

CITROËN ^ SM



**SALESMAN'S
GUIDE**

10.00

INTRODUCTION

CITROEN PAST & PRESENT

CITROEN MASERATI STORY

THIS BOOK BELONGS TO



PURPOSE

The purpose of this Confidential Guide is to provide complete information about the Citroën SM, in order to help you sell more effectively.

In the past, of course, you've been exposed to a great deal of literature on the SM. We've taken the most important points covered by this previous material and consolidated it under one cover. We've also interviewed a representative cross-section of people selling the SM successfully in this country, and have included many of their best ideas.

As a result, this Confidential Guide is quite comprehensive, and has value for the experienced salesman as well as the relatively new salesman.

We feel that everyone involved with the sale of the Citroën Maserati can benefit from the use of this manual. We also welcome any suggestions you care to make as to how it might be improved.

Slip the Guide into your pocket — keep it handy for a quick check — you'll have the full facts about the SM available at all times.

INTRODUCTION

CITROEN PAST & PRESENT

CITROEN MASERATI STAMP



INTRODUCTION

The Citroën SM is a highly original, highly prestigious Gran Turismo motorcar whose wide appeal stems directly from its unique engineering "harmony of opposites".

This engineering philosophy makes it possible for the high-performance capabilities you would commonly associate with sports cars to co-exist comfortably with luxurious comfort and safety.

For years automotive manufacturers have tried to make a car which would harmonize high-performance, comfort and safety. And they've failed. When they emphasized performance in their engineering, comfort and safety suffered. When they placed the emphasis on comfort and safety, performance suffered. They tried to strike a balance and that didn't work either — there was just too much compromise.

The SM engineering team has managed what the others couldn't bring off. We've put together an automobile with the very minimum of compromise in its engineering. Once you drive it (and we hope you'll drive it as much as possible to learn all about the car), you'll realize that it is definitely high-performance by any driving standards — but you'll also discover that its level of safety and elegant comfort is every bit as high as its level of performance.

We hope you'll take the time to get to know the SM thoroughly. Thorough knowledge, of course, is the basis of good salesmanship. Knowing the product brings confidence and authority — confidence and authority inevitably bring sales.

UPON DELIVERY

CITROEN PAST & PRESENT

CITROEN MASERATI STORY



CITROEN PAST AND PRESENT

Citroen, manufacturer of France's finest automobiles, was founded in 1913, began as a gear maker in 1918 and has been famous for automotive innovation since 1919, when it manufactured Europe's first mass-produced car. 1934 saw the creation of the Traction Avant Citroen, the first production car with front wheel drive, torsion bar suspension, rack and



pinion steering and uni-body construction. In 1955, Citroen introduced its revolutionary aerodynamic design and hydro-pneumatic suspension, and was the first manufacturer to install power disc brakes as standard equipment in assembly line production.

The "D" Series
Introduced
in 1955.



With each of these successes, Citroen moved a step further toward creating the Ultimate Automobile... and with the creation of the SM, it came face to face with that "impossible dream".

Citroen's achievements rank high in quantity as well as quality. Citroen today produces over 740,000 vehicles annually, in terms of American production volume it would rank close behind Chevrolet and Ford. Citroen exports automobiles to 20 countries. There are 17 Citroen factories in France; other plants are located in Argentina, Belgium, Chile, Iran, Portugal and Spain. Citroen employs over 100,000 people worldwide. 57,000 work in France alone.



U.S. facilities include United States Corporate Headquarters in Englewood, New Jersey and the West Coast Division located in Los Angeles, California. Ports of Entry and warehouses include Edgewater, New Jersey; Los Angeles and San Francisco, California; Houston, Texas.



CITROEN WORLDWIDE FACILITIES

Citroen Branches

Montreal
New Jersey
Los Angeles
Lisbon
Madrid
Oslo
Stockholm
Copenhagen
Slough
Amsterdam
Cologne
Vienna
Geneva
Milan
Saigon
Tunis
Algiers
Casablanca
Buenos-Aires
Santiago

Citroen Assembly Plants

Iran
Belgium
Spain
Portugal
Argentina
Chile
South Vietnam
Indonesia
Madagascar
Union of South Africa
Dahomey
Ivory Coast
Yugoslavia
Paraguay
Uruguay

CITROEN PARTS AND SERVICE FACILITIES EAST AND WEST

There are vast parts depots at Englewood and Los Angeles. The Parts Department prides itself on shipping orders out the day that the initial order is received. We support you with parts depots that are modern, efficient and tops in promptness, courtesy and attention to detail.

Servicing is often one of the prospect's chief concerns. You can ease his mind — **and often turn the sale** — by pointing out that Citroen SM dealers are located in most Metropolitan areas and that any of them will service the SM.

UPON DELIVERY

KNOWING & SELLING THE SM

CITROEN MASERATI STORY



THE CITROËN MASERATI STORY



Grand Prix d'Italie à Monza
1950

Maserati, the famous Italian carmaker, has been a great name in the world of motoring since 1921, winning the Racing Championship of Italy in 1927. In recent years, it has specialized in powerful and prestigious touring cars.

Cooperation agreements between Citroën and Maserati in 1967 culminated in Citroën acquiring Maserati, and led to an exciting technical exchange between the two which resulted in the creation of the Citroën Maserati.

UPON DELIVERY

KNOWING & SELLING THE SM

DEMONSTRATION CHECK LIST

To the SM, Citroen contributed its characteristic strengths... elegant comfort, superbly engineered safety.

Maserati's contribution: high-performance in the form of a dynamic engine that fully lives up to the Maserati tradition.

In its first entry into competition, the SM won the 2704 mile 14th Morocco Rally, one of the world's most gruelling automotive tests. The SM outclassed all competitors, giving undeniable proof of its endurance, strength and overall road superiority.



Not long afterward, the Citroen Maserati — in its very first year in American showrooms — was named Car of the Year by Motor Trend Magazine — the first import to be so honored. It was given this coveted award by an outstanding panel of automotive experts... who voted the Citroen SM "the best all-around automobile in America today" — over 87 of the finest domestic and imported cars.

Road test reports and other articles on the SM have appeared in:

PLAYBOY	September 1971
MOTOR TREND	October 1971
ROAD & TRACK	November 1971
MOTOR TREND	December 1971
IMPORT BUYERS GUIDE	1971
MOTOR TREND	February 1972
ROAD TEST	April 1972
CAR & DRIVER	June 1972
PSA FLIGHTIME	July 1972
MECHANIX ILLUSTRATED	June 1973

Some of the published commentary about the SM:

PLAYBOY (Ken Purdy): "A ride that is incontestably the most comfortable over any kind of surface available in a wheeled vehicle" "Either the fastest luxury car or the most luxurious fast car money can buy"

MOTOR TREND (Oct. 1971): "Has to be one of the most advanced cars from a safety engineering standpoint... and it certainly is one of the most fascinating to drive"

ROAD & TRACK: "Quickest steering" "Most maneuverable car there is" "There is no better riding car in the world than the SM"

IMPORT BUYERS GUIDE: "Car of the future" "A world of speed, comfort, safety never felt before in any other car we've driven"

MOTOR TREND (Feb. 1972): Car of the Year — Winner. "SM is one of the most advanced cars ever built" "Best all-around automobile in America today"

ROAD TEST: "The Citroen SM is in a class by itself" "Hydro-pneumatic suspension — to this day there are no imitators"

CAR & DRIVER: "Highly successful approach to over the road transportation — nowhere will you find more for less"

MECHANIX ILLUSTRATED (Tom McCahill): "The roadability was excellent, in fact the best we've found in years. Weavability was close to unbelievable, allowing us to switch lanes at high speeds with a very slight snap of the wrist."



UPON DELIVERY

KNOWING & SELLING THE SM

DEMONSTRATION CHECK LIST



KNOWING AND SELLING THE SM



Selling the SM is somewhat different from selling other cars. There are many "fine points" about the car which you should be especially aware of. So what follows is, essentially, a replay of some of the selling basics you're familiar with applied to special points unique to the SM. We hope they'll be of help to you.



PRE-SELLING PREPARATION

In a sense, your sale begins long before you meet the prospect. It starts when you're sitting quietly at home, studying the SM literature you've taken from the showroom rack.

It continues when you get inside the SM, study its equipment and features in detail, drive it until handling the car is second nature . . . so that when you're behind the wheel on a test drive with the prospect seated beside you, you can concentrate 100% on selling.

QUALIFYING

What kind of car is the prospect now driving? How is he dressed? Is his walk confident? Does his manner of speech tell you anything about him? If his wife is with him, what impression does she give you? All these are clues. Read them accurately and you've taken a giant step toward qualifying the prospect.

Introduce yourself to the man. Get his name, if possible. Break down the barrier between yourselves as strangers as quickly, yet as naturally, as possible. Find out what he does for a living. His economic status can be more important to you than all the other facts about him.

Try to determine his psychological needs — what the SM can mean to him in terms of prestige, image, life style.

Ask him if he's owned an imported car before — and if so, which make.

Observe your prospect carefully as you introduce him to the main features of the SM. His responses can tell you a great deal about whether he's serious or window-shopping. If he asks about servicing, for example, he may very well be unconsciously wondering what it would be like to actually own the car, and is thinking practically about the ultimate possibility of repairs.

If you feel he does qualify as a prospect, intensify your selling approach . . . always keeping it low-key. Generally, hard-sell is **not** an effective way to sell a prestigious automobile like the SM, your wealth of sheer information about the car is a lot more impressive to most people than sheer hustle.

Point out what the Citroen Maserati has to offer him in **detail** . . . the features, large and small, that are standard on the Citroen Maserati (see "Standard Features" in SM Product Information Section).

Emphasize that the SM's only factory-installed optional equipment is its automatic transmission.



MENTION THE SAFETY FEATURES

Talk about the way variable power steering makes the car safer via Speedfeel. Point out how hydropneumatic suspension works with front wheel drive to improve safety. Tell him about the SM's ultrareliable braking system. **YOU'LL FIND IT ALL EXPLAINED A FEW PAGES FURTHER INTO THIS BOOKLET IN THE "PRODUCT INFORMATION" SECTION.**

USE YOUR SM FILMS AS SELLING TOOLS

If your dealership has either of the short motion pictures on the SM, right here's the ideal point to show it. Each of these pictures is designed to support your selling effort solidly; for performance-minded prospects, we've provided the film portraying the Citroën Maserati's exciting victory in the Morocco Rally. If the prospect is female or is accompanied by a wife or girl friend, it might be best to run the other film (featuring a woman behind the wheel) which dramatizes the luxury aspects of the SM. Both show, in compelling action, everything you've been telling the prospect about the SM.



GET HIM INTO THE CAR

Invite the prospect to sit behind the wheel (but first make sure you've adjusted the driver's seat to his dimensions). You might want to stay on the safety theme by calling attention to the padded oval steering wheel — and especially the Master Alert Warning System (see "Product Information"). Let him get the feel of the SM's behind-the-wheel comfort ... the luxury of his contour-molded bucket seat.

ATTEMPT A TRIAL CLOSE

You might try to close the sale at this point. There's no rule that says a prospect **must** be taken for a test drive. Ask for the order — you may just sell your customer here and now!

THE TEST DRIVE

Most prospects will want to drive the car before committing themselves. Knowing this, you've started the SM earlier, in anticipation of a test drive. (SEE PAGE 24 UNDER "ENGINE", REGARDING USE OF CHOKE WHEN STARTING SM.) You've also arranged to have someone else drive the car to the front of the showroom — a nice touch of showmanship.

You've also laid out a route for the drive that best shows off what the SM can do. An open stretch to demonstrate Maserati power and Speedfeel's control at higher speeds. Possibly a rough stretch to highlight the benefits of hydro-pneumatic suspension.

Always drive the car first before turning the driving over to the prospect. As you will undoubtedly have learned, SM steering takes a little getting used to and the prospect can learn from your example.

Once the two of you have come outside to the test drive car, adjust the front passenger seat for maximum comfort. If the prospect's wife is coming along, invite her to sit in the rear seat and give her **as much leg room as possible**. You might help strap the prospect in so that his safety buzzer won't make its continuous sound. Explain the instruments — show how easy it is to reach them.

... then start out. Point out immediately that the steering is sensitive — put the prospect at ease by showing how little effort it takes to steer. Use this time while you're behind the wheel for any low-pressure "sell" you choose to give — later, when the prospect is driving, his mind will be strictly on handling the car and will be unresponsive to sales points. You might stress the SM's roadability and comfort here — and of course, talk about safety: point out how everything in the SM is made "to help you drive defensively ... and to protect you in case of accident".

Now pull over — adjust the driver's seat for the prospect's dimensions — change places with him. Explain the horn, turn signals and the nature of the "mushroom" brake pedal — show how easy it is just to swing one's foot easily from the accelerator to gently touch the mushroom. Explain the transmission. You've already briefed the prospect on the steering, but it might be a good idea to caution him not

to oversteer, but rather to take it easy, just point the car where he wants it to go.

Once he gets the hang of it — and this usually happens very quickly — keep your remarks to a minimum . . . let the prospect enjoy his drive . . . let the SM do the selling!

UPON DELIVERY

PRODUCT INFORMATION

DEMONSTRATION CHECK LIST



CHECK SHEET
FOR
DEMONSTRATING
THE SM

1. Point out all instruments.
2. Directional signals, left of steering column.
3. Horn — pull directional signal lever toward you.
4. Light stalk right of wheel.
5. Instrument cluster lights; adjust via button under steering column, behind ignition key recess.

6. 2-speed wiper and washers; left of steering column, pull to wash windows. Intermittent feature — button under steering column to the left.
7. Point out floor ventilation outlet.
8. Adjustable steering, lever is under wheel.
9. Brakes — point out that brake is "mushroom" button, lower than normal brake pedal. Caution: Have customer try brakes and stop car in first 100 yards to be aware of location of brake mushroom button and to become acquainted with sensitivity of braking.
10. Five speed transmission — must pull handle up to put into Reverse.
11. Steering — remind prospect not to oversteer.
12. Point out low speed smoothness.

UPON DELIVERY

PRODUCT INFORMATION

TRAINING MATERIALS



UPON DELIVERY

When the SM is delivered to the customer, be sure to spend sufficient time with him explaining the following points:

1. WARRANTY BOOK

- A. Importance of cards. Record of delivery to be signed by owner
- B. Book goes with car, serial number
- C. Period of warranty
- D. Mandatory 600 mile inspection and specified maintenance per coupons

2. ENGINE

- A. Break in (speeds)
- B. Choke (use very little). Push choke in after 40 seconds. Never let engine idle for extended periods. **IMPORTANT:** Refer to Owners Manual, P. 10
- C. Premium fuel
- D. Computer device to shut off fuel in case of accident
- E. During first 600 miles owner should not exceed 4500 r.p.m., between 600-1200 miles he should not accelerate excessively

3. TRANSMISSION

- A. 5 speed — break-in period
- B. Automatic 3-speed Borg-Warner, two passing gears
- C. Front wheel drive

4. SUSPENSION

- A. Variable height
- B. Self-level and why
- C. Self-jacking — auxiliary control in trunk
- D. Parking — put in high position to avoid having another car back over bumpers

5. STEERING

- A. Rack and pinion
- B. Explain power centering
- C. Close ratio — variable power steering
- D. Center point steering with blowout protection
- E. Adjusting wheel

6. BRAKES

- A. 4 wheel disc
- B. Explain proportional power distribution
- C. Brake wear warning
- D. Stopping distances on speedometer

7. AIR CONDITIONING & HEAT

- A. Explain controls — close air-conditioning outlets for heat
- B. Rear window defrost, with key on

8. COMFORT

- A. Explain lever on left side of driver's seat
- B. Explain lever on right-hand side
- C. Rear ¼ windows — show controls
- D. Power windows only with key on
- E. Crank for manual control of window
- F. Seat belts and warning

9. CONTROLS

- A. Master alert warning system
- B. Gauges, explain oil and water temperatures — the tiny drop of oil identifies the oil temperature gauge
- C. Wiper and washer — intermittent operation
- D. Lights, high beam, horn, map light, dash lighting, interior lighting
- E. Keys, for opening fuel cap, for combined anti-theft-ignition-starter, to lock side doors, trunk — demonstrate
- F. Open hood

10. RADIO CONTROLS

- A. Antenna switch
- B. Balance control (3 speakers)
- C. AM/FM selector
- D. Tone
- E. Push buttons
- F. Stereo/Mono switch

11. MISCELLANEOUS

- A. Speedometer with resettable tripmeter
- B. Tachometer
- C. Two fuse boxes on fire wall (refer to chart in Owners Manual)
- D. Show where to add liquid to radiator
- E. Location of oil dipstick and how to read measurement
- F. Location of hydraulic reservoir — explain level gauge when in high position — use only L.H.M. (DEXRON to be used as temporary substitute **ONLY IN CASE OF EMERGENCY**)

THE CLOSING

PRODUCT INFORMATION

STAMPAREN BEATVIDEO



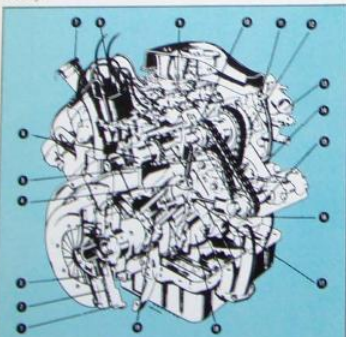
SM PRODUCT INFORMATION

This section offers brief descriptions of the main features to be found in the SM. In addition to the "what" we've provided the "why" — clear explanations of how a number of the more unique features work, to help you answer any questions that may arise.



POWER BY MASERATI

The Maserati engine which powers the SM is a light, compact 4 overhead cam 2965 cc V6. It gives 190 horsepower and a top speed of 140 mph. It was developed by Maserati for the Citroen SM. All engines are bench-tested at the Maserati factory.



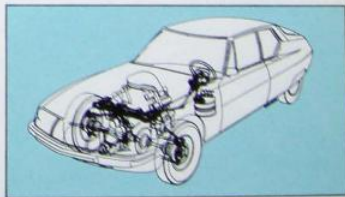
MASERATI V6 ENGINE:

1. Fly Wheel • 2. Clutch Disc • 3. Diaphragm Pressure Plate • 4. Intake Valve • 5. Timing Chain Tensioner • 6. Intermediate Timing Shaft (Half Motor Speed) • 7. Oil Refilling Tube • 8. Distributor • 9. Three Double Barrel Weber Carburetors • 10. Intake Cam Shaft • 11. Dipstick • 12. Water Pump • 13. Water Pump Feed Pipe • 14. Spark Plugs • 15. Exhaust Cam Shaft • 16. Timing Chain • 17. Exhaust Valve • 18. Crankshaft with Four Main Bearings • 19. Connecting Rods.

SELLING POINTS:

1. Valves filled with sodium, giving better heat distribution and minimizing burning of valves.

2. There is easy access to various components of the engine, such as distributors, spark plugs and the components mounted in the front (alternator, compressor, high-pressure pump).
3. American-made spark plugs are used.
4. The engine has a relatively low compression ratio.
5. There are two fans — for more efficient cooling ... and, since at approximately 60 mph the fans cut off when not needed, there is less drag on the engine.
6. Engine has overhead cams and valves — thus eliminating valve "float" at high R.P.M.
7. No periodic valve adjustment necessary under normal operation.
8. Mileage varies depending on conditions and drivers, but it is possible to obtain up to 20 miles per gallon.



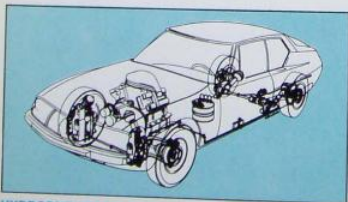
VARIABLE POWER STEERING

Variable power steering, with the exclusive stability augmentation system known as Speedfeel, actually causes the steering to become firmer as the speed increases. The faster one drives, the more rock-steady the SM becomes. The car never wavers; it's like riding on rails.

This unique example of SM engineering is accomplished through a governor driven by the gearbox on the 5-speed transmission, and by a control valve on the automatic transmission. It is hydraulically connected to the power steering system so that the steering effort required on the part of the driver increases with speed, thus making the quick steering safe and controllable at higher speeds.

SELLING POINTS:

1. The steering is rack and pinion... there is no "play". It is **very positive steering**.
2. There is no "hang-on" unit, i.e., no power steering pump, or hoses that break and need replacement.
3. With SM variable power steering, power centering automatically returns the steering wheel to a straight-ahead centering position without any effort by the driver. The steering wheel even straightens out when the car is standing still.



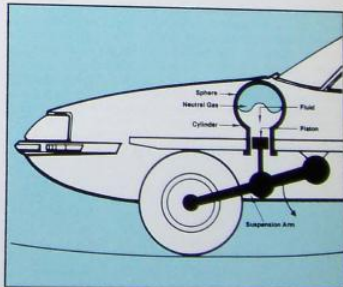
HYDROPNEUMATIC SUSPENSION

Hydropneumatic suspension gives a superbly smooth, stable ride. This suspension system was first introduced on Citroën's famous "Model 15" in 1954, after years of research and testing. Over one million units have

been produced — this suspension is more rugged and dependable than the finest spring or torsion bar systems.

It makes use of air and oil in four separate spheres, instead of springs. In addition, the wheels are suspended independently and the SM's hydraulic system links together the action of all four wheels.

The lower section of each air-oil sphere is filled with hydraulic fluid, which cannot be compressed, and the upper section is filled with nitrogen. This nitrogen is compressible and acts as the "spring".



In the course of driving, these spheres act as cushions that soak up shock many times more effectively than steel suspension springs.

Maintenance, incidentally, is quite simple.

Hydropneumatic suspension is also responsible for the SM's "constant road clearance".

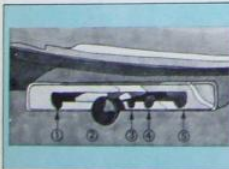
When two adults climb in the back seat, for instance, the rear dips as it does on other cars — but only momen-

tarily, for it then returns to its normal (unloaded) height.

What happens is that a "height sensing valve" responds to the heavier rear suspension loading and automatically sends a compensating volume of fluid to the rear air-oil suspension spheres. Another height sensing valve works the same way on the front suspension spheres. Thus the SM maintains a constant road clearance regardless of front or rear axle loading.

With hydropneumatic suspension, road clearance is adjustable — manually.

There are five positions: 1) Lever all the way forward; with hydraulic pressure released, the car descends to its lowest road clearance, 2 1/2" — no pressure, suspension not operative. 2) Normal driving position next notch upward, clearance 6 1/2". 3) Further up, one degree, to intermediate position 6 7/8". 4) Further up, two degrees, to intermediate position 9 1/8". 5) High position, lever all the way to the rear, maximum ground clearance 11". (Car must not be driven in lowest position.)



VARIABLE ROAD CLEARANCE POSITIONS

1. For automatic power jacking +
2. Normal driving height +
- 3 and 4. Height for special conditions such as rough country roads and deep snow +
5. Maximum height.

The car can be raised to the second, third or fourth positions to drive over deep snow, rutted roads or other unusual conditions. Moving the lever simply injects an additional volume of fluid in all four air-oil suspension units.

The normal driving position for the suspension lever is indicated by a white stripe. Fifth position does not offer

an overly comfortable ride, should be used only for EXTREME road clearance, such as flooded intersections, and should be driven ONLY FOR SHORT DISTANCES, and at very low speeds.

Raising the car is also used to change tires — via "power jacking". The suspension lever is put in the highest position. The car rises, and a jack stand is then put in place. Finally, the suspension is placed in the lowest position. This causes the front and rear wheels on the side where the jack stand is hooked to lift off the ground when the car is lowered.

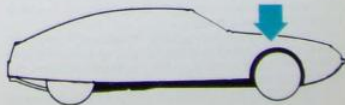
SELLING POINTS:

This type of suspension has been used on aircraft landing gears since the advent of the jetliners; although the suspension system on jetliners is larger and more massive, the principle is identical. If you're emphasizing this point to the prospect, you might say, "Can you imagine a 747 landing with only springs in its landing gears to support tons of weight?"

FRONT WHEEL DRIVE

With most of its weight up front, the SM relies on front wheel drive. The front wheels both drive and steer the car; they pull it through corners, help it resist the tendency to skid inherent in curves.

Front wheel drive gives excellent traction and cornering, and teams up with hydropneumatic suspension for unequalled road stability, regardless of side winds and road conditions.



SELLING POINTS:

1. Mention that front wheel drive gives better traction in rain, snow and ice, as driving wheels also steer the car.
2. Remind the prospect that in a rear wheel drive car, the rear wheels are always trying to get ahead of the front ones. In a slippery situation, that is exactly what sometimes happens, causing loss of control.
3. Point out that in some other front wheel drive cars, such as the ELDORADO and TORNADO, the transmission is set BESIDE the engine. This means a tremendous amount of weight on the front wheels, a leading reason for poor tire mileage on these cars. On the SM, since the weight of the engine differential and transmission is in a straight line, the weight is better distributed. Consequently the SM obtains superior tire mileage on the front wheels.

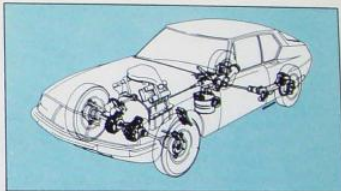
FOUR WHEEL POWER DISC BRAKES

The Citroen Maserati has four wheel power disc brakes with proportional braking. No matter how heavy the load or how it's distributed, the front and rear hydraulic brake circuits automatically balance the braking pressure between front and rear wheels, to give the necessary braking every time.

The SM uses hydraulic power, which is created by an engine-driven pump. Since the pressure is on hand whenever required, there is no need of a master cylinder and brake pedal to create pressure. To draw a comparison, there was a time when water had to be pumped out of a well by means of a pump with a long lever; today, water is readily available by simply opening a faucet.

On the SM, the equivalent of that faucet is a "mushroom" type of pedal, located in the same area as a conventional brake pedal. Just a touch on the mushroom releases the necessary braking pressure.

Since the discs are "inboard" in the front, there is no need



to carry hydraulic pressure to the brakes with flexible hoses. Instead, steel tubing is used, adding to the safety of the system.

A "brake accumulator" will safely stop the car up to twenty times, should the pressure dwindle away.

Another safety point: the mechanically-operated hand brake works on a separate set of brake calipers on the front disc. It is virtually impossible to lock the rear brakes, thus avoiding any rear end skid under heavy braking.

The hydraulic system is maintenance-free — except for the sole necessity of replacing the fluid every 24,000 miles.

SELLING POINTS:

1. Disc brakes are safer, because of their excellent fade-resistance. Also, they are less affected by water than drum type brakes.
2. The SM has a full, true power brake system, incorporates no master cylinders with vacuum-booster, as do all other types. In a car equipped with a vacuum-booster system, the booster is useless when a vacuum hose comes loose. In the SM's true power-brake system, the vacuum-booster is replaced by an accumulator which supplies a reservoir of pressure, which can be used to stop the car easily, should the engine cease to function for any reason. **NO LOSS OF BRAKING EFFICIENCY WILL OCCUR.**

- Call attention to the brake-pad-wear indicator (discussed under "Master Alert Warning System"). Emphasize the safety aspect.

AERODYNAMIC DESIGN

The aerodynamic body of the SM was developed in the wind tunnel of the Citroen research facilities and was literally sculpted by rushing air. As a result, the aerodynamic center of pressure has been positioned to the rear of the SM's center of gravity; this keeps wind resistance at a minimum and greatly increases the car's driving stability.

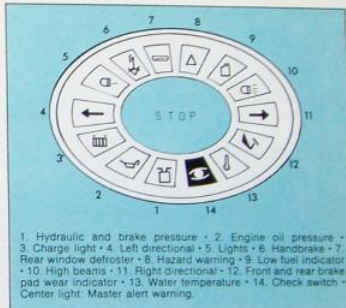
The SM's graceful, sweeping steel and glass lines are free of sharp angles and flat surfaces; the car slices through air smoothly and silently. In addition, the Citroen Maserati's power-side windows are curved with the body, and even the windshield is secured without rubber seals to avoid the slightest air turbulence.

SELLING POINTS:

- The SM has one of the lowest coefficients of wind drag resistance of any car made. Translating this into selling terms, decreasing the wind resistance, or air friction, means that it takes less power to attain and maintain the speed desired, and this in turn means much better gas mileage.
- Compare the front-end design of the SM to any domestic make and point out how wide and deep the domestic front end is... a tremendously big engine is needed to overcome wind resistance... such a car is inevitably a "gas-eater". Apropos of aerodynamic design, you might remark to the prospect, "Did you ever see an airliner with a square nose?"

MASTER ALERT WARNING SYSTEM

The SM's dashboard-mounted Master Alert Warning System lets the driver check instantly on oil pressure, fuel, water temperature, lights and the hydraulic circuit at the heart of the SM's operation.



It also allows a unique check that actually warns the driver before the brakes begin to show signs of excessive wear. Built into each front and rear brake pad lining is an electrical wire known as a "wear indicator", which is connected to the Master Alert System. Before the brakes are completely worn, the wire activates a warning light, telling the driver that the brake pads are due to be replaced.

The fourteenth segment of the Master Alert Warning System, the "check switch", is actually a test button which is pressed to check that all vital systems are functioning properly. The large light in the center of the dial will shine bright red with the word STOP in the middle if any of these systems fail to function. When the ignition is switched on, this center light remains lit till the engine is started and oil pressure, alternator and hydraulic pressures start functioning. If the center light does not go out, the driver should turn the ignition off and contact the nearest Citroen dealer about repairs. Similarly, if it should come on while driving it is best to stop.

SELLING POINTS:

Most cars have warning lights the driver can hardly see. With the SM system, if the car is out of water or oil pressure fails, the big "bullseye" in the center comes on — which nobody can miss seeing! Thus, if something unexpected should happen, the SM owner is able to save on costly engine repairs.



THE SM INTERIOR

The interior of the SM is a study in overall elegance and luxurious individual details, combined with features that lessen driver fatigue and increase safety.

The front seats are contour-molded, and adjust for height, depth and fit of the body. The padded oval steering wheel is also adjustable, up-and-down and in-and-out. The floor is fully carpeted.

For the greatest possible convenience, fingertip levers mounted on the steering column let the driver summon head-

lights, directional signals, horn, windshield wiper and washer — without having to take his hands off the wheel.

In addition to the Master Alert Warning System, the dashboard offers a speedometer with braking distance chart...re-settable trip meter...electronic tachometer. It also has such luxury refinements as an illuminated cigar lighter and ashtray set, illuminated ignition key location and map reading light.

The entire interior is top-grain brown or black leather.



ADJUSTABLE
STEERING WHEEL



MULTI-POSITION
FRONT SEATS

AUTOMATIC TRANSMISSION

The SM offers as an option a 3-speed Borg-Warner automatic transmission with console-mounted shift.

SELLING POINTS:

If the prospect seems particularly performance-minded, be sure to demonstrate the capabilities of the automatic transmission during the test drive.



5-SPEED STICK SHIFT

AUTOMATIC TRANSMISSION

MICHELIN XWX VITESSE RAPIDE RADIAL TIRES

The SM's 205/70 XWX "Vitesse Rapide" Radial Tires are made by Michelin, one of the world's foremost tire manufacturers — and the *originators of the Radial Tire*.

This "70" series features an extra-low profile with wide tread-section, providing superb traction and handling.

The extra-strong steel-belts furnish additional protection against road hazards and punctures. This is the ideal tire for the SM's front wheel drive.

SELLING POINTS

These are high-performance tires — the same type as used by Maserati.

THE CLOSING

NOTES

STANDARD FEATURES



STANDARD FEATURES

No other car in the world offers so many unique features in one package as does the Citroën SM. As stated earlier in this Guide, we are able to sell a total "harmony of opposites" combination unmatched by anyone. While other cars have individual high points which may be attractive to a prospect, nowhere will he find greater overall value.

These are the standard features which combine to make the SM the most harmonious — and prestigious — Gran Turismo on the road today:

- * POWER BY MASERATI
- * VARIABLE POWER STEERING WITH SPEEDFEEL
- * HYDROPNEUMATIC SUSPENSION
- * FRONT WHEEL DRIVE
- * 5-SPEED MANUAL TRANSMISSION
- * FOUR WHEEL POWER DISC BRAKES WITH PROPORTIONAL BRAKING
- * AERODYNAMIC DESIGN
- * INDEPENDENT WHEEL SUSPENSION
- * MASTER ALERT WARNING SYSTEM
- * ADJUSTABLE CONTOUR-MOLDED FRONT BUCKET SEATS
- * ADJUSTABLE STEERING WHEEL
- * MICHELIN XWX "VITESSE RAPIDE" RADIAL TIRES
- * TOP-GRAIN BROWN OR BLACK LEATHER INTERIOR
- * AIR-CONDITIONING
- * AM-FM RADIO (AND ELECTRIC ANTENNA)
- * TINTED GLASS
- * ELECTRIC REAR WINDOW DEFROSTER
- * POWER WINDOWS
- * ANTI-THEFT LOCK
- * 2-SPEED ELECTRICAL WINDSHIELD WIPERS
- * ELECTRICAL WINDSHIELD WASHER
- * SPEEDOMETER WITH BRAKING DISTANCE CHART
- * RESETTABLE TRIPMETER
- * ELECTRONIC TACHOMETER
(AUTOMATIC TRANSMISSION AND PROTECTIVE SIDE MOLDINGS ARE OPTIONAL)

THE CLOSING

NOTES



THE CLOSING

Once you've returned to the showroom, it's the natural time to close. Everyone has a closing technique which suits his own personality, but there are several techniques which anyone can put to use — profitably.

Sell the SM as a "package". Because of its "harmony of opposites", NO AUTOMOBILE, AT ANY PRICE, OFFERS A BETTER TOTAL PACKAGE THAN DOES THE SM. No car has variable power steering with Speedfeel. Only the Rolls has hydropneumatic suspension (under license by Citroen). In the SM, Speedfeel harmonizes with hydropneumatic suspension which in turn harmonizes with Maserati high-performance etc. The SM is a **unity** — no other car gives such a concept-in-action!

A number of successful SM salesmen concentrate very heavily on this overall concept, pointing out to the prospect that the Citroen Maserati is the first truly fresh car that has come along in many years — in contrast to the multitude of cars, domestic and imported, that do all the conventional things in the conventional way. The Citroen SM has a highly individual personality — calling attention to it can improve the likelihood of a sale.

Make competitive comparisons. By being thoroughly conversant with the specifications of other luxury cars, you're in a position to make imaginative comparisons with the car the prospect now drives, showing the SM in a favorable light. If the prospect now owns a Cadillac or Lincoln, you might emphasize the SM's nimble maneuverability. If he's been driving a Jaguar, you can point up how much more the total SM package gives him. Be careful, though, to make your comparisons with tact and delicacy — DONT "KNOCK" HIS PRESENT CAR.

Ask leading questions. You might ask the prospect questions like "Which type of transmission would you prefer?" or "Which color interior would you like, brown or black?" With this sort of phrasing, you gently guide him toward buying, since either answer to such questions must be made in the affirmative. It's a proven technique, and it gets results.

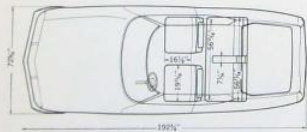
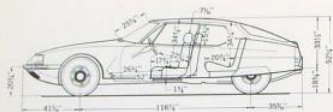
Try to sell the cars in stock. Direct your selling effort to the cars you actually have. Minimize discussions of color — a request for a color not in stock might postpone getting the order.

Get a sizable deposit. When asking for a deposit, it's best to say something to this effect: "In order to secure this car for you, Mr. Jones, I'll need a deposit." It's a good idea not to settle for anything less than \$1000.00. However, follow your dealership's policy in this regard.

LEASING

Leasing is an excellent source of profits. Always ask the prospect if he's considering leasing the SM. The idea of leasing has become very attractive to a growing number of people in recent years, particularly in connection with business usage.





WAN-4 Printed in U.S.A. 7/73

NOTES





