

PRESS RELEASE



Rueil-Malmaison, 9 January 2019

IN 2019, CITROËN IS CELEBRATING ITS CENTENARY WITH AN INTERNATIONAL PACKAGE ROLLED OUT THROUGHOUT THE YEAR!

Even though 2019 has only just started, Citroën has already spent many months preparing behind the scenes for this year. And the reason - it is its centenary! To come up with the festivities for this exceptional anniversary, the Brand started off with a simple question: how would its founder, André Citroën, have celebrated his brand's 100 years himself? For this visionary, the inventor of modern communication (illumination of the Eiffel Tower, pioneering treks, etc.), it is certain that doing things like everyone else would have been out of the question... Proud of this DNA, Citroën therefore looked at the big picture with a bold package combining international events and activities which will punctuate the whole of the year 2019. On the programme: gatherings of people, 'Inspired by You' social media activations giving a voice to customers, brand new concepts and plenty of other surprises... Here is a guided tour.



For its centenary, Citroën will be celebrating internationally and throughout the year 2019...

100 YEARS OF A BRAND 'INSPIRED BY YOU'

Celebrating Citroën's centenary means celebrating 100 years of a truly 'people minded brand', a brand which has always been inspired by people and their ways of life. It means highlighting 100 years of an inspiring brand throughout the world and for all generations, around truly unifying and people-focused events:

- **RETROMOBILE 2019 (from 6 to 10 February, Paris Expo Porte de Versailles)**
For this people's show, a must for lovers of motor vehicle history, Citroën is putting an exceptional package together with a special centenary stand of 1,200 m² accommodating 30 iconic models around 3 hubs:
 - ✓ **10 production vehicles:** Type A 10 HP, C3 5 HP, Traction Avant, Type H, 2 CV, DS 21 Pallas, Méhari, CX 25 Prestige, C6, New C5 Aircross SUV
 - ✓ **10 concept cars:** C10, GS Camargue, Karin, Activa 1, Xanae, Osmose, C-Métisse, GTbyCitroën, Tubik, CXPÉRIENCE
 - ✓ **10 racing vehicles:** Scarabée d'Or, Rosalie, DS 21 from the 1969 Rally of Morocco, SM from the 1971 Rally of Morocco, 2 CV Africa Raid, ZX Rally Raid, Xsara Kit Car, C4 WRC, C-Elysée WTCC, C3 WRCA special centenary collector's catalogue telling the story of these 30 models will be published for this occasion.

INSPIRED BY YOU

CITROËN SERVICE PRESSE

7, RUE HENRI SAINT-CLAIRE DEVILLE 92500 RUEIL-MALMAISON

TEL: +33 (0)9 66 66 48 95 - service_presse@citroen.com - <http://int-media.citroen.com> - www.citroen.com

- **CITROËN 'ORIGINS' RENT&SMILE (in April, in Paris)**
 Launched end 2016, Citroën Rent&Smile, the short-term rental service allowing you to rent a Citroën from Citroën, is also getting in tune with the centenary, by offering for rental, in addition to the models from the current range, historic Citroëns! This brand new initiative will be offered to customers in Paris throughout the month of April. The vehicle will be selected and reserved online via the website (<https://fr-rentandsmile.citroen.com>), just as easily as for a current model. A unique opportunity for everyone to experience driving an old Citroën!
- **'FROM ONE GENERATION TO ANOTHER' (from May, on social networks):**
 Because the history of a 100 year-old brand is not written without the unfailing support of its most loyal ambassadors, Citroën will be showcasing them with an original digital animation: 'From One Generation to Another'. The principle? Families, businesses or dealerships from the whole world, loyal to Citroën for generations, will bear witness by video of their unique attachment to the Brand. Relayed on social networks, these films will highlight the passion aroused by Citroën in the four corners of the world.
- **'STREET BURST DAY' (mid-June, in a secret place...):**
 With the first Citroën in history (the Type A) having been launched in Paris in June 1919, the Brand has chosen this month to organise an unprecedented anniversary event: 'Street Burst Day'. A phonetic nod to the word 'Birthday', the initiative will be a world first since the Brand will cordon off a street during the night to park 100 Citroëns there, which will represent the 100 years of the Brand: models from collectors and from the Brand's 'Conservatoire', but also concept cars... Into the bargain: a guaranteed surprise for passers-by, who will be able to enjoy this exceptional exhibition open to all. And for those who are unable to attend in person, the event will be relayed on social networks.
- **'CITROËN STORIES' (from July, on social networks):**
 On the occasion of an international road trip on board the New C5 Aircross SUV, a journalist sets off to meet those who are 'Citroënistes' at heart and owners of iconic models. The chance for them to share their own history with the Brand and to tell the unique story of their Citroën. Each of the seven countries visited will therefore provide the opportunity for a video interview to be relayed on social networks.
- **'LE RASSEMBLEMENT DU SIÈCLE' (from 19 to 21 July, in la Ferté-Vidame - Eure-et-Loir):**
 The key culmination of the centenary festivities on the initiative of the Brand's collectors (Amicale Citroën & DS France) in partnership with L'Aventure Peugeot Citroën DS, 'Le Rassemblement du Siècle' is a gathering of collectors will take over the legendary test drive site of la Ferté-Vidame (historic secret site of the Brand where, in particular, the 2CV was developed). This international gathering promises to be historic in more ways than one with over 11,000 collectors coming together, almost 5,000 cars on display and up to 50,000 people expected at the site over the three days. An active supporter of the event, the Brand is also getting involved in the plans, in particular through a special exhibition. More information at <https://citroencc.com>

100 YEARS OF A VISIONARY BRAND

Celebrating Citroën's centenary also means celebrating 100 years of a brand which has constantly looked to the future of the motor industry, by offering innovative solutions in line with the needs of each era. This one-hundredth anniversary will also be the Brand's opportunity to show its future vision by unveiling 2 brand new concepts:

- **CONCEPT #1 (February)**
Unveiled in February and on display for its world premiere in Geneva (March), this first concept will give Citroën's vision in terms of urban mobility.
- **CONCEPT #2 (May)**
Unveiled in Paris for its world premiere in May, this concept will embody Citroën's take on ultra-comfort.

100 YEARS OF AN ICONIC BRAND

Finally, celebrating Citroën's centenary means celebrating more than a brand. It means showcasing a people's icon, a symbol of boldness, creativity and the French way of life throughout the world, through its legendary cars, its unique communication and its sporting exploits. So many elements which for 100 years have shaped Citroën's individual identity, which the Brand will magnify on the occasion of its centenary, with:

- **A NEW VERSION OF ITS BRAND CAMPAIGN (on TV since 30 December 2018)**
After a first episode launched in March 2018, Citroën's Brand campaign is given a new version on the occasion of the centenary. In it, we find the hitchhiker travelling through different eras in four new and original clips. In particular, characters are featured who are inseparable from the history of the Brand: the publicist Jacques Séguéla on board a DS and Sébastien Loeb on board his Xsara WRC.
The long version of this new international film can be found at <https://youtu.be/PSfN7d6eI3k>
More information in the [dedicated press release](#).
- **AN 'ORIGINS' COLLECTOR'S EDITION (from January)**
The 'Origins' collector's edition is a cross-range special series developed especially for the occasion of the Brand's centenary and rolled out internationally. Available on Citroën C1, C3, C3 Aircross Compact SUV, New C4 Cactus, C4/Grand C4 SpaceTourer and C-Elysée, the 'Origins' collector's edition stands out in particular through specific treatment of colours & materials, with bronze-coloured inserts, echoing the 'Origins since 1919' badge which adorns the bodywork. All of the affected models are already available to order in France, with the exception of C1 and C3 Aircross which will be on sale from the 2nd quarter. More information in the [dedicated press release](#).
- **THE 'CITROËN ORIGINS' VIRTUAL MUSEUM IN THE COLOURS OF THE CENTENARY (from January)**
Launched in 2016, the Citroën Origins site (www.citroenorigins.com) is regularly expanded. Now rolled out in over 40 countries and in 23 languages, in 2019 the Brand's virtual museum will welcome no fewer than 5 new models to discover in 3D and in sound, taking its collection to 79 vehicles. Spruced up in the colours of

the centenary from January, the site will be a key meeting point to stay informed about the calendar of festivities. In addition, it will house original pop-up exhibitions and will relay the main events planned by the Brand for the centenary in photos and videos.

▪ **NEW CITROËN PRODUCTS AND TOYS DESIGNED FOR THE CENTENARY (from January)**

'Mummy, Daddy, Citroën': here are the 3 first words that André Citroën wanted children to say when, in the 1920s, he launched a range of Citroën toys. An unprecedented initiative for the time, with one objective: making the name of his brand heard in households from the youngest of ages. With reference to this spirit, for its centenary the Brand is launching a new range of products which play on Citroën's graphic codes from the 1920s: enamelled mugs, card and memory games, and even a 100% Citroën edition of the famous MONOPOLY! In addition, the Brand will be launching miniatures of old models never before offered for sale, as well as various collector's kits combining cars from yesterday and today.

Find all the Citroën LifeStyle products on the online store : <https://lifestyle.citroen.com>

▪ **A COMMERCIAL DEALER NETWORK IN THE COLOURS OF THE 100 YEARS (from January)**

In the four corners of the world, the Citroën commercial dealer network will itself also sport the colours of the centenary, with layouts specially created for the occasion, both on the inside and the outside of showrooms. Signage, flags, banners, totems and also stickers will thereby take up the theme of the Citroën 'Origins since 1919' logo and its bronze-coloured outline. In this same spirit, an original '100 YEARS' 3D sculpture has also been developed. The ambience created in the showrooms through these different elements will perfectly show off the 'Origins' collector's edition models. New features which will stand alongside exhibitions of historic vehicles from the Brand, throughout the year.

▪ **CITROËN RACING IS CELEBRATING 100 YEARS OF SPORTING ADVENTURE (from January)**

From the very first crossing of the Sahara organised by André Citroën at the WRC World Rally Championship, Citroën has endlessly showed its taste for going one step beyond and adventure. In this way, Citroën Racing will showcase the Brand's centenary through this light, via different initiatives: a new C3 WRC design in the colours of the centenary unveiled on 12 January at the Autosport International show in Birmingham, a mini-film retracing Citroën's history in the competition unveiled at the Rétromobile show (February), a brand new season of the digital series 'Little Big Racing' in a 'vintage' version relayed on social networks, etc.

▪ **A COLLECTOR'S BOOK '100 YEARS OF CITROËN ADVERTISING' BY JACQUES SÉGUÉLA (April)**

If Citroën has stood out for 100 years with its savoir-faire, the Brand has also been renowned in terms of informing people (*'faire-savoir'*). While his competitors were doing 'product advertising', André Citroën was already well and truly generating 'publicity': illuminating the Eiffel Tower, treks in half-tracks, road signs, Citroën toys... Any means were permissible to consolidate the reputation of his brand. This culture of bold communication would from then on remain anchored in the Brand's DNA. A unique saga which the publicist Jacques Séguéla, the father of the Brand's event-driven films in the 1980s (the 'wild chevrons', Visa GTi on the Clémenceau aircraft carrier, AX on the Great Wall of China, etc.) revisits in a collector's book on the occasion of the centenary. Published in France in April, this richly illustrated and beautiful book will also be available in English and in Chinese.

- **‘THE WORLD INSPIRED BY CITROËN’ (summer 2019)**

The centenary will also be the chance for Citroën to give free rein to famous international photographers to magnify the Brand in 100 brand new shots. Taken in global capitals (Paris, Rome, Amsterdam, New York, Buenos Aires, Tunis, Tokyo), these original art photographs will illustrate the Brand’s aura in the four corners of the world, by making the link between past, present and future. Relayed on Instagram and Facebook, the 100 photos will also be the subject of a free exhibition at *la Monnaie de Paris* (the Paris Mint, in the 6th district) in July and August 2019. In addition, they will be fully recreated in a special XXL edition of the famous magazine IDEAT.

Aside from these main events, Citroën will be celebrating its centenary through many other surprises throughout the year: specific commercial activities within its dealer network (after-sales, new and used vehicles), exclusive partnership actions, etc.

The Citroën Brand

An international automotive brand at the heart of the mainstream market, Citroën has cultivated boldness and creativity since 1919. Standing apart through their design and ensuring well-being through comfort and technology, Citroën cars like the New C3 and the New C3 Aircross Compact SUV, bring a breath of fresh air to the automotive world. The brand is popular in its noblest sense: its main source of inspiration is people and their lifestyles. This spirit is captured in its signature: “Inspired by You”. It also finds expression through a unique customer experience with its city store concept ‘La Maison Citroën’, its online opinion site ‘Citroën Advisor’ and mobility solutions such as Citroën Rent & Smile and Citroën Earn & Drive. With 10,000 sales and after-sales points in nearly 80 countries, Citroën sold 1.1 million vehicles in 2017. The Brand has also amassed eight Manufacturers’ titles in the World Rally Championship and won three consecutive Manufacturers’ title in the FIA World Touring Car Championship.

PRESS CONTACTS

Paul MAHOUIN - Tel.: +33 (0)7 61 52 63 16 - paul.mahouin@citroen.com

Nathalie ROUSSEL - Tel.: +33 (0)6 87 77 41 82 - nathalie.rousseau@citroen.com

Find all your Citroën press contacts on <http://fr-media.citroen.com/fr/contacts-list>