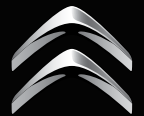


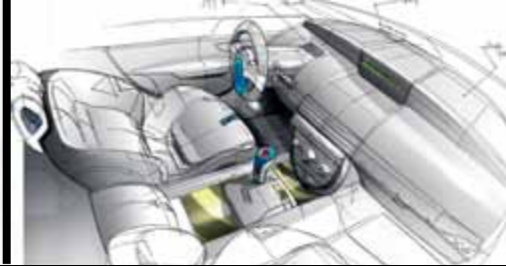


CITROËN DS5

CRÉATIVE TECHNOLOGIE



CITROËN



THE ARCHITECTURE EMBODIES THE CORE ESSENCE OF THE LINEAGE.
FRÉDÉRIC SOUBIROU EXTERIOR DESIGN MANAGER

D S 5



PIERRE MONFERRINI
CITROËN DS5 PROJECT MANAGER

STYLE



CITROËN DS5 is a modern approach to the premium executive car, with distinctive, contemporary flair. It's a car that's very hard to categorise. It offers a new cross-breed of genres. The interior perfectly matches the excitement triggered by the exterior, complementing the vehicle as a whole. It really is a great moment.

OLIVIER DAILLANCE
COLOUR AND TRIM STUDIO MANAGER

LUXURY



We've positioned CITROËN DS5 at the top end of the range, with a level of luxury never before seen. The subtle feel of the materials, dominates the soul of the interior. It transcends the driver's senses.

We scoured the world for the best producers, going to the USA to find who makes the finest metals used in today's luxury cars. For the leather upholstery, Bavaria's finest bulls were used to obtain this incredible suppleness which acquires this finish with time.

AUDREY AMAR
PROJECT MANAGER

REFINEMENT



When you get into any car, you're just in a car. But, when you climb into a CITROËN DS5, there is a clear expression of exclusivity and refinement. In the cabin there's one button per function. Instead of searching for functions in menus and sub-menus, you just press a button to get the function working. It's very simple.

OLIVIER DAILLANCE
COLOUR AND TRIM STUDIO MANAGER

DETAIL



The leather used in the CITROËN DS5 is outstanding. No other general manufacturer uses it. But we use it. We even used particle technology from the cosmetics industry. Some amazing things. Real chemistry. We do our utmost best to maintain quality down to the tiniest detail in luxury style. In turn it's much harder to produce several copies while maintaining high standards than to do a one-off. Haute couture is a concept car. We industrialise haute couture.

FRÉDÉRIC SOUBIROU
EXTERIOR DESIGN MANAGER

DESIGN



We started off with a form which we began to sculpt. Then the car gradually became polished, rounded, softened, like a pebble polished by water. The CITROËN DS5 is more compact, slightly higher than a normal saloon. Everything is condensed. It highlights the monolith aspect.



MOVING SCULPTURE

A GREAT DESIGN IS ALL ABOUT BALANCE: BETWEEN FLUIDITY AND TENSION, COMPACTNESS AND SPACE EFFICIENCY, BOLDNESS AND ELEGANCE. THEY'RE ALL PRESENT, IN STRIKING HARMONY ACROSS CITROËN DS5'S EXTERIOR.

Beautifully resolved and unique details bring the exterior to life, from the oversized air intake and charismatic double chevron grille, to the rear bumper, with twin exhausts integrated into its design. Sweeping chrome finished 'sabres' that flow from the top of each headlight to the windscreen highlight CITROËN DS5's purity of line.



From every angle, CITROËN DS5 is undiluted DS. The subtly curved roofline merges into a sporty rear roof spoiler, and muscular wheel arches wrap closely around a choice of stunning alloy wheels.

Vivid clear LED lights provide an unmistakable new signature for CITROËN DS5, underscoring the headlights in a dramatic curved line while encapsulating style with safety.



INSIDE INSPIRATION

INSIDE INSPIRATION. HERE IS A VERY SPECIAL PLACE: AN INTERIOR THAT MATCHES THE DRAMA, QUALITY AND PRESENCE OF CITROËN DS5'S EXTERIOR.

The sporty driving position is a good vantage point from which to enjoy the perfectly placed buttons, scroll wheels and toggle switches arranged on twin centre consoles, one set low and one above the driver's head, as in an aircraft. Push the start button and the dials spring into life, as ambient light subtly bathes the cockpit in red and white light. There's an air of complete refinement, supported by sophisticated technology that is quite unique.



The beautiful, 'watch strap' seat design in fine grain 'Club' leather, optional on Sport models, offers a special welcome and a new interpretation of luxury.



SEAMLESS INNOVATION

ADVANCED TECHNOLOGY BEGINS TO WORK BEFORE A WHEEL IS TURNED. ALL MODELS FEATURE KEYLESS ACCESS & START WHICH RECOGNISES THE DRIVER AND A LIGHT TOUCH OPENS THE DOOR. A TOUCH OF THE START BUTTON FIRES THE ENGINE.

On the move, a colour head-up display, standard on sport models, projects essential information into the driver's field of vision, while controls for core technology such as the automatic digital air conditioning, standard on all models, are positioned on the sleek, uncluttered centre console. The eMyWay satellite navigation system and reversing camera that's standard on sport models is also seamlessly housed here. You don't have to think about all this advanced technology, it's simply there for you.



Choose the optional 10-speaker Denon Hi-Fi and a digital amplifier will transform the interior of your Sport model into a moving auditorium.

The cockpit roof has an integral control panel that features a series of beautifully engineered toggle switches. This overhead aircraft inspired design is perfectly positioned for clarity and control.



DESIRABILITY IN DETAIL

THE MEANING OF RADICAL LUXURY IS CLEARLY EXPRESSED THROUGH THE MATERIALS, DETAILS AND METICULOUS QUALITY THROUGHOUT THE CITROËN DS5. IT'S A BLEND OF INNOVATION AND TRADITION.

Nothing but luxury, from the supple leather covering the seats, to the cool brushed metal used on the beautifully shaped door handles. Everywhere, the finish is impeccable – every stitch and curve is made with old-fashioned care and advanced techniques.

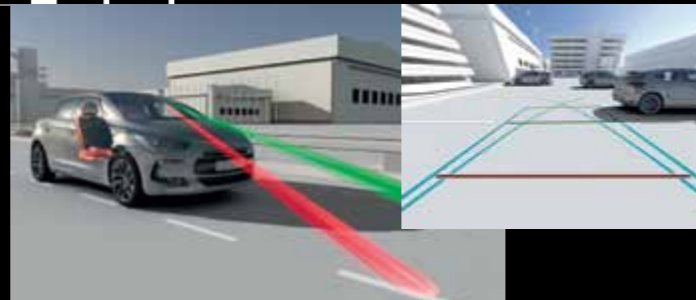




NEXT-STEP SAFETY

NEXT-STEP SAFETY. THE PACE OF PROGRESS AND INNOVATION SET BY CITROËN DS5 IS VERY CLEAR WHEN IT COMES TO THE TECHNOLOGY OF SAFETY. THIS IS A METICULOUSLY PROTECTED AND REASSURING PLACE IN WHICH TO TRAVEL.

Excellent handling and sharp responses, plus ABS with Electronic Brakeforce Distribution (EBD), Emergency Braking Assistance (EBA) and Electronic Stability Programme (ESP) with traction control all inspire confidence at every turn.



Second-generation Lane Departure Warning System* (LDWS) uses a miniature digital camera to monitor lines on the road. When the CITROËN DS5 is travelling in excess of 80km/h, the LDWS warns the driver instantly if involuntary lane departure is detected.

The powerful headlights provide automatic activation and deactivation of the high beams*, responding instantly to traffic conditions, light levels and weather.

Using a rear-facing camera and the integrated satellite navigation screen, CITROËN DS5 brings a clear, colour rear-view for safe and incident-free reversing and manoeuvres. Standard on Sport.

*Optional on Style and Sport.



CITROËN DS PRIVILEGE

LIFESTYLE OF LUXURY

Welcome to CITROËN DS PRIVILEGE, our exclusive club for CITROËN DS owners.

All year round, CITROËN DS PRIVILEGE offers you unrivalled advantage. PRIVILEGE gives you access to unique and personalised offers at some of South Africa's quality retail stores, luxury accommodation, restaurants and more.

Extend your DS experience beyond your car.

Visit www.citroen-ds-privilege.co.za to find out more about CITROËN DS PRIVILEGE.
Launching mid 2013

E S S E N T I A L C A R E

CITROËNS ARE RENOWNED FOR THEIR RELIABILITY, THE CITROËN DS5 IS NO EXCEPTION.

WITH THE ADDED REASSURANCE OF A WARRANTY, ROUTINE SERVICING, AS WELL AS 24-HOUR ROADSIDE ASSISTANCE, YOU ARE PROTECTED AT EVERY TURN.

> CITROËN WARRANTY

Every new CITROËN car has the benefit of a 3 year/100 000 km manufacturer warranty*, plus a 12 year anti-perforation warranty**, and a 3 year paint warranty***. CITROËN now gives you the option of upgrading your warranty to a 5 year/100 000km FULL MANUFACTURER WARRANTY****.

*Manufacturing defect, excludes maintenance and wear

**Perforation caused by corrosion from the inside

*** Original bodywork paint or lacquer defect

**** Includes extended 5 year/100 000 km Service plan

> CITROËN FREEDRIVE

CITROËN now offers you the FREEDRIVE option, which includes a 5 year/100 000km warranty and a 5 year/100 000km full maintenance plan.

> CITROËN ASSISTANCE

For all models: In response to a free telephone call: 0860 77 24 24, CITROËN Assistance brings rapid expert roadside assistance to you in an emergency. It comes free of charge for the duration of the warranty and operates 24 hours a day in all parts of South Africa, Swaziland, Lesotho, Botswana and Namibia. As a member of CITROËN Assistance, not only will help be at hand immediately in the unlikely event that your car experiences a breakdown, but you will also receive a comprehensive range of benefits such as free medical advice, arrangement of emergency transportation and a 24-hour information service. CITROËN Assistance is aimed at a stress-free motoring experience. Please note, CITROËN Assistance only applies to incidents covered by the new vehicle warranty, and excludes non-vehicle faults, such as running out of fuel, misfuelling, loss of keys, lock-ins, road traffic accidents and punctures/wheel changes.

> CITROËN SERVICE

In order to give you a total peace of mind, in addition to your manufacturer warranty, the CITROËN DS5 comes standard with a 5 year/100 000km Service plan, which covers all the costs associated to the routine scheduled services as laid out in the Warranty and Service Records Book.

To find out more, contact your CITROËN Dealer or CITROËN Authorised Repairer.

> CITROËN CUSTOMER CARE

A customer care hotline is available 5 days a week during standard working hours (8am to 5pm) to take your queries: 0860 211 112 as well as a fully-supported email service: customer@citroen.com

NOTE: The images in this brochure are for reference to the customisability of the CITROËN DSS. Colour and trim options will vary by country. Every endeavour has been made to ensure that the information and details contained in this brochure are accurate at the time of going to press, April 2013. However, the company reserves the right, whilst preserving the essential characteristics of the models described, to introduce at any time modifications, changes of details, or equipment. Every effort will be made to bring this brochure up to date, but in order to avoid any misunderstandings please consult your Dealer. The website contains full information on all CITROËN products and offers available in South Africa. Visit www.citroen.co.za or contact CITROËN directly via customer@citroen.com

CITROËN CUSTOMER CARE: 0860 211 112

CRÉATIVE TECHNOLOGIE

