3

One of the most significant improvements for the all-new C3 is the adoption of the turbocharged 1.2-litre PureTech e-THP three-cylinder engine.

The all-new C3's 81kW variant of the turbocharged 1.2L PureTech e-THP engine is a shining example of technological innovation and its development has resulted in 121 patents filed by the PSA Group.

The PureTech e-THP engine is the same three-cylinder unit found in a variety of vehicles including the recently updated Citroen Cactus. It has undergone a thorough and rigorous testing process involving over 25,000 hours on the test bench and more than four million kilometres of road tests.

This stringent focus on quality, reliability and durability, coupled with astounding performance, saw the 1.2-litre PureTech e-THP engine take out the coveted 2015, '16 and '17 International Engine of the Year award in its class and finish in the top three for the overall award.

With a combined fuel efficiency of 4.9 litres/100km and emissions as low as 110g/km, the all-new C3 is a frugal conveyance, thanks in part to its innovative engine 'Stop & Start' technology.

This frugal efficiency comes without any compromise on performance, with peak torque available from just 1500rpm in the turbocharged 1.2L e-THP.

In 2014 Peugeot globally sold 20 individual models with the world's lowest levels of CO² in their power class, placing the marque in the top three of the European CAFE rankings with a record average 109.5 grams of CO² emissions per kilometre.

SIX-SPEED AUTOMATIC LEADS THE COMPACT CLASS

All-new C3's PureTech engine is paired to an electronically-controlled, six-speed automatic gearbox designed and developed in conjunction with Aisin.

This new transmission differs from the superceded four-speed automatics used in previous Citroens in three ways.

First, gear changes are 40 percent faster than those of previous gearboxes thanks to Quick Shift, a new technology for synchronised engine and gearbox control which includes a new and more efficient internal calculator.

Second, the new Aisin six-speed transmission shifts and runs far more smoothly thanks to a compact torque convertor boasting much improved filtration which reduces engine speeds.

Third, higher gear ratios maintain start-up performance and decrease engine speed at higher vehicle speeds.

Fuel consumption through parasitic loss is lowered by reducing internal friction in the gearbox's operation thanks to optimisation of clutch discs, an oil pump which is flow-controlled according to engine load and a smaller oil pump, made possible by using a newly-designed hydraulic distributor.



ALL-NEW CITROEN C3 – THE VEHICLE THAT HAS YOUR BACK

The all-new Citroen C3 is the first vehicle on Australian roads to feature a factory-fitted 'dash cam', available as part of the ConnectedCAM® option, allowing drivers to capture still images or video while on the move or, in the unfortunate circumstance of an accident, record the incident for retrieval at a later date.

It consists of a two megapixel, wide angle (120 degree), full-HD connected camera with GPS and 16-gigabyte internal memory. Fitted behind the rear-view mirror, it records everything the driver sees through the windscreen to log the driving experience.

The driver can click to safely take photos for keeping or sharing on the social networks immediately or, keeping the button pressed, shoot film with a 20 second duration for sharing once the car is stationary.

Stored content is directly accessible for keeping or sharing via the free Citroën ConnectedCAM® app.

In the event of a vehicle impact, the system automatically activates to record and save. The video can run for up to 90 seconds (30 seconds before and 60 seconds after) and can be used as evidence following an incident.



SAFETY AND DRIVER ASSISTANCE

All-new C3 comes with a vast array of useful assistance, safety and comfort technologies to enhance the driving experience.

Technologies for assistance

An integrated 7-inch touchscreen is fitted to all-new C3 offering access to a range of safety, phone and media functions including Apple CarPlay and Mirror Screen technology which duplicates the driver's smartphone screen on the central display screen.

The reversing camera, with parking aids, is automatically activated when reverse gear is selected, providing valuable extended-vision assistance during vehicle manoeuvres. The main screen display shows the area behind the car and coloured markers indicate distances to any obstacles.

Technologies for safety

Unique to the segment, the all-new C3's standard **Lane Departure Warning System** helps guard against driver drowsiness and momentary inattention at speeds above 65 km/h, giving audible and visual warnings if the car crosses a lane marker line without the indicator being used.

Driver Attention Alert tells drivers when it is time to take a break, the system activating after two hours of uninterrupted driving at speeds above 70 km/h, then every hour afterwards.

Present across the range, **Hill Start Assist** makes manoeuvres easy when parked on a slope. It holds the all-new C3 steady for approximately two seconds after the brake pedal is released on slopes with a gradient of more than three degrees, giving drivers time to transfer a foot to the accelerator pedal and move off.

Static cornering lights provide an additional beam of light to highlight the insides of bends and improve visibility and safety at corners and junctions. Depending on the steering wheel angle, the fog lights are activated in conjunction with the low-beam headlights, covering an angle of up to 75-degrees on either side of the vehicle.

This lighting function works at speeds up to 40 km/h and can be activated in two ways, either at the request of the driver or by using the corresponding directional indicator when the steering wheel is at an angle of 60-degrees. It is deactivated for angles of less than 30 degrees.

Finally, the **speed limiter** and **cruise control** functions are programmable for relaxed driving in all circumstances.

Two functions are provided:

- **cruise control** maintains the car at a set speed without use of the accelerator
- **speed limiter**, which prevents drivers exceeding a pre-set speed.

With all-new C3, drivers can enter up to six personalised speed settings for both the cruise control and speed limiter functions using the interface of the 7-inch touchscreen.



SPECIFICATIONS

CITROEN C3 SPECIFICATIONS			
Model		C3 Shine	
Engine		PureTech 1.2 e-THP 110	
Capacity		1190cc	
Engine type			
Type		Turbocharged and intercooled all-alloy, inline 3-cylinder with strengthened internals, direct-injection and Stop&Start.	
Fuel		95 RON (PULP) or higher (recommended)	
Bore x stroke (mm)		75 x 90.5	
Compression ratio		10.5:1	
Max power			
Petrol engine		81kW @ 5500rpm	
Max. torque		205Nm @ 1500rpm	
Transmission			
Type		Six-speed automatic	
Gear Ratios			
1st		4.044	
2nd		2.371	
3rd		1.556	
4th		1.159	
5th		0.852	
6th		0.672	
Reverse		3.193	
Suspension			
Type		Front	Psuedo MacPherson strut, coil springs with hydraulic dampers
		Rear	Deformable crossmember, coil springs, hydraulic dampers
Driveline			
Driven wheels		FWD	
Brakes			
Front		266mm x 22mm ventilated rotors with single piston calipers	
Rear		249mm x 9mm solid discs	
Additional features		ABS	
		Electronic Brakeforce Distribution	
		Brake Assist	
		Active Traction Control	
		Hill Hold	

Model		C3 Shine	
Steering			
Type		Variable electrically-assisted steering	
Turns lock-to-lock		2.95	
Minimum turning diameter tyre (m)		10.9	
Wheels and tyres			
Rims		17 x 7J	
Tyres		Goodyear EfficientGrip 205/50 R17	
Body/exterior dimensions			
Overall length (mm)		3996	
Overall width (mm)		1749 (2009 mirrors out)	
Overall height (mm)		1474	
Wheelbase (mm)		2540	
Front track (mm)		1474	
Rear track (mm)		1468	
Cd		N/A	
Weights/loads			
Kerb weight (kg)		1090	
Capacities			
Fuel tank (L)		45	
Seating		Five	
Boot Space (L)		300 (922 rear seats folded)	
Towing (braked)		450	
Performance			
Max. speed (km/h)		188	
0-100 km/h (sec)		9.8	
Fuel consumption (L/100 km)*			
Combined		4.9	
Urban		4.2	
Extra urban		6.1	
CO ₂ emissions (g/km)*			
Combined		110g/km	
*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.			