



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS KIT

Paris, 02 March 2017

2017 GENEVA MOTOR SHOW: DS 7 CROSSBACK THE STAR OF FOUR DS REVEALS

DS 7 Crossback, the new SUV and first model in the second generation of DS cars, will be the indisputable star of the four world firsts unveiled by the Brand at the 87th Geneva International Motor Show.

By its sides will be DS 7 Crossback La Première, an exclusive and unique limited edition launch model available for online reservations from 7 March to 31 December 2017. With just a few clicks, motorists can be the first to get behind the wheel of DS 7 Crossback.

In further demonstrations of the Brand's expertise in ultra-exclusive cars, two limited edition models will be making their world debuts at Geneva: DS 5 Prestige, celebrating the illustrious 1958 DS 19 Prestige, and DS 3 Ines de la Fressange, the stylish Parisian.

The stand will also feature a virtual reality experience in which visitors can configure their DS and climb on board – including DS 7 Crossback – along with a demonstrator of E-Tense, the hybrid powertrain by DS, set for launch in two years' time.

Join DS at the Geneva Motor Show from 9 to 19 March 2017 on its stand in Hall 6 at the Palexpo exhibition and congress centre.



DS's 500 m² stand invites visitors to plunge into the Brand's universe of French-style savoir-faire, complete with a virtual reality experience, advanced technology and a world of refinement, topped off by a perfumed atmosphere and musical delights. The Brand is pulling out all the stops to magnify the new products on display at the 87th Geneva International Motor Show.

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Commenting, Yves Bonnefont, CEO of the DS brand, said: *"With four world reveals at the 2017 Geneva Motor Show, including DS 7 Crossback, DS is taking a major step forward in the implementation of its global development strategy. The Brand is pursuing its three priorities: proposing exceptional products, rolling out our dedicated distribution network, which is largely reliant on digital media, and providing a refined and personalised customer experience through our Only You services programme."*

For car enthusiasts or the curious, for those with the souls of pioneers or those looking for renewal, and for lovers of beautiful objects or fans of new technology, the four world reveals by DS, presented in Hall 6 at the Palexpo centre in Geneva from 9 to 19 March, are a must-see for finding out more about the Brand's future, well and truly here today.

On show:

- DS 7 CROSSBACK, ushering in the second generation of DS cars
- DS 7 CROSSBACK La Première, an unique and exclusive limited edition model, reservations of which open on 7 March
- DS 5 Prestige, the highest-end limited edition version to date of the Brand's flagship
- DS 3 Ines de la Fressange, a new limited edition of the stylish Parisian. This last, presented on 7 and 8 March, will be replaced for the public days by a dynamic and distinctive version of DS 3: a DS 3 Performance model with an Aden Red body and Onyx Black roof.

DS Automobiles will also be presenting E-Tense, the hybrid by DS, so that visitors can find out all about the technology, set for launch in 2019.

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DS 7 CROSSBACK: THE NEW SUV BY DS AUTOMOBILES. INNOVATIVE SAVOIR-FAIRE FROM PARIS

"We launched the DS brand two years ago at the Geneva International Motor Show. Today, we have chosen this outstanding event to world reveal DS 7 Crossback, our SUV, the first second-generation DS vehicle. Resolutely refined and high-tech, it combines French luxury-sector expertise with technological innovations in an outstanding automobile." - Yves Bonnefont.

For its first public appearance, DS 7 CROSSBACK will be cloaked in Byzantin Gold paint, ennobling its muscular and sensual body styling. Visitors will get a comprehensive look at the personality of this beautiful object and its charismatic design featuring:

- the vertical and prestigious DS Wings front end expressing all the car's nobility, performance and charisma. The new diamond-effect grille sports a hexagonal surround of dynamic lines, with the DS emblem taking up a prominent stance in the centre.
- the modelled bonnet features subtle ribbing in the centre. The sharp edges of the front and rear wings sculpt the sides to enhance the muscular beauty of this SUV.
- the wraparound tailgate and the distinctive rear lights, designed to resemble scales. Boasting *3D Full LED* technology, they are directly inspired by the avant-garde style of DS E-Tense's latest concept car.

Visitors will no doubt be entranced by DS 7 CROSSBACK's light signature, instantly recognisable and truly setting the car apart, day and night, front and rear. Resembling faceted jewels, the LED modules of the DS Active LED Vision headlamps emit a purple light when DS 7 CROSSBACK is unlocked, before pivoting progressively by 180°. The visual effect is pleasant, highly original and, above all, hypnotic, day and night. The daytime-running lights, with their vertically aligned beads, combined with the scrolling indicators, further enhance the Brand's inimitable light signature.

The public will get to explore the hypnotic gaze of the new DS up close thanks to a demonstrator designed specially for the Geneva Motor Show.

Looking beyond its charismatic design, DS 7 CROSSBACK is a concentrate of innovations home to new leading-edge equipment that improves safety, peace of mind at the wheel and the comfort of driver and passengers alike with:

- DS Connected Pilot, opening the way to autonomous driving,
- DS Park Pilot, for automatic parking,
- DS Driver Attention Assist, which detects signs of inattention and fatigue,
- DS Night Vision, providing extra visibility at night (up to 100 m),
- DS Active LED Vision, whose the light beam adapts in width and range to the road conditions and vehicle speed.



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- DS Active Scan Suspension, 21st century suspension by DS, this active system uses a camera to identify and anticipate any bumps and dips in the road for continuous control of the shock absorbers.

This wealth of innovation is reinforced by a broad range of engines, including three petrol units and two BlueHDi diesels, each one boasting generous power, torque and efficiency for heightened pleasure and dynamic serenity. A new-generation eight-speed automatic gearbox, EAT8, has also been launched ahead of the 2019 release of E-Tense, the hybrid by DS.

DS 7 CROSSBACK is also a perfect illustration of the singular excellence of French savoir-faire, which combines the elegance of premium materials with ultimate attention to detail – a key priority at DS. DS 7 CROSSBACK will be available with five *Inspirations*, responding to each person's tastes and reflecting their temperament.

Through the DS Virtual Vision immersive experience or the DS 7 CROSSBACK La Première model on display, visitors will enjoy a close-up look of the extremely high standards set by the DS craftspeople in creating the interior. The stand will also house a Workshop of DS master upholsterers, whose unrivalled talent is expressed in each of the Brand's creations. Throughout the show, they will be available to share their know-how with the public, together with their passion for materials and handcrafted technique.

DS 7 CROSSBACK LA PREMIÈRE: EXCLUSIVE LIMITED EDITION RESERVATIONS OPEN ON 7th MARCH

"DS 7 Crossback La Première is a historical limited edition model. It is dedicated to those seeking to be the first to get behind the wheel of a second-generation DS. Unique and exclusive, it will stand as a turning point in the history of the Brand. Why wait? Book yours now!" -Yves Bonnefont.

DS 7 Crossback La Première is the exclusive and unique limited edition launch model that can be reserved online from 7 March through 31 December 2017 for those seeking to be the first to take to the wheel of DS 7 Crossback, starting in January 2018.

DS 7 CROSSBACK La Première stands apart through its style and exclusiveness and through its elegant and charismatic appeal. The model on show in Geneva will be cloaked in Artense Grey body paint, contrasting with unique upholstery entirely in Nappa leather – seats, door panels, dashboard and console – in a deep and warm *Art Rubis* colour. DS 7 CROSSBACK Première will surprise and seduce more than one!

The refined watchstrap upholstery of the seats is enhanced by "pearl point" stitching as seen in the world of haute couture. The Nappa leather is ennobled by a patina effect inspired by the know-how of luxury brands. The B.R.M. R180 watch springs to life when the car is started, taking on the colours of the interior design scheme, while the dashboard and protective mats feature the signature of the limited edition model. The interior also



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features toggle switches on the chrome-finished central console decorated in "Clous de Paris" guilochage work, issuing from high-end French watchmaking and here making its very first appearance in a car, as well as a central-screen thumb wheel inlaid with crystal, inspired by the savoir-faire of the jewellery sector.

For a thoroughly contemporary driving experience, the focus inside the refined cabin is also on technology, with two 12-inch screens, unique for this category models. The first, in high definition, is an innovation in the fiercely competitive world of SUVs: it works with the navigation system as well as managing the multimedia interface, the entire DS CONNECT offer and the Mirror Screen function. The second is a personalisable screen dedicated to the digital instrument cluster. For DS 7 CROSSBACK, DS joined forces with FOCAL[®], the French leader in professional acoustics and hi-fi. DS has selected the FOCAL[®] ELECTRA exclusive technology system, composed of 14 loudspeakers positioned at precise points around the cabin for the aural delight of passengers front and rear.

In a singular attention to detail, the exterior is graced with touches of the defining *Art Rubis* colour, rhythmically punctuating the body on the front-end DS monogram, the badges on the sides, and the 20-inch Paris alloy wheels with their ultra-chiselled design.

From launch, DS 7 CROSSBACK La Première will be equipped with the most avant-garde DS technologies, including DS Connected Pilot, DS Night Vision and DS Active Scan Suspension. These technologies will subsequently be extended to the entire range. DS 7 CROSSBACK La Première will be available with the two most powerful engines in the range: the BlueHDi 180 S&S and THP 225 S&S, mated to the new-generation 8-speed automatic gearbox, the EAT8. Customers will be able to choose from three body colours: Artense Grey, Pearl White and Perla Black.

DS 7 CROSSBACK: FROM THE DS DIGITAL EXPERIENCE TO E-COMMERCE

"With DS 7 Crossback La Première, the Brand is taking a decisive step forward in its multi-channel strategy and moving into the world of e-commerce. In just a few clicks, motorists can reserve DS 7 Crossback La Première online, from home, at a DS Store or DS Salon, or on our stand at Geneva – a simple web connection is all you need." - Yves Bonnefont.

It has become indispensable to bring customers worldwide an automotive experience that generally begins on the web before taking concrete form in a dealership. Based on a brand/customer relationship conducted via various contact channels, including email, text messaging, web navigation, phone calls and visits, the experience needs to be seamless. At the DS brand, it is fully understood that this experience must save time,



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make everyday life easier and result in satisfied customers. Corresponding to that ambition, at the Geneva Motor Show the Brand is presenting the new digital tools that will be rolled out at DS Stores in the coming weeks, including DS Virtual Vision. The Brand will also be opening online reservations for the DS 7 Crossback La Première for outright purchases or long-term lease financing arrangements. The DS brand is moving into the world of e-commerce.

The experience begins with **DS Virtual Vision**, for an immersive journey into the DS collection. Equipped with a virtual reality headset, visitors will be able to configure the models in the DS range – DS 3, DS 3 Cabrio, DS 4, DS 4 Crossback, DS 5, as well as DS 7 Crossback, including DS 7 Crossback La Première – in real-life scale and using all the personalisation possibilities available for each one.

Visitors will enjoy a dynamic, interactive and captivating experience and no doubt get a thrill when they find themselves on Place de la Concorde in Paris face to face with the DS model of their choice. DS 7 Crossback and DS 7 Crossback La Première will undoubtedly entice numerous visitors to take an original look at its body styling, get inside, open and shut the boot or the panoramic roof, and explore all the personalisation possibilities in terms of body colours and equipment.

Those looking to **reserve** their **DS 7 Crossback La Première** will be able to do so the day the new model's price is announced. That will happen on 7 March 2017 at the Geneva Motor Show on the DS stand, where a terminal with a 32-inch screen will be available, as well as DS Advisors equipped with tablets. Customers will also be able to reserve DS 7 Crossback La Première from home, in France* and Switzerland*, and via the special site www.reservationLaPremiere.DS7Crossback.fr** , or on the DS 7 Crossback Limited Edition page presenting the vehicle www.DS7Crossback.Lapremiere.DSautomobiles.fr** . And if they prefer, motorists can go directly to the DS Store or DS Salon of their choice and reserve on line their car with a DS Advisor.

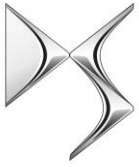
Reservations are open through 31 December 2017.

*By end-May 2017, they will also be able to do so in the UK, Spain, Italy, Germany, Belgium, the Netherlands, Portugal and Austria.

**website for France. NB: Websites for Switzerland: www.reservationlapremiere.ds7crossback.ch/FR/, www.reservierunglapremiere.ds7crossback.ch/DE/, www.riservazionelapremiere.ds7crossback.ch/IT/

E-TENSE, THE HYBRID BY DS & DSV-02: ADVANCED HIGH-PERFORMANCE TECHNOLOGY

"At DS, we are constantly motivated by the search for efficiency and performance. A year ago here in Geneva we presented DS E-Tense, a singular car powered by a high-performance electric drivetrain. Today we are presenting the plug-in hybrid by DS, "E-Tense". It will be fitted on DS 7 Crossback in 2019. The Brand is resolutely committed to high-performance hybrid and electric vehicles. That motivation is illustrated by DSV-02, our all-electric single-seater developed by our engineers and competing in the FIA Formula E Championship." - Yves Bonnefont.



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A high-performance hybrid E-TENSE, boasts power of 300 bhp, four drive wheels, and a range of 60 km* in zero-emission mode. Developed by PSA Group engineers, the plug-in petrol hybrid drivetrain will be fitted on DS 7 CROSSBACK starting in 2019. With overall power of 300 bhp and a range of 60 km* in zero-emission mode, E-Tense has a spacious cabin and generous boot volume, enabled by an ingenious and unique architecture that visitors at Geneva will be able to study up close thanks to a demonstrator next to DS 7 CROSSBACK. The architecture combine the following components:

- a 200 bhp petrol engine
- two electric motors, one at the front one at the rear. The additional power provided by the two electric motors (80 kW each and up to 90 kW combined) to the petrol engine adds up to total power of 300 bhp;
- an electric 8-speed automatic gearbox, positioned transversely across the front axle, between the 200bhp petrol engine and one of the electric motors ;
- a compact lithium-ion battery with an output of 90 kW positioned under the row 2 seat floor ;
- an electric rear axle providing 4WD versions with a remarkable level of performance . The 450 Nm generated by the 4WD versions ensures flexibility and responsiveness for an unrivalled drive.

This layout means that the floor is virtually flat in row 2: a key advantage in terms of space optimisation.

With this technology, the battery can also be charged when the vehicle decelerates or via the internal-combustion engine when in motion. In fast mode, the battery can be charged in under two-and-a-half hours on a 32A domestic socket thanks to a 6.6 kW charger.

Also on show in Geneva, welcoming visitors at the entrance to the DS stand, is **DSV-02** the Formula E car of the DS Virgin Racing team. The all-electric single-seater developed by DS Performance engineers is currently competing in its third season of the FIA Formula E Championship, a forward-looking motorsport competition that promotes clean and responsible energy. Held in the centres of the world's major cities – Hong Kong, Marrakesh, Buenos Aires, Mexico City, Monaco, Paris, Berlin, Brussels, Montreal and New York – Formula E races are attracting a new generation of motorsport fans. The two values of avant-garde technology and close relationships with the public apply equally strongly to Formula E and DS Automobiles. DSV-02 will be competing in the next Formula E race on 1 April 2017 in Mexico City. It will also be making an appearance in Paris on Saturday 20 May at the ePrix circuit around the Invalides building.

* MVEG homologation cycle measurement.



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DS 5 PRESTIGE AND DS 3 INES DE LA FRESSANGE: 2017 SPRING/SUMMER COLLECTION, ULTRA-EXCLUSIVE LIMITED EDITION MODELS

"DS creates cars for customers seeking to express themselves personally. We seek to bring them bespoke models and cultivate rarity so that each customer finds in their DS vehicle a touch that resembles them. Our limited edition models enhance our range of exceptional products. Finding two identical models is quite the challenge!" - Yves Bonnefont.

At the Geneva Motor Show, DS Automobiles will be world premiering DS 5 Prestige and DS 3 Ines de la Fressange, this last model on display on 7 and 8 March only. These ultra-exclusive limited editions models are part of the 2017 Spring/Summer collection.

DS 5 Prestige, the most exclusive DS 5 in the catalogue.

The Brand flagship revealed two years ago to the day at the Geneva Motor Show, DS 5 will be present at this year's event in the shape of the limited edition DS 5 Prestige. Making its world debut ahead of launch in May, DS 5 Prestige celebrates the illustrious DS 19 unveiled at the Paris Motor Show in 1958 and launched in June 1959. A high-end vehicle with outstanding comfort and refinement, the DS 19 became the go-to car for the political and economical leaders of the time.

Nearly 60 years later, the resolutely modern, refined and high-tech DS 5 Prestige looks to the future with its:

- avant-garde design resembling no other. The model's singular personality is strengthened by its sculpted grille, DS LED Vision light signature, scrolling indicators, tapered chrome sabre extending from the headlamps to the front windows, and distinctive broad track at the rear. The cabin design is inspired by the world of aviation. The cockpit roof is the most emblematic feature with three light wells as well as a driver-centric driver's station where the main switchgear is grouped on two central consoles in the shape of push buttons, thumb wheels and toggle switches.
- high-tech driving experience, with keyless entry and start, a 7-inch colour touchscreen that provides easy access to all the car's functionalities (from navigation to music) and simplifies onboard ergonomics, replicating smartphones on the Mirror Screen so that drivers can enjoy their apps in complete safety. DS 5 Prestige is also equipped with DS Connect Nav, a real-time 3D navigation system, a blind spot monitoring system, a lane departure warning system, hill-start assist, an intelligent trajectory control and anti-skid function, together with a reversing camera and head-up vision.
- consummately refined interior, the result of the finest savoir-faire of DS craftspeople. These experts paid particular attention to the cabin upholstery, featuring top-quality leather such as semi-aniline on the watchstrap-design seats and Nappa on the steering wheel, door panels and even the dashboard – a first on DS 5. The Fauve colour of the leathers establishes the dominant tone, perfectly matching the cabin



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components in aluminium or metal and creating a lounge atmosphere, underlined by the massaging driver's seat.

- powerful and efficient engines. Customers choose between two petrol engines and five diesels (depending on the country range) and a manual or latest-generation automatic gearbox.
- outstanding on-road comfort, thanks to shock absorbers with preloaded linear valve (PLV) technology which limits sudden changes in damping force to ensure a more linear damping curve.

For the Geneva Motor Show, DS 5 Prestige will be cloaked in Pearl White paint. On launch, it will also be available in Perla Nera Black or Platinum Grey.

Featuring a fully leather upholstered dashboard and produced in just 250 units, DS 5 Prestige stands as the most exclusive DS 5 in the catalogue.

DS 3 Ines de la Fressange, the stylish Parisian.

When an automotive icon applauded for its inimitable styling and personalisation possibilities meets a leading figure in stylish Parisian fashion, the result can only be a unique, elegant and refined model with a strong identity. And that is precisely what the teams at DS and Ines de la Fressange Paris have done once again with DS 3 Ines de la Fressange, the new limited edition model available now in hatchback and Cabrio versions.

With Encre Blue body paint, an Opal White roof for the hatchback and a Black Canvas roof for the Cabrio, DS 3 Ines de la Fressange also stands out with the "Ines Red" colour on the door mirror housings and the wheel hubs. Eminently refined, the model is adorned with an "airmail" style design scheme on the rear window pillars, featuring a design with blue, white and red striped borders echoing the overall colour scheme. These subtle details express the stylish Parisian soul of DS 3 Ines de la Fressange.

Inside, this spirit is conveyed by Granit Blue grained leather upholstery, while the shape of the protective mat and the headrest covers feature the "Airmail" design scheme and the dashboard insert is coloured in "Ines Red". In an ultimate touch of elegance, the mascot of the Ines de la Fressange Paris House, the "Léon" fawn, is pad-printed on the dashboard.

The new limited edition model also scores top marks on performance, available with six engines (depending on the country): the PureTech 110 S&S manual or EAT6, Pure Tech 130 6-speed manual, THP 165 S&S 6-speed manual, BlueHDi 100 S&S manual and BlueHDi 120 S&S 6-speed manual.

DS 3 Ines de la Fressange also ships with a "Voyageur" bag, designed as part of a limited edition by Ines de la Fressange Paris.



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Message reserved for the press:

On Tuesday 7 and Wednesday 8 March 2017, for the press days, the leaders from DS Automobiles will welcome you to its stand in Hall 6 of Palexpo to present the Brand's latest news and talk with you.

The following people will be available:

- **Yves Bonnefont**, CEO DS Brand
- **Eric Apode**, Senior VP DS Products and Development
- **Thierry Métroz**, Director of Style DS
- **Arnaud Ribault**, Vice President DS Sales and Marketing
- **Xavier Mestelan Pinon***, Director of DS Performance

Reserve your interview now by contacting:

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* **Xavier Mestelan Pinon*** will be available for interviews on Tuesday 7 March only.

Your contact: Adrien da Cunha Belvès, + 33 (0) 6 85 26 27 91 – adrien.dacunhabelves@dsautomobiles.com

NB: no DS press conference at Geneva Motor Show

DS AT THE GENEVA INTERNATIONAL MOTOR SHOW – Press kit, photos and videos available at:

<http://www.dscommunication-echange.com>

Username (CAPS): DSAUTOSHOW

Password (CAPS): GENEVE2017

*Strictly for press use

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About DS AUTOMOBILES

A French brand born in Paris, DS was founded on 1 June 2014. Its ambition is to embody the French know-how of luxury in its cars. Driven by its outstanding heritage and avant-garde spirit, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955.

Designed for customers looking for a means to express themselves as individuals, the DS Collection comprises DS 3, DS 3 CABRIO, DS 4, DS 4 CROSSBACK, DS 4S, DS 5, DS 5LS, DS 6 and completed with DS 7 CROSSBACK. The models in the DS range stand apart through their avant-garde design, refinement and attention to detail, advanced technology and dynamic serenity.

Presented at the 2017 Geneva Motor Show, DS 7 CROSSBACK, the SUV by DS featuring Parisian-style innovation and savoir-faire, ushers in the second generation of DS models. With the DS 7 CROSSBACK La Première limited edition model, forward thinkers can reserve their car online or at a DS Store or DS Salon, and be the first to get behind the wheel. Committed to high-performance hybrid and electric cars, the Brand will launch the DS 7 CROSSBACK equipped with E-Tense, the hybrid powertrain by DS, in 2019.

DS models are available from DS Stores, DS Salons and a selection of other dedicated spaces within the Citroën network. DS also has two flagship stores, DS WORLD PARIS and DS WORLD SHANGHAI. DS represents a brand experience that goes beyond the products to include ONLY YOU, a collection of exclusive services showcased at the 2016 Paris Motor Show.

Follow all DS France news on www.DSautomobiles.fr @DS_France and DS international news on www.DSautomobiles.com @DS_Official