



The Salesman's Confidential Guide to the

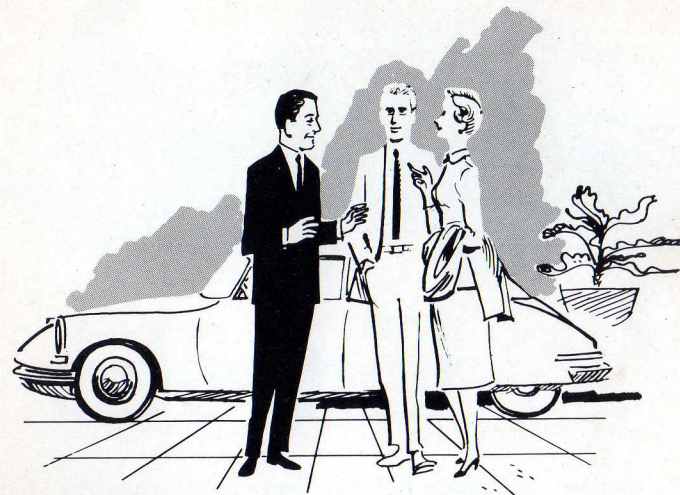
CITROËN

DS 19 • ID 19

Selling the
CITROËN

DS 19
and
ID 19



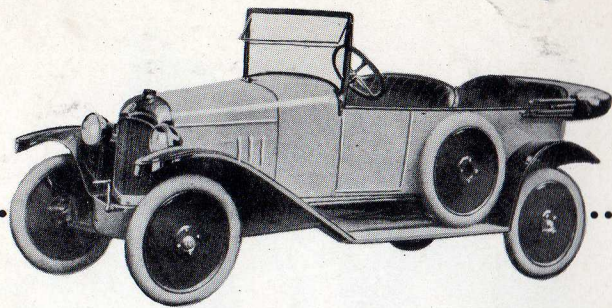


KNOW *the product...*

A thorough knowledge of the product is the foundation of good salesmanship! In this booklet you will find the **FACTS** about Citroën. To **SELL** your product it is necessary to **KNOW** your product!

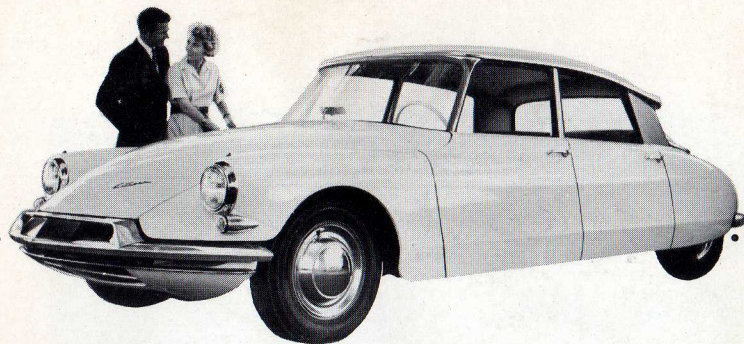
This booklet is divided into sections for easy reference. Study this booklet, and keep it handy for a quick check at all times. We think you'll find the answers to most questions that can be asked about the Citroën.

The facts are here. Know them!



Citroën

Behind each sleek and gleaming new Citroën car is a heritage of engineering excellence and craftsmanship which dates back to 1919. It was in this year that the late Andre Citroën announced Europe's first mass produced automobile—a full five passenger touring car with a four cylinder engine offering electric starting and lighting, and 5 Michelin tires with demountable rims. Ten years later there were more than 500,000 Citroën cars on the roads of the world! In 1934 Citroën scooped the industry by announcing the first production car with Front Wheel Drive, Torsion Bar Suspension, One-Piece Body Frame Construction, and Dash-Board Gearshift. Many of these features have inspired other manufacturers since. The ruggedness, dependability, and roadability of these cars became a household word throughout Europe and the World. and it was not necessary to make more than modifications and small improvements until the model was discontinued more than 20 years later! This is the



History

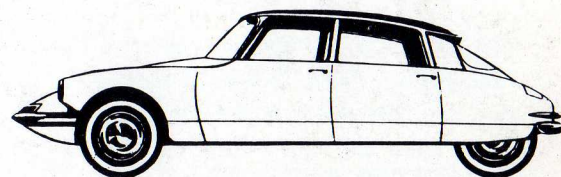
longest model run in the history of the automotive industry, approached only by the Rolls Royce "Silver Ghost" and the Ford "T". Citroën again electrified the world in the fall of 1955 with the announcement of the fabulous Citroën DS-19. This car was the first in the world to offer Air-Oil Suspension, Power Disc Brakes, Citromatic Drive, and Power Rack and Pinion Steering. The clean aerodynamic lines of the Citroën DS-19 caused a minor revolution in automotive design; and its modern functional design won for the Citroën DS-19 awards the world over. The DS-19 was joined in the fall of 1957 by the popular Citroën ID-19—a more popularly priced model with a conventional clutch, and without power assists on brakes or steering. These handsome four door sports sedans are now joined by the Citroën ID-19 8 passenger 4 door station wagon which offers the room and utility of a station wagon with the luxury of Air-Oil Suspension.



International Resources of

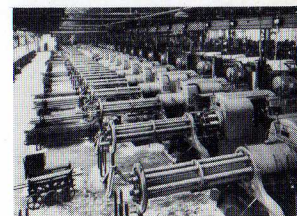
CITROËN is one of the world's largest producers of passenger cars, commercial vehicles, trucks, and busses. Also manufactured are many items of military value to the free nations of the world. Citroën maintains full Sales and Service facilities throughout the world with more than 6,000 authorized dealers. Plants are established in Great Britain, Belgium, Spain, South America, South Africa and Cambodia in addition to several factories in France. The French factories are modern marvels of efficient precision engineering on a huge scale.

In the United States direct factory branches operate in close

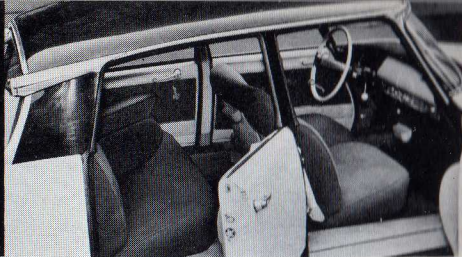


Citroën Are Behind Every Car

cooperation with the main factory. Under the supervision of these branches a network of authorized dealers has been established. Large parts depots are located throughout the country, and a Service School for all dealer personnel operates under the direct supervision of a Factory Engineer. A handsome diploma is awarded each man who successfully completes the training course. This pays off in fast, efficient, and economical service to the ultimate customer. You sell not only the car, but the after-sales service. *Tell the customer of Citroën's service facilities — it often is the turning point in the sale!*

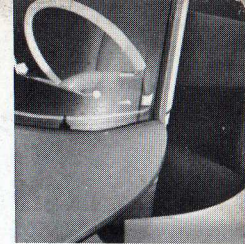
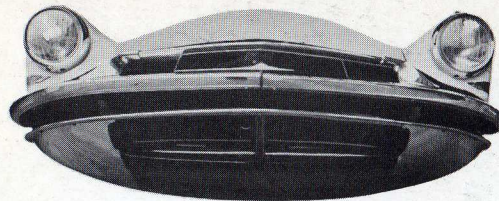


Why people choose
CITROËN



The new Citroen DS-19 and ID-19 offer a combination which is not found in *any* other make of automobile. Here we have for the first time in automotive history a "have your cake and eat it too" car. *Speed?* In the neighborhood of 100 miles an hour . . . but still giving *Economy* up to 33 miles per gallon. *Comfort?* The unequalled luxury of Air-Oil Suspension with the room of a 123" wheelbase (longer than most domestic cars) but still giving the maneuverability and parking ease that can come only with a short (189") overall length. *Roadability?* The cornering ability of an out-and-out competition car thanks to Front Wheel Drive and Rack and Pinion Steering . . . and a full five passenger luxury car with 17.5 cubic feet luggage compartment. *Safety?* The only car in the world offering the protection of a Safety No-Spoke steering wheel, safety "crash-panel dash," safety pop-out windshield, and the security of the Michelin steel-cord "X" tires . . . and beauty which never goes out of style, and which has won awards such as the coveted "Beaute France" and the Milan award . . . all this, coupled with the ruggedness and dependability which won the Monte Carlo Rally against 322 cars of all makes from all countries. Here, for the first time, is a winning combination—these are the reasons why thinking people all over the world choose Citroen.

STYLING: Clean smart lines reflect the true Paris elegance of Citroen! Awards for beauty and functional elegance have been awarded throughout the world. Awarded the coveted "Beaute France" as well as the 1st prize of



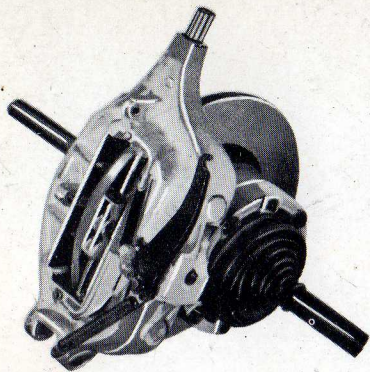
the world renowned "Triennale di Milan." Citroen styling is that of the modern classic, paying off in chic when you own the car, paying off in dollars when you trade.

PROVED POWER UNIT: A precision-engineered four cylinder motor of 1911 cc capacity (116 cu. in.) develops 75 b.h.p. Aluminum cylinder head and inclined overhead valves in hemispheric chambers still further the capabilities of an engine long renowned for its reliability, smoothness, and power.

FULL SCALE INTERIOR COMFORT: Deep beautifully upholstered seats which recline for sleeping provide luxurious accommodation for five *big* adults—together with such features as a folding center arm-rest, interior lights, etc. PLUS the added leg room which can be found only in a car with a long 123" wheelbase.

UNSURPASSED RIDING COMFORT: No car, regardless of price, rides as well as CITROEN. Air-Oil Suspension gives the most comfortable ride in the world coupled with high speed roadability which is unbeatable.

SPORTS CAR STEERING: Rack and Pinion Steering as is found on the world's most expensive sports cars is standard equipment on the Citroen DS and ID 19 models. This gives the precise steering and ease of control necessary on today's crowded highways together with quick control for greater safety. Power Steering is standard equipment on the DS-19 for even greater ease in parking.

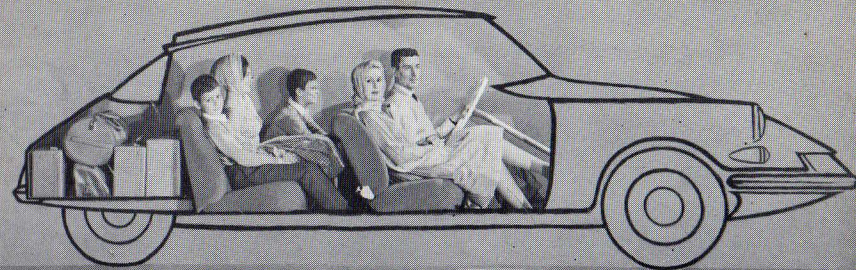


DISC BRAKES: The greater added safety of no-fade disc brakes are yours with Citroën! Fitted to the front, and cooled by air-scoops, disc brakes offer the customer the precision braking of a hand-crafted racing car for the first time on a top performing family sedan. The DS-19 features, in addition, power braking!

NO-SPOKE STEERING WHEEL: No center post aimed at your chest! What other manufacturers have attempted with the deep-dished wheel, Citroën alone has accomplished with the Safety No-Spoke Steering Wheel. Explain this feature to your customer—it may save his life!

WIDE-ANGLE VISIBILITY: Assured by the wide curved safety windshield with its narrow posts, four large windows, and large back window permitting clear vision on all sides as well as of following traffic.

ONE-PIECE BODY FRAME CONSTRUCTION: "Built like a Bridge." Citroën pioneered the unitized body-frame construction more than 20 years ago, now other manufacturers have paid the supreme compliment by following in Citroën's footsteps. Unitized construction eliminates body squeaks and rattles, and permits greater safety with less weight.



LARGE LUGGAGE SPACE: Compare the 17.5 cubic foot trunk of a new Citroën with any other compact or imported car! Room for luggage for the entire family and then some. Here again is yet another selling point where Citroën gains by comparison.

EASY-CLEAN WHEELS: The stainless steel wheel covers (standard on DS-19 and ID "confort"—optional on ID-19 "luxe") enhance the appearance of the car while facilitating cleaning. An optional extra on most cars, they are standard on Citroën.

MICHELIN "X" TIRES: The world's best automobile tire is standard equipment on all models of the Citroën! Proved on race tracks and competition cars throughout the world, the Michelin "X" steel cord tire can give the unbeatable combination of roadability, durability, and safety necessary for today's driving conditions.

LARGE FUEL TANK: A full 17 gallon fuel tank for prolonged uninterrupted cruising incorporates special breather to prevent air locks when refuelling and leakage of fuel from surge when cornering.

WIDE-ARC WINDSHIELD WIPERS: These constant speed (no annoying slowing down upon acceleration) electric wipers provide increased vision in bad weather.

TWO ADJUSTABLE SUN VISORS: These are conveniently located, and adjust both to front and side. A useful and attractive mirror is fitted to the back of the passenger visor.

SAFETY GLASS: Citroen, like most European manufacturers, fits the highest quality of Safety Glass obtainable for the safety of the passengers. The glass will pass the safety regulations of every state in the union.

RADIO: Several radios are offered as optional extras if desired.

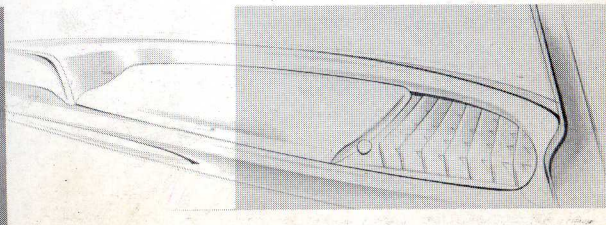
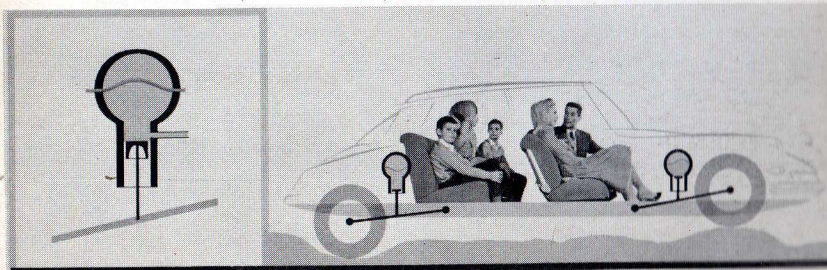
CITROMATIC DRIVE: The Citroen DS-19 has as standard equipment a fully automatic clutch and hydraulic shift! *No Clutch Driving* is offered by Citroen without sacrificing the economy of a conventional gear-shift car. Flick a small lever with the end of your finger—lift your foot from the gas—that's all there is to *Citromatic Drive* . . . the only clutchless drive that gives the convenience of an automatic transmission without the fuel and upkeep costs of an automatic transmission—yet still retains the control of the gearshift car.

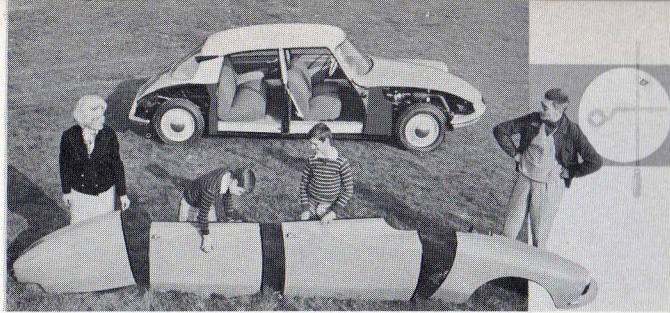
FRONT WHEEL DRIVE: For more than 20 years Citroen *Front Wheel Drive* has been proved throughout

the world. Now all of the roadability of Front Wheel Drive has been retained in the new Citroen cars—plus the convenience of only a 36' turning circle and true finger tip steering. Point out to customers the absence of a drive shaft hump with Citroen's flat floors. Show them the advantages of having the weight of the engine over the traction in mud, snow, or ice. Ask them if they ever saw a horse push a wagon? Remember, for cornering—Front Wheel Drive cannot be beaten!

AIR-OIL SUSPENSION: No car in the world offers the superb comfort of Air-Oil Suspension! If you were selling nothing else, you would still be ahead of the competition with this engineering masterpiece. The advantages are briefly as follows:

1. Riding Comfort unequalled by *any* other car, at *any* price.
2. Constant-Level Ride—the car is *always* at a perfect level regardless of load or disposition of weight.
3. Variable Ground Clearance—the owner can select the ground clearance applicable to prevailing road conditions with the simple movement of a small lever. From approximately 3.5" to 12.5" in a moment of seconds for bad roads, snow, mud, sand, or steep driveways.
4. Power Jacking—simply raise the car to the highest point, attach a brace to the side of the car on which the flat has occurred and lower the car. The side with the brace under it will remain in the air with both wheels off the ground.



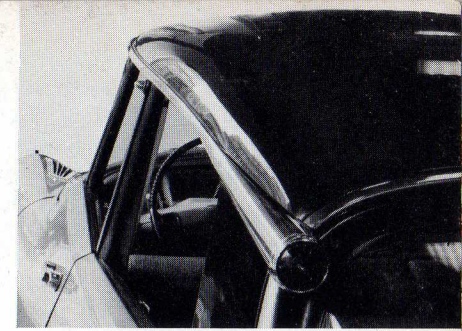


5. Complete Dependability—Citroen has produced Air-Oil Suspension since 1954. Developed after years of exhaustive research it was first fitted to the famous Citroen "15". Proved over millions of miles since its introduction Air-Oil Suspension is *more rugged* and *more flexible* and *easier to maintain* than the finest of old fashioned spring or torsion bar suspension systems. For example the hydraulic fluid used can be obtained in any corner filling station.

QUICK DETACHABLE BODY PANELS: Compare for your customer the cost of installing a fender for the DS or ID Citroen with that of his present car. Point out to him that labor costs are what is expensive, not parts, and then show him how the quick-detachable body parts on a Citroen save him money.

QUALITY MATERIALS: The gauge of steel, the quality (and amount) of paint, the beautiful nylon upholstery, will stand comparison with any quality motor car built. The endurance of aluminum, the beauty and ruggedness of stainless steel are combined with other high-quality materials to make Citroen one of the finest automobiles that the world has ever known. When you sell Citroen you sell *Enduring Quality*.

4-SPEED TRANSMISSION: On the Citroen ID-19 the 4-speed gear box (synchromesh on 2nd, 3rd and 4th) is

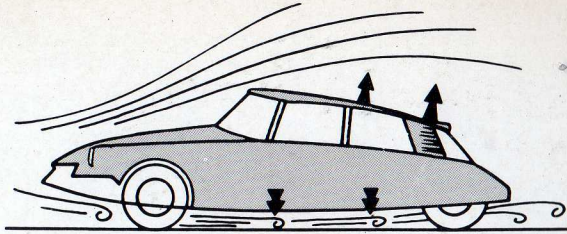


controlled by a quick, silent, and crash-proof lever convenient to the right hand. A conventional "H" pattern is employed. Pendant clutch and brake pedals are also used. On the Citroen DS-19, *Citromatic Drive* is standard equipment.

INTERCHANGEABLE ENGINE PARTS: Point out to your customer that CITROEN has many engine parts he can get in any service station. The fitting of a standard size fan belt, Domestic spark plugs and battery, Sealed Beam Lights, etc. is an important service angle that may well turn the sale in your favor.

MAINTENANCE: The low upkeep cost of a Citroen is another powerful argument which can be employed. Point out to the prospective customer that there are only 4 grease points (two on each front drive assembly), the long life of the tires, quick detachable bodyparts. etc. You can prove to him that a Citroen is economical on four points: *ONE*—when you buy it. *TWO*—in gas and oil. *THREE*—in upkeep. And *FOUR*—when you sell or trade it.

HI-VUE DIRECTIONAL LIGHTS: This is an excellent safety feature to emphasize to your customer. You can point out that the placement of these lights is such that they are level with the eyes of the driver following and

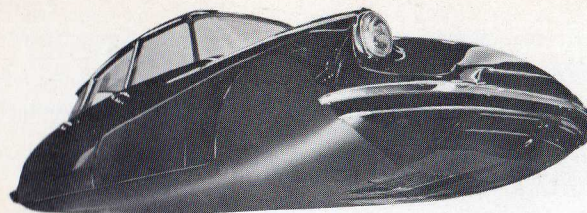


that when the signals are "on" there can be no mistake as to intention. You can also point out how smartly they blend in with the line of the body thereby having both utility and beauty.

UNDERPAN: This unique feature usually found only on expensive racing cars comes with every Citroën as standard equipment. Its purposes are many: It completes the aerodynamic line of Citroën offering minimal resistance to wind underneath the car. It prevents salt corrosion to vital parts on salted snow-blanketed roads. It keeps dirt, dust and road tars away from the running gear. It muffles wind and tire sounds. And at speeds over 60, it creates a partial vacuum under the car and literally pulls the car to the road for remarkable stability.

RESALE VALUE: Citroën cars have always enjoyed high resale value throughout the country. This is due to several things—the main one is that the advanced styling is easily ten years ahead of competition and remains unchanged from year to year. Coupled with the rugged dependability of the power plant, and the quality construction of the unitized body, and combined with fast efficient nationwide service, it is easily understood why the resale, or trade-in, value of Citroën is so high.

These are the principal facts about the cars you are selling. Of necessity we have only covered the basic features, but with a little intelligent application, and with the use of this handbook, you will find that you really *know* your



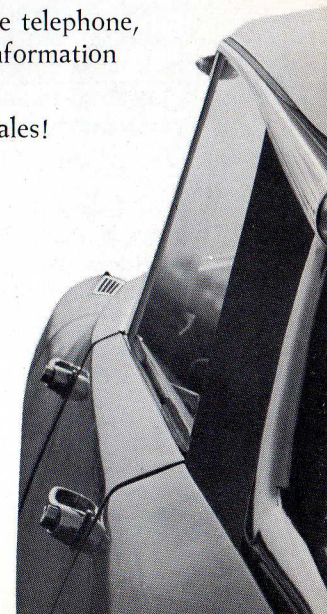
Citroën—and as a salesman you will find that *knowledge is money*. There is no need to "knock" the competition—give a demonstration, and while driving point out the various features as you go. Remember—these are no idle advertising phrases—this car can *do* what we claim for it—and then some!

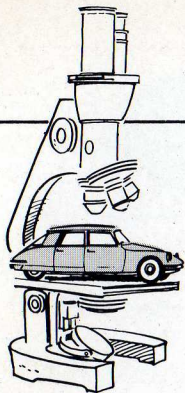
We here at Citroën are here to serve you—our dealers, and our customers. As a Citroën Salesman you are very important to us.

YOU and YOU alone are our link with the prospective customer. Anything we can do to help you sell cars will be done as quickly and as efficiently as possible.

Remember—we are just as far away as the telephone, so if you have any questions or need any information at any time—just call us.

Meanwhile—our best wishes for greater sales!





DS 19 Technical Data

ENGINE.

4 Cyl. OHV 60° • Bore: 78mm. or 3.07 ins., Stroke 100 mm. or 3.94 ins. • Total displacement 1,911 cc or 116.6 cu. ins. • Compression ratio 7.5 to 1 • 75 bhp at 4,500 rpm • Pressure lubricated by mechanical pump • Zenith, Stromberg or Weber dual-throat carburetor • Mechanical gas pump • Electric starter • 210 Watt generator with regulator • Cooling system, pump and thermostat • Nylon fan.

CLUTCH.

Single plate, dry type, automatic hydraulic control.

TRANSMISSION.

Front Wheel Drive • Final drive 9 x 35, spiral bevel • 4 speeds and reverse. Gear ratios: Top: 3.30, 3rd: 4.78, 2nd: 7.35, 1st: 13.8 • Hydraulic operation • Selector lever under the wheel.

STEERING.

Power steering, rack-and-pinion type • 3 turns lock to lock—36 feet turning circle • “No spoke” steering wheel.

FRONT SUSPENSION.

Independent wheels • Two suspension arms and one air-oil unit with shock absorber for each wheel • Anti-roll bar • Levelling device.

REAR SUSPENSION.

Independent wheels • One suspension arm and one air-oil unit with shock absorber for each wheel • Anti-roll bar • Levelling device.

BRAKES.

Main Braking System: Disc brakes on the front wheels, drum brakes on the rear wheels • Brake pressure distributed between front and rear wheels according to axle loading • Wear of front linings automatically compensated. *Emergency Brake:* Foot-operated on front discs.

WHEELS AND TIRES.

Center lock nut wheels equipped with Michelin “X” Steel and Cord 165x400.

BODY.

5 seater, monoshell construction • Platform with side members of welded sheet steel, flat floor, no drive shaft tunnel. Full length aerodynamic underpan. Total visibility. All around safety glass AS1 and AS2.

WEIGHT, DIMENSIONS AND CAPACITIES.

Curb weight 2,475 lbs. • Wheel Base: 123 ins. • Track: front 59 ins., Rear 51¼ ins. • Overall length: 189 ins. • Overall width: 70½ ins. • Overall height: 58 ins. • Turning circle: 36 ft. • Gas tank: 17 gallons • Crank case 8.5 pints • Water capacity 2½ gal. • Gear Box and differential 5.3 pints • Trunk: 17.5 cubic feet • Spare wheel housed under the hood.

HEATING AND VENTILATION.

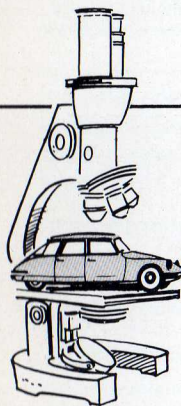
Heating for front and rear passengers and screen defrosting by independent radiators and electric fan • Air-diffusers at both ends of the dashboard.

PERFORMANCE.

Top speed over 95 mph • 3rd gear 75 mph • 2nd gear 52 mph • 1st gear 27 mph • Mileage: up to 32 mpg.

POWER LIFT.

Built-in automatic jacking. Adjustable clearance (6.5” to 11.5”).



ID 19 Technical Data

ENGINE.

4 Cyl. OHV 60° • Bore: 78 mm. or 3.07 ins., Stroke 100 mm. or 3.94 ins. • Total displacement 1,911 cc or 116.6 cu. ins. • Compression ratio 7.5 to 1 • 70 bhp at 4,500 rpm • Pressure lubrication by mechanical pump • Solex 34 carburetor • Mechanical gas pump • Electric starter • 210 Watt generator with regulator • Cooling system, pump and thermostat • Nylon fan.

CLUTCH.

Single plate, dry type.

TRANSMISSION.

Front Wheel Drive • Final drive 9 x 35, spiral bevel • 4 speeds and reverse • Gear ratios: Top: 3.30, 3rd: 4.78, 2nd: 7.35, 1st: 13.8 • 2nd, 3rd, 4th fully synchromesh • Gearshift lever on steering column.

STEERING.

Rack and pinion • 3¼ turn lock to lock • 36 feet turning circle • “No spoke” steering wheel.

FRONT SUSPENSION.

Independent wheels • Two suspension arms for each wheel • One air-oil unit with shock absorber for each wheel • Anti-roll bar • Levelling device.

REAR SUSPENSION.

Independent wheels, one suspension arm and one air-oil unit with shock absorber for each wheel • Anti-roll bar • Levelling device.

BRAKES.

Main Braking System: Disc brakes on the front wheels, drum brakes on the rear wheels • Wear of front linings automatically compensated.

Emergency Brake: Hand operated on front discs.

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Center lock nut wheels equipped with Michelin "X" Steel and Cord 165 x 400.

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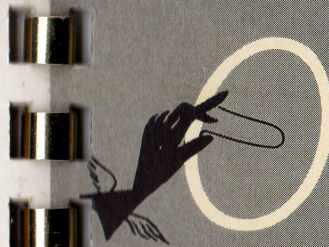
Heating for front and rear passengers. Air-diffusers at both ends of the dashboard.

PERFORMANCE.

Top speed over 90 mph • 3rd gear 72 mph • 2nd gear 50 mph • 1st gear 25 mph • Mileage: up to 35 mpg.

POWER LIFT.

Built-in automatic jacking. Adjustable clearance (6.5" to 11.5").



Overseas Delivery

As a Citroen Salesman you are in a position to add extra dollars to your pay check each week with very little expenditure of time and effort. If you were told that by taking a deposit and writing up an order you could get your full commission on a deal you wouldn't believe it . . . let us do all the follow-up, make the delivery, etc. . . . Well, this is how it works.

Citroen offers the European traveler a car for every budget. From the popular 2CV for the student or budget minded tourist, to the luxurious DS-19, the cars offered by you, the Citroen Salesman, cover 90% of the automotive market.

The dealer for whom you work has the "Citroen Overseas Kit." In this kit you will find all the promotional literature you need, plus brochures on Overseas Delivery. The customer places the order with you—you fill out the simple order form and collect the deposit. We here at Citroen take it from there, and your agency collects the generous commission.

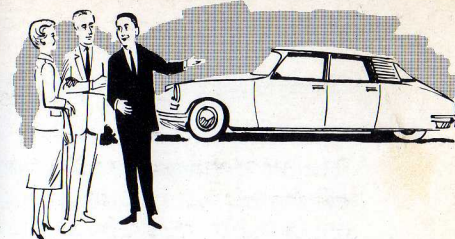
A suggestion as to how you can get more European delivery orders would be for you to contact several Travel Agencies in your area, and work out something for your mutual benefit. Church groups, PTA meetings, Lodge and Club meetings, all are excellent prospects. Just remind

anyone going abroad that substantial savings are theirs by buying a Citroen from you, taking delivery anywhere in Europe, and returning it home. No red tape, guaranteed delivery dates, the fun of having your own car abroad and being independent of trains and time tables, plus the really large saving over the U.S.A. price. For those who do not wish another car at home, you can offer either the Purchase-Repurchase plan or the Finance Plan. Under the first plan the customer pays the F.O.B. Paris price (plus a small charge for registration and insurance) drives his new Citroen (in his choice of color) for the duration of his stay abroad, and simply turns it back to us when he leaves. All of his purchase price is refunded except a low depreciation fee for the length of time he has used the car. All refunds are guaranteed, and made in American dollars! Under the Finance Plan your customer pays only for the amount of time he uses the new car, and charges include insurance and registration. By showing our low rates to your customer, you'll find it easy to convince him that a Citroen car is a *must* in Europe. A new car, fully guaranteed, in his own choice of color and equipment, for less than renting an old second hand automobile! Or if there are several in the party—actually for *less than 3rd class rail travel*.

For men in service or attached civilian personnel going to France, Great Britain, Spain, or Germany, Citroen has a fine *factory approved finance plan*. A Citroen can be purchased right here in the United States, through you the dealer, and then paid for under specific financial arrangements in 6 to 24 months made in any of the countries mentioned. Here is an excellent way to pick up extra sales commissions!

There is actually money here waiting for you to pick it up . . . Citroen's European Delivery Plan gives you added profits from another angle of Citroen's profit building franchise.

Some frequently asked QUESTIONS



Q: *Why do the tires appear softer?*

A: This is the correct inflation, 24 lbs. front—20 lbs. rear. Citroen ID and DS 19 models come *standard* equipment with the famous Michelin X safety steel-cord tire, and if they are kept at this proper inflation they will give phenomenal mileage. Why, most of the world's great famous racing cars fit Michelin "X" tires for competition. They are an optional extra on most cars, but standard on Citroen.

Q: *We notice you have no frames around your windows, doesn't this lead to easy breakage?*

A: On the contrary, the new style note of frameless windows has much to recommend it over the old-fashioned kind. No frames to rattle against the door channels, and less weight combined with greater visibility. The most important factor is, however, *safety*—these windows *break out*. Conventional windows may *break in*, showering the passengers with broken glass. Yet another safety feature built into the new Citroen.

Q: *Can engine heat affect the spare tire?*

A: Definitely not. You see the tire is mounted in such a way that a steady stream of cool, outside air always passes around the tire. Even at idling speeds, the shrouded eight-bladed nylon fan draws plenty of air from the outside to keep the tire cool. Heat from the engine doesn't have a chance to come near it.

Q: *Is there a reason for the shape of the steering wheel?*

A: The safety "No-Spoke" wheel has been evolved by Citroen engineers to eliminate one of the most prevalent causes of auto-accident fatalities—the steering column. Mounted like a dagger at your chest, the conventional steering column—even with a "dished" wheel, is a potential killer. Citroen's safety "No-Spoke" wheel has eliminated this menace.

Q: *Can we expect this 4 cylinder engine to give the smooth flexible service obtained from a 6 or 8 cylinder car?*

A: Definitely—at 60-70 m.p.h. a Citroen is as quiet as the most expensive and powerful cars in the world. Coupled with our synchromesh 4 speed transmission, its smoothness, torque, and flexibility is really terrific.

Q: *What is the "advance control" used for?*

A: It enables the driver to eliminate pinging or "knocking" due to inferior fuel just by adjusting the selector knob. With a conventional car it is necessary to have this done by a mechanic.

Q: *What tools do I get with the car?*

A: A complete set, including spark plug, wrench, open-end wrenches, power jack, etc.

Q: *Is undercoating available?*

A: Undercoating is done at the factory, and is standard equipment, not an "optional extra" as on most other cars.

Q: *Can the car be greased in any service station?*

A: Yes, standard American fittings are used and there are *ONLY 4 GREASE POINTS* on the entire car—2 on each front-wheel drive assembly. The rest of the car is sealed for the life of the automobile. Oil is also changed in the conventional fashion.

Q: *This upholstery is very beautiful, but we have kids and a dog, does it stand up?*

A: The upholstery is either a Spun-Nylon jersey or a hard-finish Helanca Nylon and is extremely durable and is easily cleaned. The ID-19, Luxe also has a durable combination of plastic and long-wearing fabrics.

Q: *I may move to another state, will the CITROEN pass inspection in other states?*

A: The export models DS and ID 19 Citroens comply with the regulations of all states with no modification necessary.

Q: *How rugged is the hydraulic system?*

A: This suspension system was first introduced on our famous Citroen "15" in 1954, after years of research and testing. It has been in constant production since, and is more rugged and dependable than the finest of spring or torsion bar systems—introduced first on a mass production car by Citroen in 1934. The hydraulic fluid recommended can be obtained in any gas station.

Q: *Does any other car offer Air-Oil Suspension and/or variable ground clearance?*

A: Not one, regardless of price.



Q: Can you explain exactly what you mean by Air-Oil Suspension?

A: Yes—a glance at this handy comparison chart will give you a quick explanation.

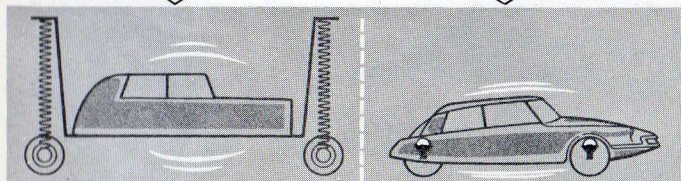
CUSHIONING EFFECT

A conventional suspension would require a ten-fold flexibility to begin to compare with the gentle cushioning effect of Citroen Air-Oil Suspension.

Air-Oil Suspension

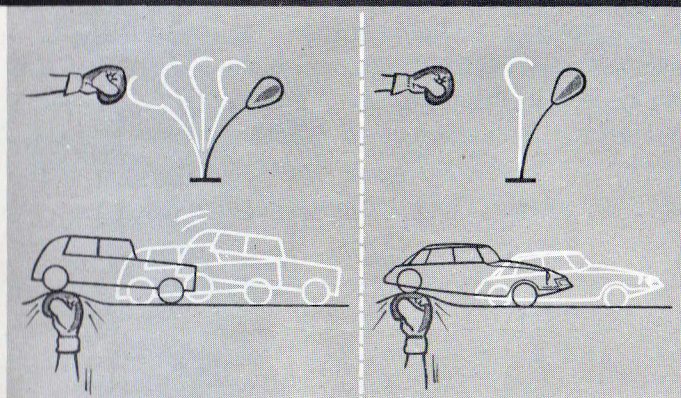
ORDINARY SPRING SUSPENSION

CITROEN AIR-OIL SUSPENSION



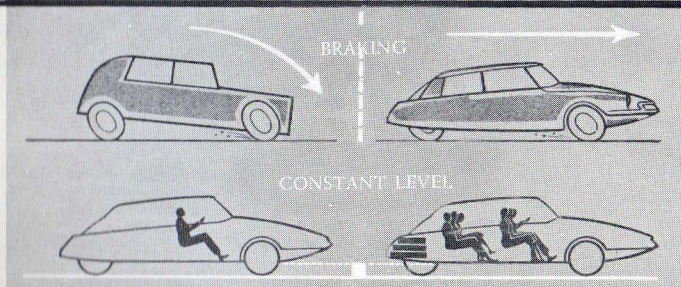
DAMPENING ACTION

A damper element is incorporated in each hydropneumatic unit. Integrated in the suspension system, this damper element has the added advantage of never needing adjustment. Because of its concept, adapted to the Hydropneumatic System, it acts instantaneously and renders the suspension practically aperiodic.



CONSTANT LEVEL

Ordinary cars nose-dive upon braking. Citroen's automatic level-compensators keep the car horizontal at all times, even upon sudden braking. Moreover, the car is kept at a constant height regardless of the load that is carried. In case of bad road conditions, moving a small lever will automatically raise the car to a higher position.



Q: *The trunk lid seems very light to me—is it the same gauge steel as our domestic cars?*

A: Yes, the lightness is deceptive as the trunk lid is balanced to be almost effortless to raise—notice also that with the trunk lid raised, you can still see out the rear view mirror for a full uninterrupted view of the road.

Q: *Why didn't CITROËN make the DS 19 fully automatic?*

A: We feel that Citromatic Drive is the best solution for today's driving needs. There is no clutch pedal, and each gear is selected simply with the end of the finger. This way you have the convenience of clutch-less drive for city and bumper-to-bumper traffic, but the control of a gear shift car for economy and bad weather conditions.







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