CITROËN

THE NEW CITROËN C3

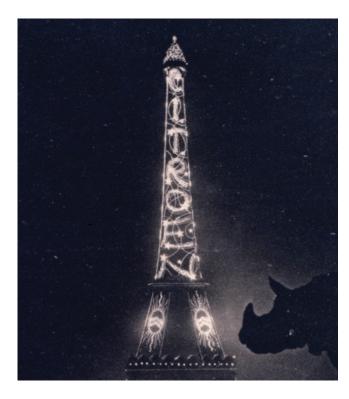#EXPRESSYOURSTYLE

THE MAN BEHIND A
CENTURY-OLD LEGACY

Brand Citroën owes its remarkable success to an audacious, maverick Frenchman - **André Citroën.**
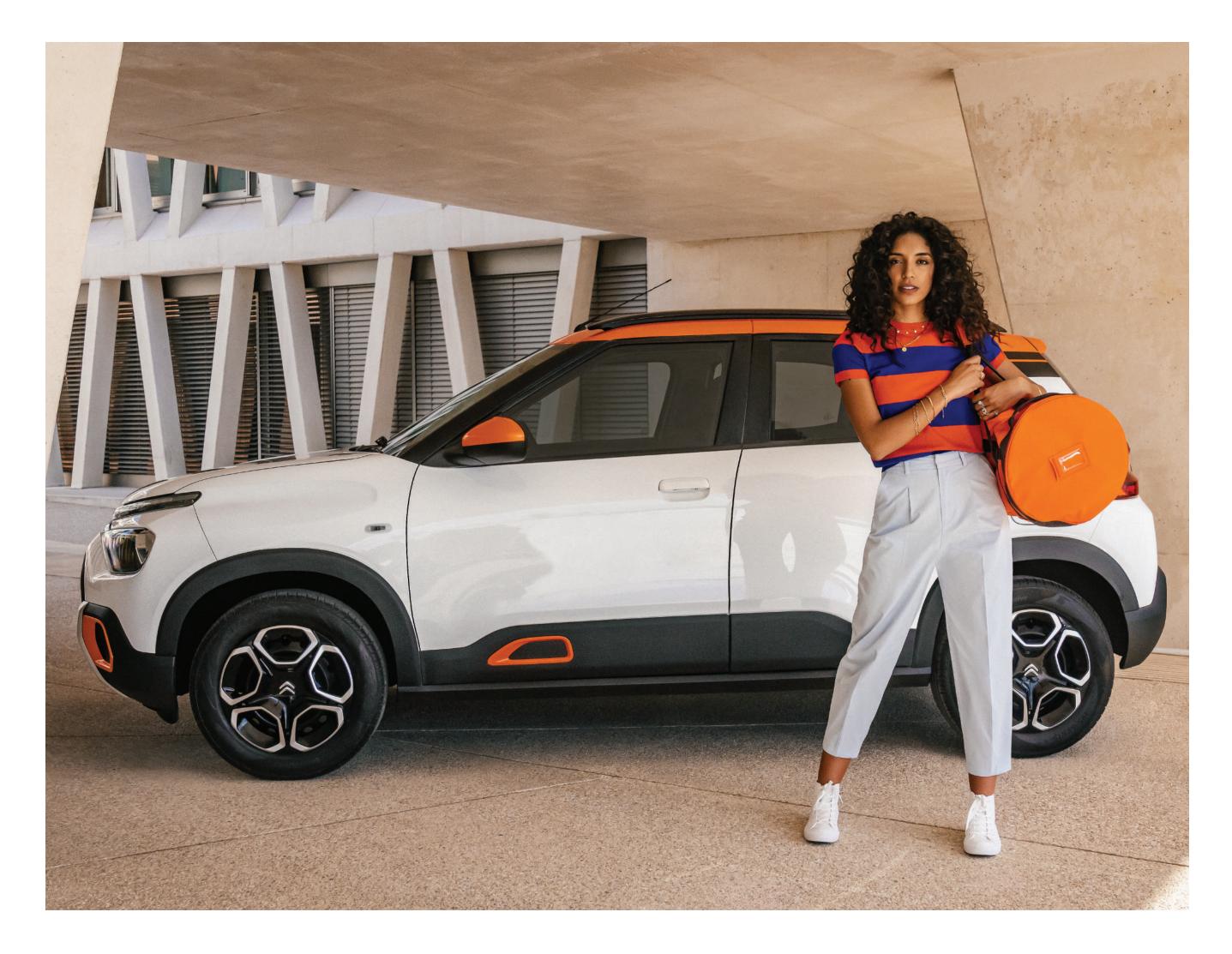
Driven by a dream to make cars more accessible to everyone, he founded Citroën in 1919. With his groundbreaking vision, the company would go on to revolutionise car manufacturing in Europe and become a pioneer in automotive innovation.

André Citroën developed double helical gears with V-shaped teeth, years before he founded the company he named after himself. The gears proved to be a game-changer, bringing him immense success. The gears held great significance for him – so much so that he based the design of Citroën's logo on the very same gears.

Besides his entrepreneurial gifts, he was renowned for his advertising acumen, dazzling audiences with bold and never-seen-before campaigns.

André Citroën's spirit has endured at Citroën for over a century, inspiring the company's designers and engineers to be as audacious as he was. And to push the boundaries of what is possible.

#EXPRESSYOURSTYLE

Every individual has a unique personality. Reflected by an expression that showcases your true self - comfortably. An expression that leaves a mark. And an expression that becomes your distinctive style.

So, now it's time that you have a car that feels like an extension of you. The New Citroën C3, a truly "Customised Unique Vehicle" allows you to do just that. By giving you "customised comfort" and the option of styling your car the way you want it with **10 exterior colour combinations** and **3 packs with 56 customisation options**.

EXTERIOR
DESIGN

The New C3 brings alive a unique design to your urban expression. Innovative design & styling runs through our DNA, which is perfectly illustrated in the dual chrome

The SUV attitude comes alive with its strong wheel arches, fluid lines, and unique proportions that feed into this subtle yet confident stance.

Write to us for the remainder of this brochure
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