

# In an age of planned obsolescence Citroën gives you an intelligent alternative.

Somewhere back in our history we had serious thoughts about the concept of the modern day car.

And from our thoughts was borne the idea behind today's "DS" range of Citroëns.

In essence, we wanted a car whose concept would not be affected by the passing of time.

One that would not be rapidly outdated.

Nor surpassed by the progress of other car makers.

A car that could stay basically the same over the years.

Without needing change for the sake of it.

Looking at the Citroen DS maybe you can now appreciate why it was so far ahead of its time when it was first introduced.

And why it still is.

For even today, 19 years after its birth, the Citroen DS still gives you luxury features and technical advances which together cannot be found in any other car — regardless of make.

Only in a Citroen will you get a ride and comfort which together capture the smooth and quiet of a jet.

For a Citroen travels on air and oil cushions — with automatic height correctors to keep you at a constant level regardless of road surface.

It's true that riding a rough country road feels no different to a main highway.

There's a control too which can automatically increase ground clearance to cope with floods or rough terrain.

Behind the streamlined headlight fairings lies a unique four headlamp system, two of which, in most of our models, are directionally linked with Citroën's power steering.

There's a twin-circuit self adjusting braking system.

Citroen front wheel drive and its associated roadholding and safety virtues.



Our interiors are luxurious, thickly padded throughout with deep high backed seats finished in jersey or leather comprehensive instrumentation that lets you know about such things as brake pad wear and your braking distance at the speed you're travelling as well as giving you all-time essential data.

There's the velvet quietness of the car at high speed.

And incredible roominess which gives more space than you'd ever thought possible for five passengers.

Performance ...100 m.p.h. plus (over 118 m.p.h. on the DS23) ...with power that has taken Citroen to victory in the world's toughest rallies.

A choice of power units — (with electronic fuel injection, 4 or 5 speed gearbox, manual or automatic options). These are

but some of the attributes for which Citroen has been called the "complete car".

For how else do you describe finish and attention to detail, appointments and furnishings when perfection in everything is just there?

What we are offering you is not so much a prestige car but a concept of how such a car should be.

Luxurious. Intelligent. Pleasurable.

And above all else, timeless.

Isn't that the kind of alternative you'd prefer?

You'll be glad you arranged a test drive — just call or write to your nearest Citroen dealer listed below for details of the range.

## CITROËN DS

Sole N.Z. DISTRIBUTORS: Citroen Distributors Ltd. LMVD.

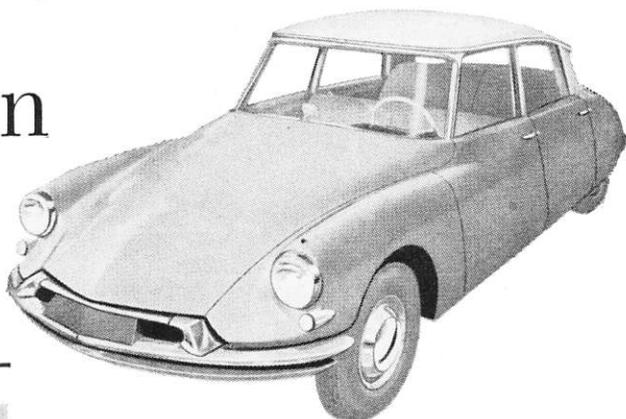
**Ashburton** C.E. Bailey Ltd., 55 Tancred Street. **Auckland** Shorters Car Sales Ltd., 55-57 Shortland Street. **Christchurch** Archibalds Garage Ltd., 22 Angulia Street. **Dunedin** Broadway Parking (Retail) Ltd., 218 Crawford Street. **Gisborne** Farmers Mercantile Co. Ltd., Grey Street. **Hamilton** S.I. Cranston (Hamilton) Ltd., Anglesea Street. **Hastings** Quinneys Motors Ltd., 109 Hastings Street South. **Invercargill** Newfield Auto Services Ltd., 661 Tweed Street. **Manaiia** Waimate Motors., Main Road. **Masterton** J. Hodge Motors Ltd., Chapel Street. **New Plymouth** Adlams Citroen Sales & Service Ltd., 61 Powderham Street. **Palmerston North** Citroen Distributors Ltd., Fitzherbert Avenue. **Rotorua** Akeroyd Motors Ltd., 78 Fairy Spring Road. **Taumarunui** Douglas Autos Ltd., Miriama St. **Tauranga** S.I. Cranston Ltd., Cameron Rd. **Wanganui** Carmen Motors Ltd., 78 Duncan St. **Wellington** Rongotai Motors Ltd., Cnr. Tirangi Rd. & Kingsford Smith St.

One of a series of technical bulletins from

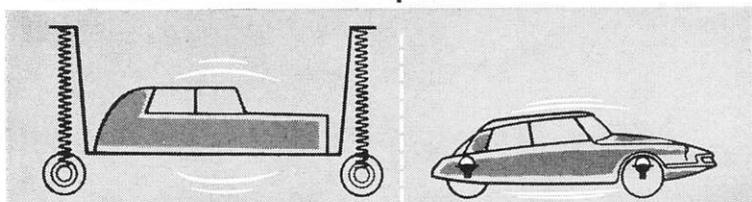
# CITROËN

## Air-Oil Suspension

For the first time anywhere, in May 1954, Citroen adapted Hydropneumatic (Air-Oil) Suspension to a production car. This revolutionary suspension is now standard equipment on both the Citroen DS 19 and ID 19 models.

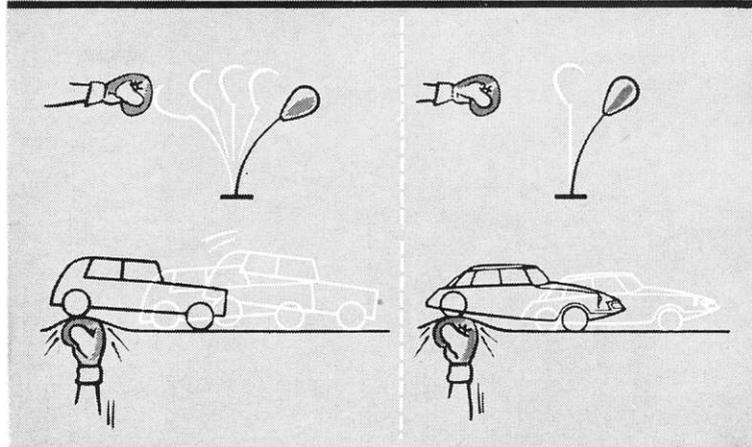


ORDINARY SPRING SUSPENSION | CITROEN AIR-OIL SUSPENSION



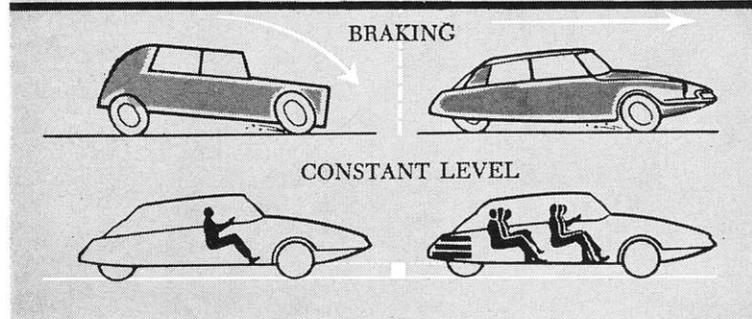
### CUSHIONING EFFECT

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



### DAMPENING ACTION

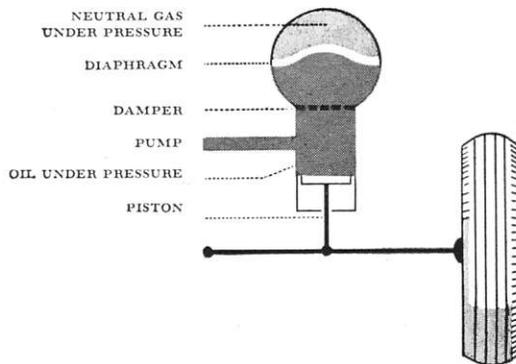
A damper element is incorporated in each hydropneumatic unit. Integrated in the suspension system, this damper element has the added advantage of never needing adjustment. Because of its concept, adapted to the Hydropneumatic System, it acts instantaneously and renders the suspension practically aperiodic.



### CONSTANT LEVEL

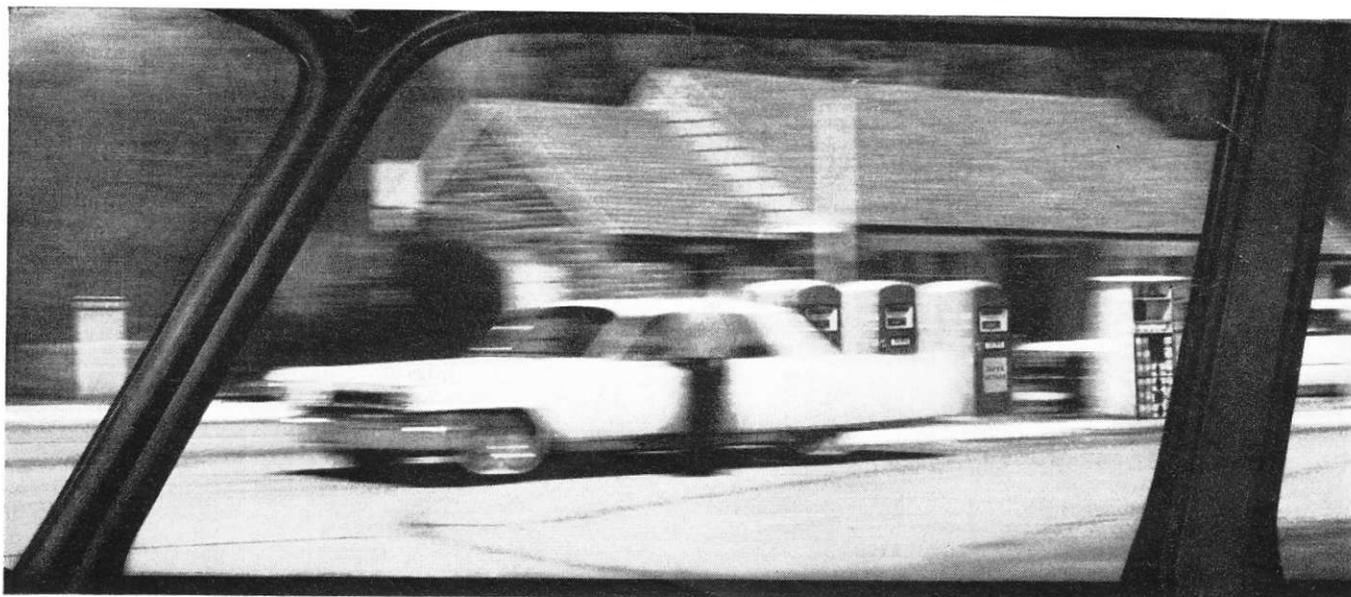
Ordinary cars nose-dive upon braking. Citroen's automatic level-compensators keep the car horizontal at all times, even upon sudden braking. Moreover, the car is kept at a constant height regardless of the load that is carried. In case of bad road conditions, moving a small lever will automatically raise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

In the Hydropneumatic System, each of the four independently suspended wheels is connected to the body by a Piston. By means of a liaison liquid, this piston more or less compresses a neutral gas (Air) pressurized in a sphere. The liaison liquid maintained under pressure by a pump, automatically assures the dampening action and level corrections.



**CITROËN**  
CARS CORPORATION

300 PARK AVENUE, NEW YORK 22, NEW YORK • 8423 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.  
Sales and Service throughout the United States and Canada • Write for new free Road Tests on the DS 19 and the ID 19



## Hardly ever touches the stuff

CITROËN owners sometimes have to wipe their own windshields.

They feel it's a small price to pay for passing up gas stations as they never could before.

Imagine getting about 500 miles to a tankful—from a full-size family car—with power to spare!

But CITROËN is a car of contrasts.

It will give you 28-34 miles to the gallon and 100 mph. Both with ease.

Its wheelbase is as long as a big U.S. car—yet it parks in the same

space as a compact...and more easily.

It's as restful and relaxing as a sofa—yet its Air-oil suspension is rugged enough to flatten the roughest washboard roads.

It's great in summer. The trunk will hold all your luggage or beach and picnic gear.

It's just as great in winter. Its front-wheel drive will pull you through almost anything—without snow tires or chains.

There are other features, too: an

automatic levelling system; power disc brakes; rack and pinion power steering . . . and if you ever get a flat, the car will jack *itself* up.

Sound different? It is—as a look tells you. And there's a reason:

CITROËN was designed—from scratch—for people: practical, fun-loving, economical, romantic people.

Find out for yourself how great it is.

There's nothing like a demonstration (outside of owning one).

# Citroën

## When you're different, you'd better be special.

For something to be special, sometimes it has to be different. Not simply to be uncommon, but different in order to be better.

Many people who live with a personal style, who won't settle for the ordinary, find Citroen their special car. Citroen shares their point-of-view. It shunned conventional engineering, ordinary design...developed new ways of doing the job better.

The "élan" of a Citroen extends beyond its aerodynamic body. It is

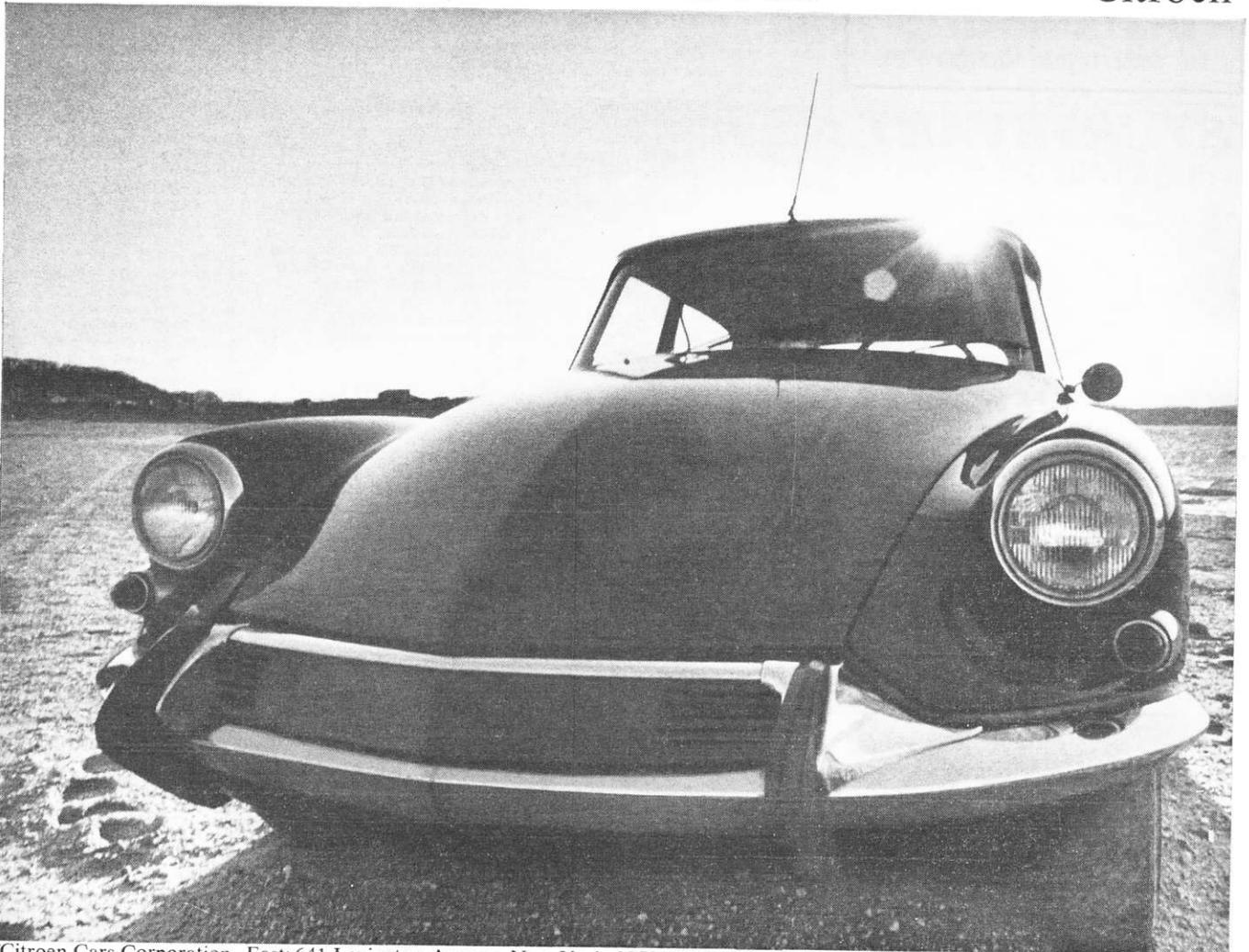
comprised of a formidable collection of features never before combined in one car. Front wheel drive for astonishing traction, precision steering and control. Unique hydropneumatic suspension for a luxurious, cloud-like ride, but with firmness and stability. Mono-shell construction that provides a rigid zone of safety around passengers. A truly haute couture interior that offers "salon" comfort.

The list of "special differences" goes on: Michelin XAS Radial Tires,

proportional dual braking and in-board power disc brakes, constant level ride, fully padded interiors, exceptional visibility. And others.

The Citroen is a different kind of car... and a very special one. Special enough to meet your needs for a personal, business or family car. Find out just how special. Take a different kind of test drive. Simple as checking your Yellow Pages for your Citroen Dealer. Or write. Today.

### Citroën



Citroen Cars Corporation, East: 641 Lexington Avenue, New York, N.Y.10022 West: 8423 Wilshire Blvd., Beverly Hills, Calif. 90211

# *Citroën*

*The one car that's all cars in one.*



Citromatic Drive, Power Steering, Front Wheel Drive, Fade-Free Disc Brakes, Hydro-Pneumatic Suspension, Power Jacking, and Constant Level Ride are Citroën Features.

BECAUSE YOU DEMAND THE ULTIMATE COMFORT OF A LUXURY CAR,  
THE RESPONSIVE, PRECISION PERFORMANCE OF A SPORTS CAR  
AND THE CAREFREE MAINTENANCE OF AN ECONOMY CAR . . .  
YOU'LL APPRECIATE THE ONE CAR THAT PROVIDES ALL THREE.  
THE NEW CITROËN.

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*Citroën Cars Corporation*

SALES AND SERVICE THROUGHOUT THE U.S.A. AND CANADA. CHECK THE YELLOW PAGES. FOR DEALER LIST, LITERATURE, AND/OR EUROPEAN DELIVERY BROCHURE, WRITE: CITROËN CARS CORPORATION, EAST: 641 LEXINGTON AVENUE, NEW YORK, NEW YORK 10022. WEST: 8423 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA 90211. STATION WAGONS ALSO AVAILABLE.

The leading team of Toivonen and Jarvi in a CITROEN DS-19 prove the superiority of front-wheel drive over all road conditions.



## Who really won the Monte Carlo Rally?

*A Saab took first place. CITROEN swept 2nd, 4th, 5th, 7th, 10th overall positions.*

*For the first time one car make captured five of the first ten places in the history of the rally.*

*CITROEN won the Manufacturer's Cup. CITROEN finished first in its class.*

The Monte Carlo Rally is not a race circuit—it happens on roads just like the ones you drive—and worse. What does it prove? Plenty.

CITROEN is a family car designed to carry five adults comfortably. The advanced engineering features that helped it win at Monte Carlo were designed to make driving, any driving, more comfortable, safer. For example:

Control—you point the car down the road—it stays put. There's no hint of wander or drift because CITROEN's front-wheel drive "pulls" instead of

"pushes". . . puts the weight over the traction wheels (where it belongs).

Ride—drive suddenly over cobblestones—some people say they can't feel the difference. That's because CITROEN's air-oil suspension cushions and smooths the road better than cars riding on steel.

Brakes—touch the pedal and they pull you down fast, smoothly, securely. CITROEN's power disc-brakes can't fade (they're self-adjusting, too).

Then, there's the engine that's a miser on gas. Constant road clearance regardless of the load.

4-wheel independent suspension. Many other advanced engineering features.

But just don't take our word, or the record. Try one. You'll see why CITROEN is a great car to drive.

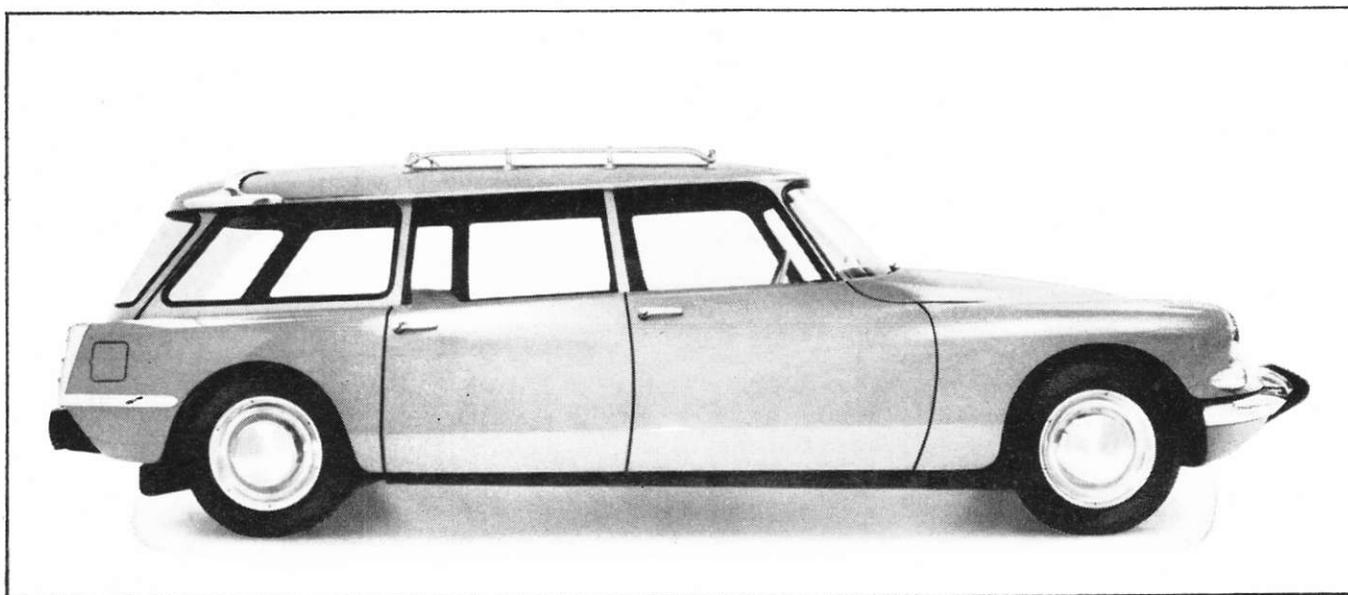
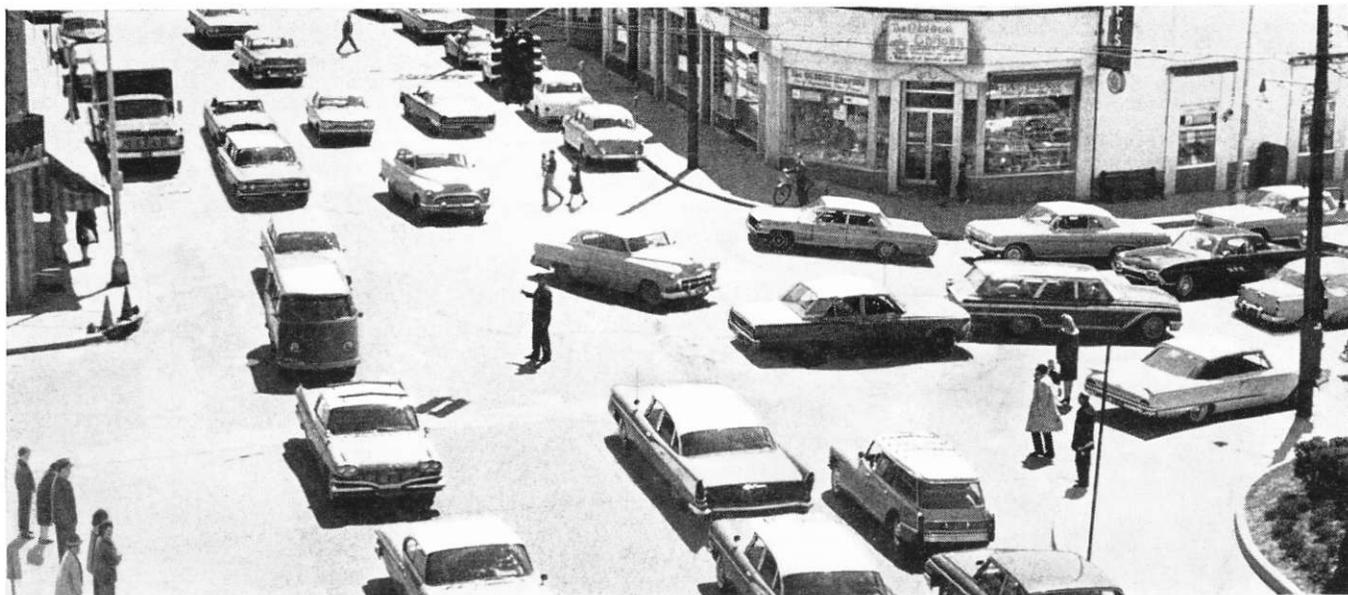
# Citroën

Sales and Service Throughout the U.S.A.

See and test drive a new Citroën at  
Citroën Cars Corp., 300 Park Ave., N.Y. 22, N.Y.  
Telephone MU 8-1161

8423 Wilshire Blvd., Los Angeles, California.  
Telephone OL 3-8330  
or at your nearest dealer.

Going to Europe? Buy your Citroën here, take delivery there, bring it home for further savings. Write for Overseas Delivery brochure.



## You'll love it for parking

Ask your wife how it feels to park the big CITROËN station wagon.

Great! She can nip neatly into the same space as a compact—and far more easily.

Trim as it is, in a CITROËN wagon she can transport eight big people (or countless little people).

What's more, she can zip through a day's errands and meet you at the 6:30 train, without that tired-taxi-driver feeling.

One reason: the incredibly smooth

comfort of CITROËN's ride—something you'd never expect of a station wagon. (But then, no other wagon has CITROËN's Air-Oil suspension.)

Aside from its comfort, CITROËN is the *safest* family car in existence. Its power disc-brakes (no other wagon has them) stop in less distance. Its rack and pinion power steering turns on a dime.

Its front-wheel drive prevents skids... pulls you through any kind of weather. Its big motor (with 4

speeds forward) has the pep you need for passing.

More safety factors: padded ceiling and floor. Double-latch child-proof doors. And—even fully loaded with all your vacation luggage, the car is never off balance, thanks to CITROËN's unique self-leveling system.

Can any wagon give you all this ...and 28-32 miles per gallon, too? CITROËN can!

As one demonstration will prove.

# Citroën

NATIONALLY ADVERTISED IN LEADING MAGAZINES:

## Drive a Sports Car...

When a "Sports Car" man becomes a "family man" he inevitably turns to the car that best combines the *precision performance* he cherishes with the *extra-space, safety, and comfort* he now demands.  
The Citroen is made for such a man!



## and take the family along too...

You too will quickly recognize all of the unique engineering advances that distinguish CITROEN...as the first production automobile to feature as standard equipment:

**The Sure-Footed Control of Front-Wheel Drive:** The Citroen's roadability is legendary for flat, fast cornering around the sharpest turns!

**The new, sensational self-leveling ride of AIR-OIL Suspension...** "On every kind of surface traversible by four wheels, it absorbs shock and maintains stability to a degree never achieved before." (*Road & Track*) A whole new world of comfort and safety!

**The extra margin of safety** provided by self-wear adjusting, completely fade-free powerful **Disc-Brakes**... road tested over a million miles from the Alps to the Rockies!

With the quick reflexes of the CITROEN'S hydropneumatic system ready to do your bidding... **Automatic Clutch** and **Gear Shift, Automatic Jack**, you and your family ride with relaxed comfort in the "World's Safest Production Car." Economically European, Automatically American, the most exhaustively proven and widely acclaimed car in CITROEN'S distinguished automotive history.

## there's room for everybody in a CITROËN!



# CITROËN

.....ID 19  
.....DS 19

**CITROËN CARS CORPORATION**

300 PARK AVENUE, NEW YORK, ELDORADO 5-2872



# Is Front Wheel Drive the reason to drive



*Front Wheel Drive since 1934!*



*New "Pallas" models!*



*Our aerodynamic fastback!*

# the new Citroën DS-21?

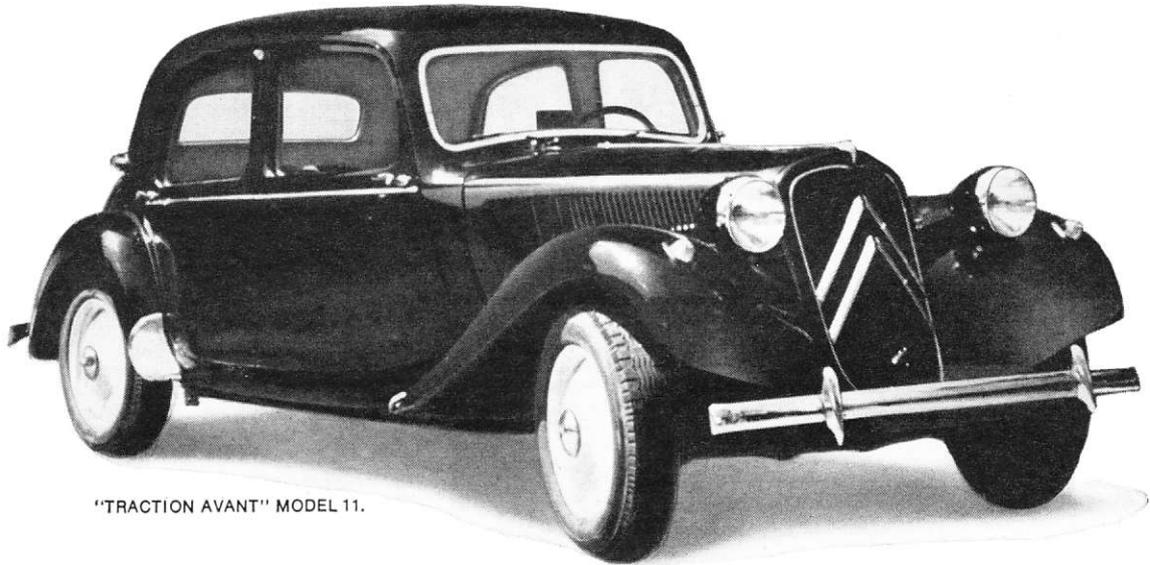


*Longest wheelbase Front Wheel Drive car: 123 inches!*

# Or is it Hydropneumatic suspension?

*These are only two of the reasons. The Citroën Front Wheel Drive design gives you stronger traction, better handling, more safety. More room, too, for passengers and luggage. Proven by millions and millions of miles on the road, Citroën is the world's foremost full-size FWD automobile. The only FWD that gives the extravagant comfort of Hydropneumatic suspension. And for '66 there's more power—faster acceleration. Even greater roadability. Ask for an extensive demonstration of the new DS-21 Sports Sedan (and of all of its features) and you'll find still more reasons for owning a Citroën. For Dealer List, Brochures, or European Delivery information, write:*

**Citroën Cars Corporation, 641 Lexington Ave., N.Y., N.Y. or: 8423 Wilshire Blvd., Beverly Hills, Calif.**



"TRACTION AVANT" MODEL 11.

**"Citroën introduced front wheel drive, chassis-less construction, replaceable wet cylinder liners, large-amplitude independent suspension system...as far back as 1934... the company possesses an apparently bottomless source of brilliant technical solutions to problems the rest of the world's motor industries have either never noticed, or have pretended don't exist in the hope that they might go away.**

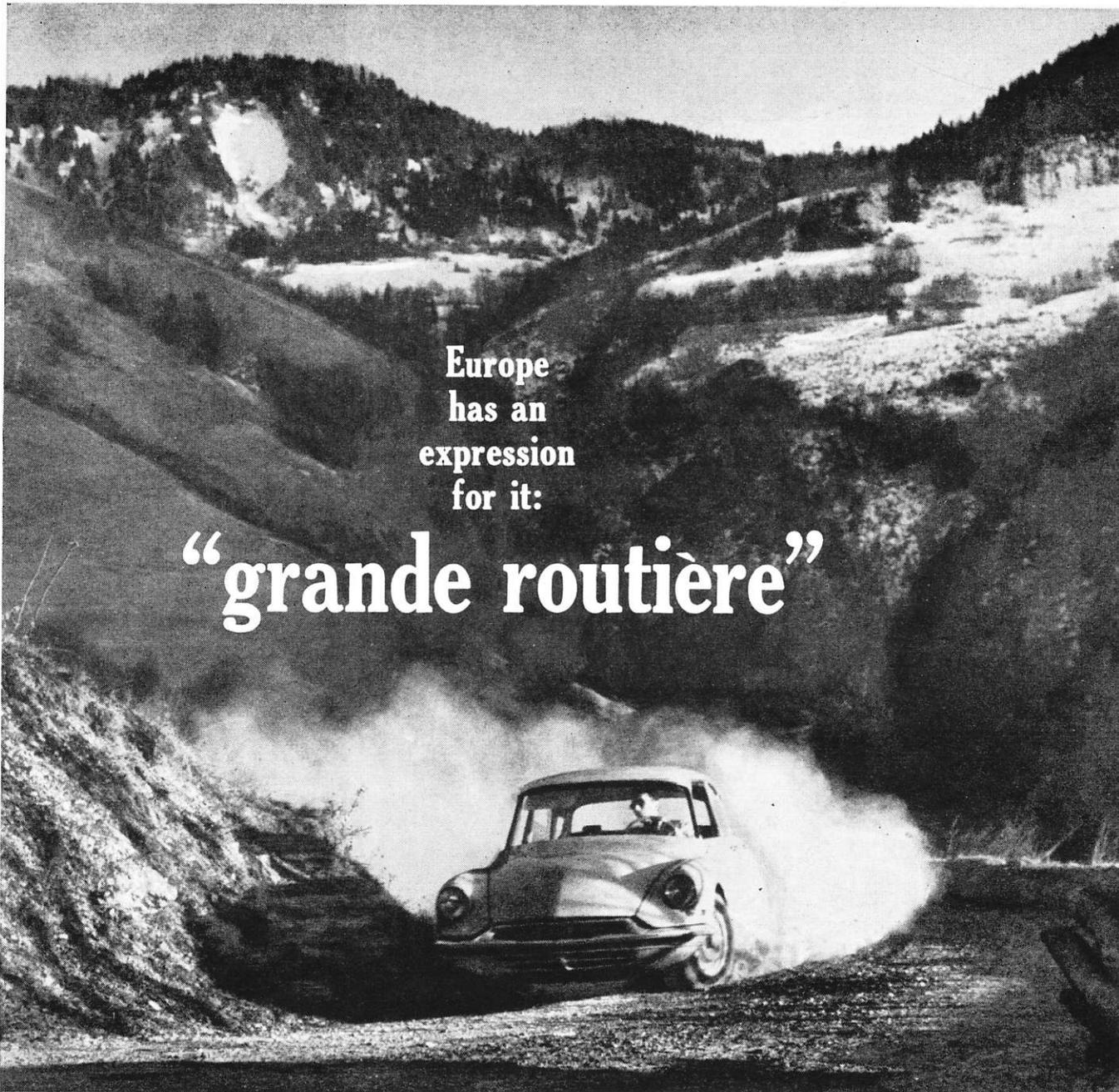


DS-21 PALLAS

**So there are really only two kinds of cars in the world today: Citroën and the rest."**

**ROAD & TRACK MAGAZINE**

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Europe  
has an  
expression  
for it:

“grande routière”

It qualifies the car. It means that the car is great, not only on the highways and thruways, but also on country roads and mountain passes. It means that you can go for hours and hours at the highest average speed with the maximum security.

For example: Citroën won The Road Marathon of Europe which consists of 3500 miles of all-out non-stop driving from Liege, Belgium to Sofia, Bulgaria, and back to Liege, through the most difficult roads of Central Europe and the Alps.

Any car finishing this race has earned the right to be called “Grande Routière.” In this marathon 85 cars

started, only 8 finished. Out of these were 3 Citroën, 2 Mercedes, 1 Porsche, 1 Austin Healey and 1 Ford. Citroën won First, Third and Fifth, and by so doing, was crowned top Grande Routière on today's roads.

Furthermore, the winning Citroën was a DS 19, with the new Super 83 engine, power steering, power disc brakes, automatic shift, and automatic clutch. For the first time the Road Marathon was won by a car sans clutch pedal!

The best 1962 “Grande Routière” is now at your Citroën Dealer. Ask him for your demonstration.

*The winning DS 19 of Bianchi-Harris*

# CITROËN

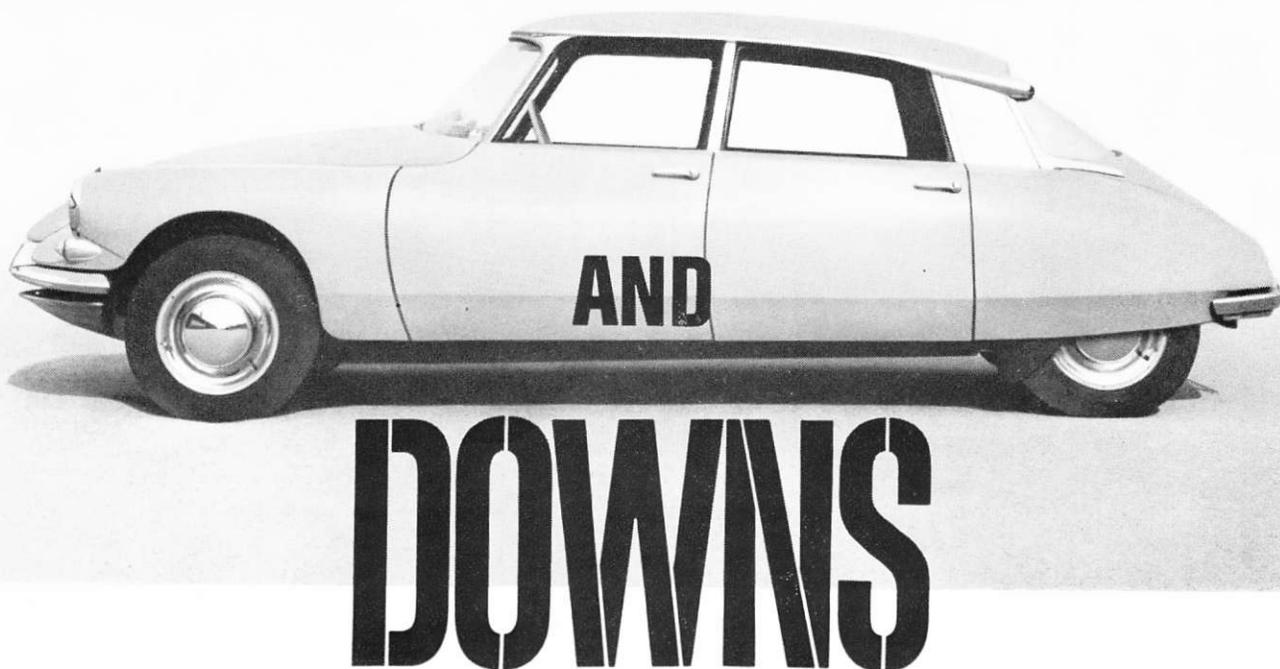
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Hills, Calif., Dept. CD-2

*Sales and Service by Authorized Dealers  
throughout the U.S., Canada, and Mexico.*





Moody? No. French, and logical.

When road conditions change, you can change the height of a Citroën car to suit the road. Citroën can do it, and only a Citroën.

Deeply rutted road, heavy snowdrift? Up you go, and pull away with plenty of clearance.

Flat tire? Raise her up higher still. The jacking is automatic, and only on a Citroën.

Regular road or smooth turnpike? Cruise along at a normal height. The comfort is something to marvel at.

By means of a lever you control Citroën's ups and downs without leaving the driver's seat (varying the driving clearance from 6½" to 12").

Result?

Citroën's exclusive Air-Oil Suspension system seems to actually change the road. Reducing fatigue. Eliminating ruts. Flattening bumps. As if Citroën was rolling out its own carpet of concrete.

What could be more French...or logical...than Citroën, the most considerate car in the world.

**CITROËN**