



# **CITROEN C4 PICASSO MEDIA KIT**

**FEBRUARY 10, 2015**

## CITROEN LAUNCHES NEW FIVE-SEAT C4 PICASSO DOWN UNDER

Citroen has introduced the award-winning five-seat C4 Picasso model to the Australian market.

Available from today, the C4 Picasso is more akin to a hatch than people mover thanks to its unique version of PSA's lightweight EMP2 platform.

The all-new model brings with it a number of segment first features and technology including the first vehicle to feature a 360 degree - bird's eye view monitor, park assist (self-park), a segment best six-year unlimited kilometre warranty (with capped price servicing and roadside assist) and the largest boot in the segment at 537 litres.

The five-seat C4 Picasso will feature a turbocharged 1.6-litre petrol four-cylinder engine paired to an all-new six speed automatic transmission.

Developing 121kW and 240Nm, the EURO6 emissions-certified C4 Picasso can accelerate to 100km/h in 9.3 seconds, yet consumes just 5.6 litres of petrol per 100 kilometres. The 1.6-litre engine has also been the recipient of the prestigious 2014 Engine of the Year award in its class.

Inside, the C4 Picasso offers a light, roomy and airy cabin environment punctuated by dual TFT (Thin-Film Transfer) screens – the upper offering a 12-inch, high-definition, panoramic display, while the lower touch-sensitive 7-inch screen offers control of all on-board and vehicle functions.

Citroen Australia General Manager, John Startari, said the five-seat C4 Picasso will offer consumers an attractive, feature-packed and practical solution to their family motoring needs.

"The C4 Picasso arrives at a time when this segment is growing, but it is a very strong proposition in terms of vehicle features, warranty, service and support," said Startari.

"The C4 Picasso has been specified to offer everything the family will need as standard equipment.

"Picasso is neither an SUV, nor an MPV or wagon. We believe it will appeal to a wide variety of Australian buyers looking for a modern, flexible and innovative vehicle that is great to look at and easy to live with," said Startari.

The Citroen C4 Picasso was awarded the "2014 Golden Steering Award" by German automotive publication *AutoBuild*, as well as "Hatch of the Year" by Top Gear UK and "Irish Car Of The Year".

The Picasso's larger stablemate the Citroen Grand C4 Picasso, launched in Australia in early 2014, has also received numerous accolades, including the Australian International Design Award, Australia's Best Car for the "Family Wagons" class and Drive.com.au Best people Mover for 2014.

The Citroen C4 Picasso will launch with Citroen's 6 year warranty, roadside assist and capped price servicing program.

**ENDS**

## CITROEN C4 PICASSO FEATURE PACKED AS STANDARD

The Citroen C4 Picasso will bring new technology to its market segment, along with a compelling price, specification and support package.

The C4 Picasso will carry a recommended retail price of \$40,990, with a range of optional equipment also available.

In fact, the C4 Picasso holds a 7-9 percent specification advantage over its key rivals.

That advantage is underlined by substantial standard specifications, headlined by a segment-first 360-degree bird's eye view camera (including reverse camera), Park Assist (self-park) and even a standard spare wheel.

Vehicle support will be provided by the longest warranty of any vehicle in its segment, VFACTS Small Over-\$40,000 class, with Citroen's six-year warranty, capped price servicing and roadside assist package.

The segment-firsts are complemented by standard satellite navigation, 12-inch dash mounted, high-definition, panoramic screen, 7-inch multi-function touch screen with in-built 8GB music storage jukebox, dual-zone climate control with rear vents, panoramic 'Celio' glass roof, keyless entry and start, rain-sensing wipers, automatic headlamps, LED daytime running lamps, fog lamps with cornering function and 3D rear lights.

Citroen Australia General Manager, John Startari, said the C4 Picasso raises the leading level of standard specification and support to consumers.

"In keeping with Citroen's commitment to innovation, C4 Picasso offers a range of segment-leading features as standard – each designed to enhance the safety, security and experience of owning a Citroen," said Startari.

"The C4 Picasso offers a compelling value package and we are certain it will surprise and delight customers looking for an innovative, practical and value-packed family vehicle.

"With its standout exterior and interior design, combined with its on-board features, the C4 Picasso also proves practical doesn't have to mean boring," said Startari.

Other standard features include; 17-inch alloy wheels, automatic folding electric mirror with dip for reverse function, cruise control with electronic speed limiter, electronic handbrake with Hill Start Assist, Child Pack (second row window blinds and second row panoramic mirror), flexible seating package (three individually folding second row seats with ISOfix) and a leather wrapped steering wheel.

Optional equipment includes:

- 18-inch Python alloy wheels: \$1500
- Electric tailgate with chrome highlights: \$1000
- Drive Assist pack: \$2000 (lane departure warning, smart beam function, active cruise control, anti-collision warning and active seat belts and electro-chromatic rear vision mirror)



- Part leather seats: \$2500 (includes Lounge Pack). Lounge Pack includes “relax style” headrests in rows 1 and 2, LED light for tray tables on the backs of the front seats, front seats with electric lumbar support and massage function and electric foot rest for the front passenger.
- Full Nappa leather seats: \$5000 (includes Lounge Pack, electrically adjustable and heated seats)



## C4 PICASSO MODEL LINE-UP AND KEY FEATURES

The Citroen C4 Picasso will launch with a single, generous-equipped model called the C4 Picasso Exclusive.

As standard, the C4 Picasso Exclusive will feature an array of innovative and advanced features including:

- 360 degree bird's eye view camera (including reverse camera)
- Blind spot monitoring and parking sonar (front and rear)
- Park Assist (self-parking)
- Satellite navigation
- 12-inch dash mounted, high-definition, panoramic screen
- 7-inch multi-function touch screen with in-built 8GB music storage jukebox
- Dual-zone climate control with rear vents
- Panoramic 'Celio' glass roof with electric sunblind
- Keyless entry and start
- Rain-sensing wipers
- Automatic headlamps, LED daytime running lamps, fog lamps with cornering function and 3D rear lights
- 17-inch 'Anaconda' alloy wheels
- Automatic folding electric mirror with dip for reverse function
- Cruise control with electronic speed-limiter
- Electronic handbrake with Hill Start Assist
- Child pack (second row window blinds and second row panoramic mirror)
- Flexible seating package (three individually folding second row seats with ISOfix)
- Leather wrapped steering wheel
- Privacy glass

Complementing the high level of standard specification is a range of optional features:

- Driver Assist Package including; Lane Departure Warning, Active Cruise Control, Active Seat Belts and Electrochromatic Rear View Mirror and Smart beam Function
- Full, or part-leather seat trim (see design section)
- Lounge Pack including; butterfly headrests, second row tables with lights (in front seatbacks), front seats with massage function and electric footrest for front passenger (included with full or part leather options)
- Full leather trim adds full electric front seat adjustment and seat heaters
- Electric tailgate
- 18-inch Python alloy wheels
- Premium Paint

**ENDS**

## **C4 PICASSO DESIGN BREAKS CONVENTION**

### **EXTERIOR**

The C4 Picasso features a range of unique styling cues to set it apart from its larger Grand C4 Picasso stablemate and break away from traditional hatchback styling cues.

The C4 Picasso features a lower, sportier look thanks to sharp continental styling.

From the front an all-new bumper houses recessed headlamps and a new, wider air intake, blacked-out bumper and radiator grille. However, Citroen's signature dual-chevron grille remains, flanked by LED daytime running lamps.

Sitting 174mm shorter than the Grand C4 Picasso, the C4 Picasso receives unique body sculpting, with a low belt-line running between the wheels, differentiating in further from its seven-seat stablemate.

The rear glasshouse has been shortened and features blacked out glass, contributing to the appearance of a floating roof.

The hatch-like proportions are further emphasised by a chrome detail strip running along the roof and window sill, joining at the hidden C-pillar.

Unique 17-inch Anaconda alloy wheels complete the side profile.

At the rear the C4 Picasso features a unique tailgate, bumper and tail-lamp treatment, the highlight of which are 3D-effect lamps giving the impression of dual afterburners from a jet fighter.

Tying the entire exterior together is a choice of five premium exterior colours, including Rouge Rubi (red), Blue Kyanos (dark blue), Blue Teles (light blue), Noir Onyx (black), Gris Aluminium and Gris Shark (dark grey), and one solid colour, Blanc Banquise (white).

### **INTERIOR**

The interior of the all-new C4 Picasso mirrors that of the Grand C4 Picasso, with a panoramic windscreen and glass roof, adding to an airy, roomy cabin environment.

The large wrap-around dash integrates into the door trims and features soft-touch surfaces.

The high-tech cockpit features a high-mounted 12-inch, high-definition, display screen that allows for a range of customisation with two instrument themes.

The screen displays all vital driving information and provides access to vehicle settings, navigation and driving aides – such as the standard 360 degree cameras.

The lower, 7-inch screen provides touch-screen capabilities and gives control of vehicle configuration, telephone and Bluetooth capabilities, navigation, climate-control, driving aides and media (including the standard 8GB jukebox) at a touch.

The twin screens provide for a clean, uncluttered cabin design and aid the overall high-tech feel.

Selected vehicle functionality, including cruise control, audio and Bluetooth functions, can also be controlled via the steering wheel-mounted buttons.

Below the 7-inch screen is a large, lit, storage area housing two USB outlets and 12 volt power access, allowing for neat, hidden stowage of phones and other portable electronic devices.

The removable centre console includes a central storage bin, two cup holders and an open area for loose items.

The centre console can be removed to reveal two further cup holders or a flat storage space, while large door pockets allow further storage space.

In the second row, three individually adjustable sliding and folding seats allow for a modular passenger space, with all three seats supporting ISOfix and top-tether child seats and capsules.

When part- or full-leather interior options are equipped the two outboard second-row seats tables gain LED lighting that is integrated into the front-seat-backs – useful when occupying children on long drives.

Full Nappa leather trim adds electric seat adjustment and heated seats.

Expansive storage options in the rear include large door pockets, cup holders and dual 3 litre under-floor compartments.

In total, there are 16 stowage compartments throughout the cabin, for 40 litres worth of storage.

Moving to the rear of the vehicle, the C4 Picasso offers segment-leading 537 litres of boot space with the seats in-place.

This expands to 630 litres with the seats forward, or 1,851 litres with all seats folded flat.

Further stowage is available below the boot floor, which also houses a temporary spare and valet pack.

Rounding out the interior design is the standard Tissu Onduliluce/Gris Ardoise cloth trim (contrasting black/grey) or the optional Mixte Cuir/Tissu Finn Gris Ardoise (Black cloth/Grey leather) trim, or full leather Cuir Nappa Bi-ton (black/beige leather).





## CHASSIS/PLATFORM

The Citroen C4 Picasso is underpinned by PSA's modular EMP2 (Efficient Modular Platform 2) platform.

The strong, light and scalable second-generation platform has a wealth of advantages over its predecessor (PF1), including advanced modularity, weight savings of 140 kilograms, high-performance technologies enabling a 22 percent reduction in CO<sub>2</sub> emissions and increased opportunities for a wider range of body styles.

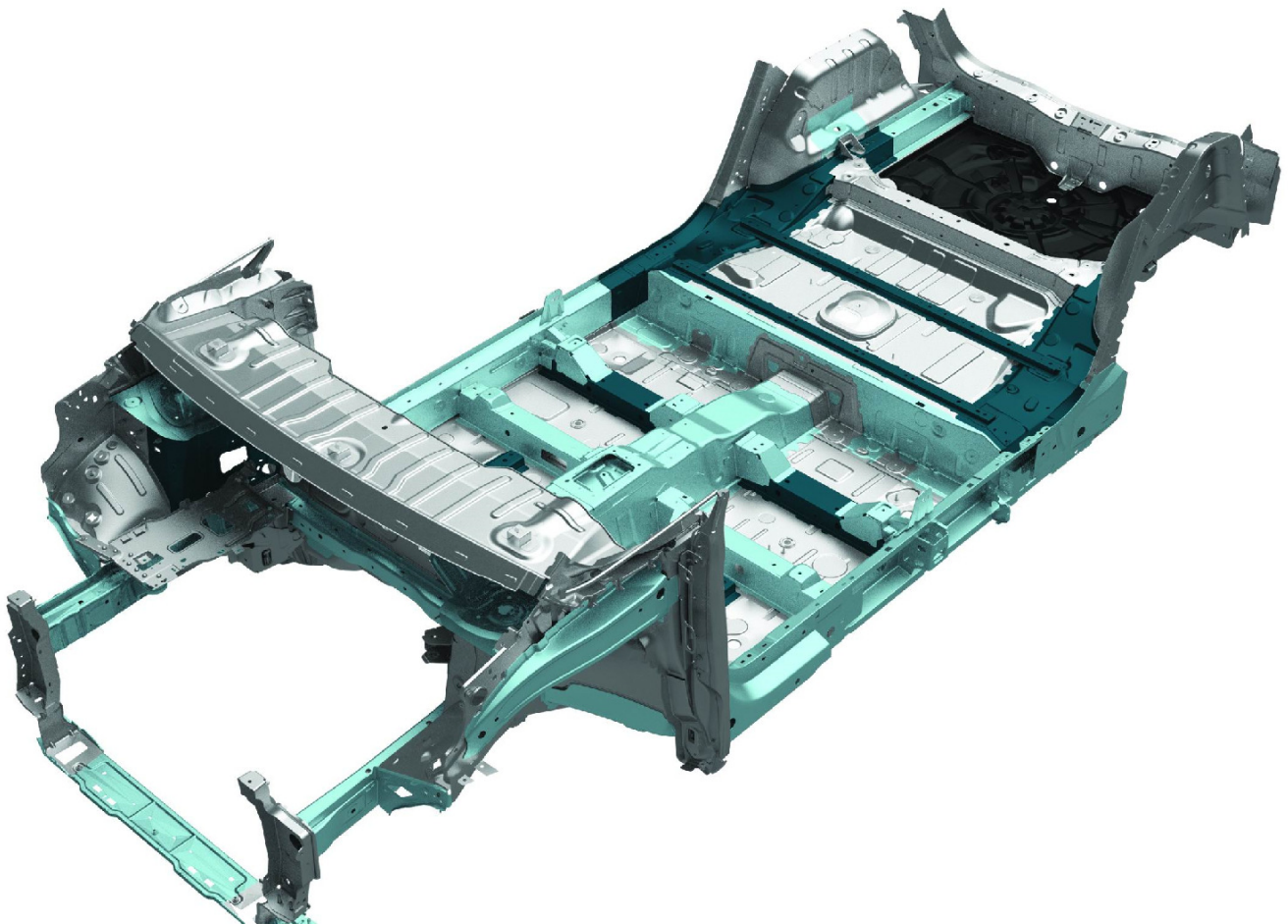
The platform architecture achieves its weight savings via the use of aluminium and composites, while high strength is achieved via the use of ultra-high-tensile steel.

EMP2 currently underpins Grand C4 Picasso and Peugeot 308, but can be scaled to cover sedans, saloons, coupes, MPVs, SUVs and light commercial vehicles – covering the European C, D and F vehicle segments.

The flexibility is achieved via a fixed front section, which allows for longer or shorter wheelbase lengths, an increased rear overhang, low or high driving positions, multi-link or transverse rear suspension architecture, as well as a variety of powertrains.

C4 Picasso's overall length is 172mm smaller than Grand Picasso, with a 55mm shorter wheelbase and 24mm lower height.

116 patents have been filed by PSA Peugeot Citroën for the EMP2 platform





## DRIVETRAIN

The Citroen C4 Picasso will feature PSA's highly decorated e-THP 165 drivetrain; a turbocharged 1.6-litre four-cylinder petrol engine with stop-start technology.

This family of engines took out the prestigious 2014 International Engine of the Year Award, 1.4-1.8-litre capacity class, for the eight consecutive year.

The new petrol power plant is the result of the Prince Engine developed in partnership with BMW and cuts CO<sub>2</sub> emissions to as low as 130g/km.

This is achieved via the adoption of direct-injection, variable valve timing, a volume flow-controlled oil pump and an on-demand water pump. The e-THP engine family improves fuel efficiency and reduces emissions by around 10 percent compared to the previous generation.

In C4 Picasso the drivetrain will develop 121kW at 6,000rpm and 240Nm from 1,400rpm to 4,000rpm. This offers accessible power and performance around town and on open highways.

Driveability is complimented by low fuel consumption of just 5.6-litres per-100km on a combined cycle, with tailpipe emissions of only 130g of CO<sub>2</sub> per-kilometre (in Australian specification).

Developed to meet the new EURO 6 emissions standards, the e-THP 165 specifications also include improved fuel efficiency and performance.

A new turbocharger design increases performance by improving low-RPM response.

Fuel pressure has been increase from 120bar 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.

Efficiency gains can be largely attributed to:

- The introduction of Stop & Start technology
- Improved management of electrical and hydraulic energy via an on-demand water pump and variable capacity oil pump
- Reduced friction inside the engine via the adoption of Diamond Like Carbon (DLC) coating on internal components and finer machining of camshaft bearings

Putting power to the front wheels is a six-speed automatic transmission with paddle shift levers.

Some of the advancements include lower fuel consumption through the reduction of internal friction (via DLC), faster gear changes and less noise through enhanced absorption of engine vibration.

The new gearbox is 2kg lighter and engine speeds are reduced by 200rpm on average, while the ratios of the top gears are lengthened by almost 20 percent.

Drivers can choose from a full-automatic or manualised operations, with temporary sequential shifting available via the paddle shifters.

Service intervals are 12 months or 15,000km, and are covered by Citroen's six-year, capped price servicing program.



## C4 PICASSO SUSPENSION & STEERING

Driveability is the key strength of the new Citroën C4 Picasso; this new-generation vehicle is simpler to handle and manoeuvre for an easier, more relaxed drive – thanks to an all-new electro-power steering system.

The advanced aluminium platform uses independent front and rear suspension.

The front uses MacPherson struts, while the rear features independent trailing arm architecture, with coil springs and hydraulic dampers used both front and rear.

Reduced weight and a low centre of gravity enhance comfort and road holding, making for improved driveability, greater safety and unequalled suspension comfort. These features are improved thanks to:

- dampers positioned vertically, and;
- a vertical axle bolt above the centre of the wheel

Steering is variable power assisted and can also be controlled by the vehicle for Park Assist (self-parking) functionality.

The C4 Picasso's turning circle is 10.8m, while turns to lock are three.

Acoustic and vibration comfort is also remarkable in the C4 Picasso, thanks to:

- Electric power steering which damps out vibrations transmitted from the road to the steering column
- Damping of the front sub-frame to limit road noise
- A new dual-material acoustic shim on the rear axle

Most of these improvements were made possible by using the new PSA EMP2 platform.



## SAFETY

**Airbags (x6)** – C4 Picasso has six airbags as standard, including front driver and passenger, lateral airbags and full-length curtain airbags for front and rear occupants.

**360° Camera** – Using four cameras placed around the car, the driver can select to display a bird's eye view, a rear view or a panoramic front view. The system provides a complete view of the car's immediate environment, which makes for easier and safer manoeuvres.

**Park Assist** – This segment-leading technology helps drivers fit into, and then exit, almost any parking space. It provides automatic assistance when manoeuvring into a space.

Sensors on the sides of the vehicle measure the available space, with only 20cm required at either end of the vehicle. If suitable the vehicle automatically steers the C4 Picasso in; all the driver has to do is manage acceleration and braking, with assistance from the 360° camera and audio beeps.

Unlike other systems, the Picasso will also allow drivers assistance to exit parking spaces via the Park Assist feature.

**Blind Spot Monitor** – The C4 Picasso is fitted with four ultrasonic-sensors mounted at each corner of the vehicle, to eradicate blind spots. The system monitors an area of 3.5m<sup>2</sup> diagonally adjacent to the rear of the vehicle and operates between 12km/h and 140km/h, providing a visible warning via an LED indicator in the wing mirrors.

The system is programed to only provide a warning to drivers of an imminent risk of collision and will therefore not provide a warning for infrastructure and passing vehicles or motorbikes.

**Cruise Control/Electronic Speed Limiter** – All C4 Picassos feature an Electronic Speed Limiter as part of the cruise control function. Drivers can set a predetermined speed via the steering wheel mounted controls and upon activation of the system, vehicles will reach the predetermined limit and cruise at that speed.

Cruise control can be overridden by depressing the accelerator (allowing for over-speed when overtaking), while touching the brake deactivates the system.

Speed limited is overridden by lifting off and reapplying the throttle or switching the function off via the steering wheel mounted controls.

**Drive Assist Pack** (optional) - The Drive Assist Pack has Active Seat Belts for the front seats which use motors to pull the belt tight in the event of danger.

In conjunction with the Lane Departure Warning System the driver's belt vibrates to warn the driver if the vehicle crosses the line without signalling.

**Active Cruise Control** (optional) – Active Cruise Control is included as part of the Driver Assist Pack and uses a radar sensor in the front bumper to maintain a consistent gap to the vehicle in front. It uses acceleration and engine braking to match the vehicle speed to the car in front, within 25km/h. When the road is clear the vehicle returns to the speed set by the driver.



From speeds of 30km/h up, if the C4 Picasso is too close to the vehicle in front the Anti-Collision Warning will alert the driver depending on the risk level; first visual, then with sound and, finally, with seatbelt pressure.

This pack also includes a Smart Beam Function which automatically activates and deactivates the high beam lights, depending on lighting and traffic conditions.



## TECHNOLOGY/ ENTERTAINMENT

**12-inch Panoramic HD Screen** – Displays essential driving information and can be customised by the driver to display vehicle parameters, navigation or driving aids, such as the 360° camera.

To further customise the display you can add a personal photo as a screen backdrop using a USB drive, or choose from one of the two inbuilt display themes.

**Satellite Navigation** – The on-board satellite navigation provides guidance nationwide via the inbuilt 7-inch touchscreen. The system is also linked to the 12-inch panoramic display and can provide turn-by-turn guidance advice and mapping data on the larger display.

The system is also linked to road speed data and provides a visual alert to road speed along the route.

**7-inch Multi-Function Touch Screen** – six touch-sensitive buttons bring up the controls for all the in-car functions; climate control, driving aids, media, navigation, configuration and telephone.

**Digital Radio** – All C4 Picasso will feature DAB+ audio capabilities as standard. The DAB+ protocol enables C4 Picasso occupants to access a significant number of digital radio channels offering greater sound quality and digital content. For areas outside of the digital broadcast zone, the system also has AM and FM bands.

**Jukebox** – The jukebox function features an 8GB hard-drive for music storage, retrieved via the 7-inch touch-sensitive display.

**Climate Control** – The C4 Picasso features dual-zone climate control as standard. Importantly, the system also features rear vents. The climate control system features the latest R-1234YF refrigerant which has a significantly reduced impact on the environment compared to traditional gas.



## RELIABILITY AND QUALITY TESTING

Considerable time was spent on the quality control for the all-new C4 Picasso and its larger stablemate, the Grand C4 Picasso. The quality assurance measures include:

- Specific emphasis on the noise made by opening the doors and tailgate; the strength of plastic parts; high-quality textures for materials; concealing technical components; and minimal play in operating mechanisms
- Anti-static additives on interior plastic parts to reduce dust build-up
- New varnishing technology on exterior paintwork for improved resistance to scratching and flaking
- New chrome technology resistant to calcium deposits, like salt or mineral-laden water
- Improved bumper mounting process reduce age-related free-play and wear
- Hardier full-grain leather on the steering wheel and gear knob
- A quality in use target, to feel new after three years or 45,000 km
- Ageing of interior and exterior components improved by 120 percent
- Over 350 hours of noise testing with over 2,500 hours on the 4-cylinder vibration/climatic test benches
- Improvements in tyre wear
- Reduction of braking noise and vibrations thanks to prolonged stress tests of over 500 hours on test benches and over 1,000 hours on prototypes
- 15,000 hours of stress and load tests through road tests on wear quality (for 5-seat and 7-seat)
- Captive parc: 3.5 million kilometres covered in several countries, involving 1,000 professional and non-professional drivers and 200 cars (5-seat and 7-seat)
- Reliability of electric parking brake improved through motorised rear callipers and reviewed control logic to avoid errors in handling
- Installation of a complex function test bench (radar sensors, cameras) in the plant, to automatically adjust and test functions
- An innovative benchmark in the automotive industry with 100 percent of vehicles tested
- Four pilot dealers to work on handover and receive feedback on quality/reliability
- More than 100 minor upgrades integrated in recent months



## TECHNICAL SPECIFICATIONS

C4 PICASSO SPECIFICATIONS			
Engine		EP6FDT 5TTd	
Capacity		1598cc	
Engine type			
Type	Turbo-charged, all-alloy, inline 4 cylinder, with direct injection.		
Fuel	95 RON (PULP) or higher (recommended)		
Bore x stroke (mm)	77 x 85.8		
Max power			
Petrol engine	121@6000rpm		
Max. torque (petrol)	240Nm @ 14-4400rpm		
Transmission			
Type	Six-speed, sequential automatic transmission with paddle shift		
Gear Ratios			
1st	4.044:1		
2nd	2.371:1		
3rd	1.556:1		
4th	1.159:1		
5th	0.852:1		
6th	0.672:1		
Reverse	3.193:1		
Suspension			
Type	Front	MacPherson Strut, coil springs with hydraulic dampers	
	Rear	Independent trailing arm with coil springs and hydraulic dampers.	
Driveline			
Driven wheels	FWD		
Brakes			
Front	304mm x 28mm ventilated disc		
Rear	290mm x 12mm solid disc		
Additional features	ABS		
	Electronic Brake-force Distribution		
	Brake Assist		
	Active Traction Control		
	Hill Hold		
	Electronically Controlled Brake system		
Brake hold			
Steering			
Type	Variable electric power-assisted steering		
Turns lock-to-lock	3		
Minimum turning diameter - tyre (m)	10.8		
Wheels and tyres			
Rims	17 x 7J		
Tyres	205/55 R17		
Body/exterior dimensions			
Overall length (mm)	4428		
Overall width (mm)	1826		
Overall height (mm)	1644		
Wheelbase (mm)	2785		
Front track (mm)	1581		
Rear track (mm)	1584		
Cd.A	0.71		
Cd	0.28		
Weights/loads			
Kerb weight (kg)	1740-1895		
Capacities			
Fuel tank (L)	57		
Seating	Five		
Boot Space (L)	537-630 (1,851 rear seats folded)		
Towing	685kg (unbraked) 1,400kg (braked)		
Performance			
Max. speed (km/h)	210		
0-100 km/h (sec)	9.3		
Fuel consumption (L/100 km)*			
Combined	5.6		
Urban	7.4		
Extra urban	4.6		
CO <sub>2</sub> emissions (g/km)*			
Combined	130g/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.			

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