

# CITROËNVIE!

*a quarterly publication (with a North American perspective) for Citroën enthusiasts*

2011 No. 2

Price: \$7.50 CDN  
\$7.50 US

## Feature Report: Citroën's mid-1960's USA Marketing

- Farewell John Mazmanian
- Victor Wagner Tribute
- Retromobile 2011
- Panhard Dynamic
- Tire Caution
- 2CV Coils

## International Citroën Club Events:

- Mar 31 - Apr 3 '11 - Techno Classica. Messe Essen, Germany  
[http://www.siha.de/tce\\_uk.php?m=3&ms=1](http://www.siha.de/tce_uk.php?m=3&ms=1)
- May 7 - 8 '11 - Citromobile. Expo Haarlemmermeer B.V., Stelling 1  
Vijfhuizen, THE NETHERLANDS  
<http://www.citromobile.nl/ENGELS.HTM>
- May 20 - 22 '11 - Carlisle Import Show & CCNA Meet. Carlisle, PA
- June 16 - 19 '11 - 35th Citroën Rendezvous - Saratoga Springs, NY.  
(Organized by the DriveSheSaid group -  
[www.driveshesaid.com](http://www.driveshesaid.com))
- July 26 - 31 '11 - 19th International Meeting of 2CV Friends in Salbris,  
France. This will be the biggest event ever, since it  
is in central France and easy to reach for most  
participants. 5,000 2CV's expected!!  
[www.2cvfrance2011.fr](http://www.2cvfrance2011.fr)
- Nov 4 - 6 '11 - Le salon Epoqu'Auto. Lyon, France.  
<http://www.epoquauto.com/>
- Aug 9 - 12 '12 - 15th ICCCR - Yorkshire Event Centre, Railway Road,  
Harrogate HG2 8QZ <http://www.icccr2012.org.uk>
- June (day TBD) '12 - Le Mans Classic 2012 - Le Mans, France

### About Citroën Autoclub Canada

Citroën is a French auto maker that began producing cars in 1919 and continues to do so today. Some of its more famous models include the Traction Avant, the Deux Chevaux (2CV), the ID/DS, SM, GS and the CX. Citroën Autoclub Canada has been promoting Citroën ownership since 1983. Our roots go back the early 1970's, when Citroën last sold cars here. Now with more than 100 members and over 1000 CITROËNVIE subscribers, we work to keep our cars on the road and promote them to folks in our community that have fond memories of them or are mesmerized seeing one for the first time.

## Upcoming Local Citroën Autoclub Canada Events:

- Regular monthly meetings are held at 7 pm on the second Wednesday of every month. From October through April our location is indoors at the Granite Brewery on Mt. Pleasant. May to September meetings are held outdoors at the Grenadier Restaurant in High Park.
- Apr 13 '11 - 7 pm - Monthly Club meeting (indoors)  
at the Granite Brewery , on the  
southeast corner of Mt.  
Pleasant & Eglinton Ave. Toronto.
- May 7 '11 - 10 am - CAC Spring Outing - Toronto Adventure Rally  
& Treasure Hunt - hosted by Doug Pengelly.
- May 11 '11 - 7 pm - Monthly Club meeting (1st of the year at  
our outdoor location) at the Grenadier  
Restauraunt parking lot within High Park,  
Toronto.
- June 5 '11 - 12 noon - Citroën Méchoui Montréal Weekend. A  
spectacular weekend in Montréal, capped  
off by a Citroën Méchoui Sunday BBQ with  
the VEA hosted by Louis Grenier. We will  
drive to Montréal on Saturday June 4.
- June 8 '11 - 7 pm - Monthly Club meeting (outdoor location)  
at the Grenadier Restaurant parking lot  
within High Park, Toronto.
- July 13 '11 - 7 pm - Monthly Club meeting (outdoor location)  
at the Grenadier Restaurant parking lot  
within High Park, Toronto.
- July 14 '11 - 7 pm - Bastille Day Celebration - at Crepes-a-go-  
go, 18 Yorkville Ave. (just east of Yonge St.)

Cover: . Looking out front from Carter Willey's 1961  
DS19 on October 10, 2010 at Copake, NY.

Photo by Gabrielle Isenbrand

## Message from the CAC Prez



George Dyke

When I compose these page 3 "prez" messages, I tend to lay out my thoughts fairly early on, usually about the time the last issue of CITROENVIE is published. Perhaps it's because my mind is going a mile a minute and I always seem to have thoughts that didn't manage to get into the last issue. Of course things come along during the course of the three months during which the next issue evolves. Such was the case in this quarter.

The news of the passing of two veteran Club members caused me to pause and reflect on the rich heritage we have of acquaintances who have led extraordinary lives. People who lived their

lives to the max, through an era of innovation and instinct and with a humanity that any who knew them cherished. Sadly their cherished attributes have passed into history. Fortunately our memories of them still enrich our lives. And it will be in our actions from what they have taught us, that will make us the admired Citroën enthusiasts for a new generation.

John Mazmanian's death on January 10 was not unexpected. I had visited him in December and he was very frail, having undergone radiation therapy for prostate cancer he had coped with for two decades. Maz told some of us last June that his Doctor had recently told him it had metastasized to his bladder. But that news didn't stop Maz from making his annual trip to Rendezvous. Maz told me at Saratoga Springs that the prognosis wasn't good, but his upbeat manner and intrinsic determination, while a little slower this year, still let him visit with friends at Rendezvous and see him through the summer and harvest season at his farm in Ft Erie.

News of Victor Wagner was not so timely. John McCulloch found out, in trying to track him down to do a profile interview for CITROENVIE, that he had passed away several years earlier. He had been in a nursing home for quite some time. I never met Victor but I had heard stories over the years from Greg and Andy Lamb, Glen Fryer and Victor Alksnis as to what a special guy he was.

In the current digital age, John and Victor would unquestionably be considered "old school". And I mean that as a compliment with the utmost respect. Both are people, I think, the youth of today would be far more enlightened in life by spending some quality time with them. Toss away the cell phones, yank their video games and pull the plug on the internet! Both John and Victor were two survivalists who looked like they just stepped out of John Ford's Grapes of Wrath. They could have made it across the country in an old Citroën, or any other vehicle for that matter, no matter what the circumstance. Nothing seemed to faze them.

In this issue we pay our respects to both Victor and John (on page 14 and 26 respectively). And for John we have stepped up our game to be more 21st century by creating an online page where you can post a tribute. It's part of a new blog initiative we have taken with CITROENVIE. Find it here at: <http://wp.me/s1fUvO-28>

PSA Peugeot Citroën SA announced on January 12 that they are considering developing China-only brands with their local partners in that country, people familiar the situation said, joining a growing trend among foreign auto makers targeting surging demand for low-cost cars. Timothy Zimmerman, a senior China-based executive at Peugeot, said parent company PSA Peugeot Citroën of France is looking into an opportunity to start an additional brand for China and is discussing it with partner Dongfeng Motor Group Co. and have launched a joint study group to look into the move. In the Spring 2008 issue of Citroenthusiast, I wrote about the Chrysler CCV an ultra low cost car project they explored in the mid 1990's, and one Chrysler started by deconstructing a 1958 2CV. Maybe Citroën should have Dongfeng Motor Group do the same. If not, then have them build a modern 2CV as illustrated on page 18 of this issue.

Turning to our 2011 schedule, there is one change in our events published in the 2011 CITROENVIE Calendar. We originally planned to have our Bastille Day Celebration in Toronto on the same Wednesday night as our Club meeting. But Bastille Day this year falls on the Thursday. If we want to celebrate in Yorkville this year, we have to do it on the actual day of the event not the night before. Since it was a great success last year, we'd like to do that again and for the future ensure that as Bastille Day moves to Friday, Saturday etc, we keep our Club meetings on the second Wednesday in July. So CAC members please take note that we will hold our Club meeting on Wednesday night at High Park, and the following night we will participate in the Bastille Day celebration in Yorkville at Crêpes à GoGo. Last year we had a great turnout for the Bastille Day event, but it was our first year there, and there were a few things we could improve. Most notably making sure that you are well fed. This year, CAC members who turn out for the event with their Citroën (or a Peugeot, Renault or Panhard) will be given a coupon for two crêpes and beverages. There will be music, dancing and some other fun surprises. "Summer's here and the time is right for dancin' in the street."

This celebration is a terrific means to promote our Club to the Toronto community. I hope you can come out for the event.

Finally, as we begin our 2011 driving season, I'd like to remind you that safety is paramount with our classic Citroëns. In this issue we have an article about aged tires. Please read it and check the age of your tires. At the same time make sure your brakes, fluids and electrics are all in tip top shape.

Happy motoring! - George Dyke





storm to a garage where the announcer asks; "Do you ever wonder how the guy that drives the snow plow actually gets to it?", or the "Funeral" ad" where during the funeral procession, the voice of the deceased bequeathes his fortune. He leaves nothing to each, from his wife and sons to business partners, as they were wasteful with money. However, to a tearful young man in the Volkswagen Beetle at the end of line, the voiceover intones: "To my nephew, Harold, who often said 'A penny saved is a penny earned' and 'it surely pays to own a Volkswagen,' I leave my entire fortune of one hundred billion dollars."



Bill Bernbach, the director of the VW campaign, used minimalism and the negative viewpoints American society always had towards the VW Beetle as selling points to the very people who neglected to buy it in the 1950's! He was basically saying, "Yeah ok, so it's small and so what if it's not the fastest? Let's capitalize on the luxuries that come with a small car: efficient gas usage and mileage, cheap repairs, compact size for parking, etc."

This obviously spoke to millions and millions of people, whether a poor college kid or a wealthy businessman.

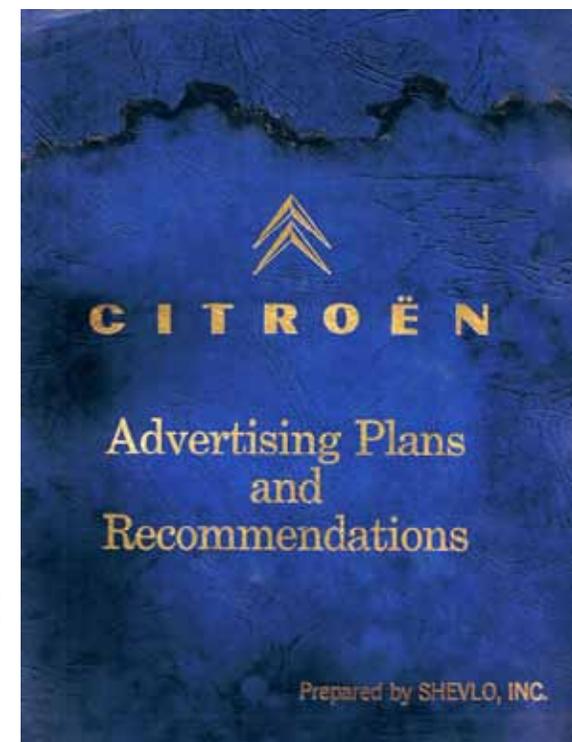
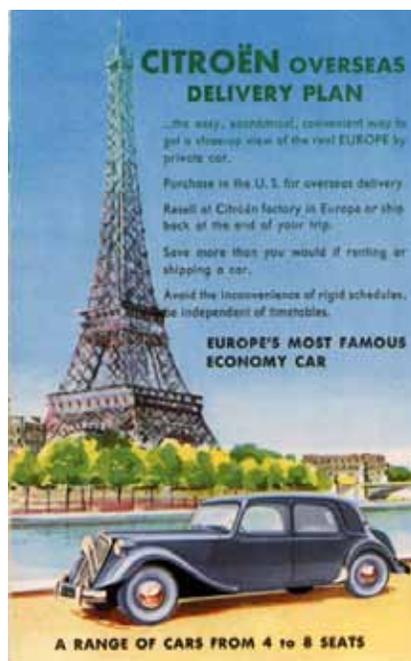
On a visual level the advertisements were brilliant: taking the potent contrast of empty space situated next to anything else you could image in a magazine caused it to immediately pop from the page. You instantly see the car and the headline even if you were merely passing through to get to the end of an article. This witty, charming, and intelligent approach was cohesively integrated into their television ads.

Much of Citroën's advertising effort in the US to that point was to place basic ads in The New Yorker and Town and Country magazines touting their "Buy in Europe and ship home" program. Unfortunately that did little to build a dealer network in the USA. Travelers returning from France with their new "used" Citroën were faced with the problem of where to get their car serviced. The dealer network that



was in place was made up of former dealers for Hudson, Nash and Packard. Slowly the network on the east coast and then on the west coast began to grow as Citroëns were shown at all the major car shows. Celebrities from Frank Sinatra to Lucille Ball made DS purchases. The problem remained that despite the favorable publicity and the D's obvious appeal, lack of service was the major purchase obstacle. Citroën USA knew this and felt that that growing their dealer network and their market was their only option for success. And so in 1965, seeking to be creative in their own right and to better understand the US market, Citroën USA hired the Shelvo, Inc. agency to prepare an Advertising Plans and Recommendations report.

We are fortunate to have the original in our Citroënvie archives. It was given to us by Jim Berry, whose late father James O. Berry Jr., had been the east coast dealer manager for Citroën in the 1960's and early 70's. Based in Buffalo, New York, James had not only delivered many new cars to Citroën dealers, but also amassed a considerable amount of marketing material, including the Shelvo report.



1966  
Shelvo  
Report

Reading it, the era jumps off the pages to put you in the frame of mind of Madison Avenue at that time. There are pages of statistics that show a snapshot analysis of the US market with particular emphasis placed on European imports. It is written in plain English and overall is rather dry. Yet the analysis, data about what carmakers spend and where, and the four levels of budget proposal for Citroën are fascinating. Far too much to show in full detail here, we have scanned the entire report that paid Citroënvie subscribers can download and

*continued on page 6...* 

read at: [files.me.com/gdyke1/q7bb4u](https://files.me.com/gdyke1/q7bb4u)

The report offers some interesting insights; It says "we must look to the Citroën campaign as a campaign unto itself. A Citroën is a Citroën -- it is not a brand VW or a brand MB. Its similarity to these and other foreign car makes is that they are all foreign cars in the USA attempting to capture their share of the market. But they are not Citroëns; they do not produce in the mind of the potential customer the same response that a Citroën will, the same mental image or the same action response."

Four levels of advertising were proposed;

**Level A** was \$250K and that was the minimum recommended for Citroën to continue its advertising and promotion. \$160K was for magazine ads with nearly half of that going to New Yorker (\$28K), Playboy (\$20K), Esquire (\$16) and Sports Illustrated (\$11k). Auto enthusiast magazines Car & Driver and Road & Track were allotted only \$15k. On top of magazine ads, \$35K was allocated to newspapers and another \$35K to direct mail. And there was a reserve contingency of \$21K.

**Level B**, at \$350K was geared to increase advertising, but not designed specifically to sell the concept of a new model. Magazine ad costs jumped by nearly \$100K to \$258K.

**Level C** at \$500K took magazine advertising costs to \$316K, upped newspaper ads to \$45K adding in Life magazine for \$57K alone. Time Magazine and Holiday were given the nod for \$36K and \$23K respectively. Direct mail was increased to \$55K. TV and radio advertising were introduced for \$60K and there was a reserve contingency of \$24K. This was stated as the minimum amount necessary to create a national campaign for the Citroën name and new product. If TV costs seem ridiculously low, this was qualified by saying that; "It is our feeling that the cost of network TV commercials is prohibitive. However, we recommend that a 1-minute, 30 and 10 second series of commercials be produced in New York that can be used in such areas as New York, Boston, Los Angeles, and that can be sent to each dealer as part of his co-operative program for use on local TV stations. This would hold the same for radio." Citroën must have bought some iteration of at least Level C as we know that TV commercials were produced. We know Donald "Red" Dellinger had these commercials in his Citroën memorabilia at the time of his death in 2008.

**Level D** was \$750K having the same objective as Level C but with increased expenditure to reflect the optimum amount for such a campaign. Life Magazine for example was increased to \$106K. New Yorker got \$46K, Playboy \$40K, Esquire \$22K and Sports Illustrated \$22K while Time Magazine and Holiday were increased \$48K and \$28K respectively. They also targeted AMA news (\$8K) and Scientific American for \$13K. In all \$439K was to be spent on magazines, \$75K on newspapers, \$100K on TV and radio and \$100K on direct mail. The reserve contingency was \$36K. The increased

TV and radio cost was to make better quality commercials, and to allow FM radio advertising which they claim "has proven to be an excellent medium for Citroën".

Magazine publishing was heavily favored in all campaigns. There were three reasons for this thinking:

- 1) Its permissive nature allowed the reader to linger over the page or go back again after leafing past it. "This is considered to be an advantage over the television medium, where the single exposure of the advertiser's message cannot be turned to again by the viewer".
- 2) The high quality of colour reproduction in comparison to what news papers or television could deliver at the time.
- 3) Tangible measurement of primary circulation. "This circulation is audited by the Audit Bureau of Circulations".

Much of the report contains fundamentals in marketing and demographics that are interesting and still a good read even today. For example that urban areas account for almost 70% of the US market. But the data that is most revealing is what other foreign car manufacturers spent on national magazine advertising in 1964;

Alfa Romeo - \$31,464	Porsche - \$64,188
Aston Martin - \$30,908	Renault - \$211,401
Austin - \$95,575	Rolls Royce - \$57,632
Chrysler (Simca) - \$233,572	Sunbeam - \$131,900
FIAT - \$314,123	Rover - \$40,610
Ford (Cortina) - \$95,046	Saab - \$145,804
GM (Opel) - \$639,295	Peugeot - \$130,865
Jaguar - \$157,282	Triumph - \$379,344
Mercedes Benz - \$120,513	Toyota - \$93,233
MG - \$683,069	Volkswagen - \$4,217,550
Nissan - \$20,337	(that's right - million!)
	Volvo - \$326,390

By 1965 foreign cars in the US accounted for just 6% of the overall automobile market. And for that 6% they were fighting some fierce brands (like Volkswagen, Mercedes Benz). In the report Shelvo mentions that by 1959, imported car sales had climbed to 10%, but that in the five years since 1960 "Detroit automakers cashed in on the import bonanza by bringing in European cars from Britain and Germany. These included such makes as the English Ford and Vauxhall from England and the Taunus and Opel from Germany. Detroit then dropped these overseas-owned imports and at the same time developed American-built smaller cars".

They also list how much Detroit spends per North American car on advertising;

Rambler - \$ 9	Plymouth - \$ 31
Ford - 10	Thunderbird - 34
Chevrolet - 14	Chevelle - 35

Pontiac - 18	Checker - 36
Corvette - 19	Cadillac - 36
Dodge Dart - 21	Dodge - 37
Oldsmobile - 23	Comet - 44
Buick - 23	Mercury - 46
Falcon - 25	Chrysler - 46
Corvair - 26	Studebaker - 53
Valiant - 28	Continental - 77
Tempest - 29	Imperial - 117

# Information with Elegance

The conclusion of the proposal was that Citroën should spend between \$500,000 and \$750,000 in USA advertising in 1966. That's very ambitious given that from 1956-1972, only 38,000 D models were sold in the US. And sales of other models like the 2CV and the Ami were almost negligible. If Citroën went for the full \$750K plan and, at best, 3,500 DS models were sold in the US in 1966, that would have resulted in \$214 per car in actual advertising and marketing costs. Even if they went with Level A at \$250K per car costs would have been over \$71 per car. Given the volume that Citroën was selling, the Shelvo advertising plan was not financially viable.

Imagine the advertising execs at Shelvo who created this report riding in on the train to New York from upper middle class Westport, Connecticut, studying the statistics and formulating how to spend Citroën's money to get Americans to buy these amazingly engineered but very odd cars. And the pitch to the Citroën boys over on Park Avenue; - that must have been one hell of a 3 martini lunch! If the report managed to make its way to Citroën management in Paris, it could well have been a factor in Citroën's decision to abandon the US market. There's not enough wine in any Paris café for that one to fly.

Certainly the report makes it very clear what they were thinking at Shelvo in 1965.

Mad men indeed!



www.citroenautoclub.ca

## 2CV Coil Recoil

- by Chris Dubuque (Seattle, WA)

What started out as a hot starting problem on my 2CV seems to have turned in to a bigger problem that might affect your 2CV as well. My 1990 2CV has always had an intermittent hot starting problem. Cold starts never an issue, but occasionally after a long drive, it would refuse to restart if shut off. The classic scenario would be driving it on the freeway or in heavy traffic for something like an hour and then stopping at a gas station or a store for a few minutes. Five minutes after shutting it off, I would attempt to start it and.....nothing. It would crank and crank but would refuse to start. Looking down the carburetor, it seemed to be getting gas. Grab a plug wire and zap - it was getting a spark. So what could be wrong?

Besides being incredibly intermittent and unpredictable, the really annoying thing about this problem was that by the time I had called in a rescue effort (usually my wife in her car with a tow rope), it would suddenly restart like nothing ever had been wrong and would run fine for weeks or months. Grrr.

This cycle went on intermittently for almost 10 years! During this time, I had tried everything:

- points and condenser (multiple times)
- spark plugs and plug wires (multiple times)
- ignition coil (multiple times)
- fuel pump
- flushed gas tank
- new carburetor
- installed a 123 electronic ignition
- new ignition switch

Since the problem would cure itself before I had a chance to properly troubleshoot it, all of the above were simply guesses – shot-gun troubleshooting.

I even tried temporarily wrapping the gas lines in the engine compartment with insulation since in a moment of desperation I suspected vapor lock. (Incidentally, I have always thought that mechanics suspect vapor lock only when they are out of ideas for finding the real problem.)

All this and...no luck. The hot starting problem continued.

Then one day I decided to drop by Kenji Yoshino's house (Kenji Yoshino of FPS West 2CV parts fame). I was talking to him about the 2CV hot starting problem and he casually mentioned something that got me thinking. He mentioned that he sells a lot of 2CV coils when he puts them on his postage scale, the weight varies quite a bit from coil-to-coil. Kenji suspected a bad coil. But my problem couldn't be an ignition coil – I had already tried

replacing it – twice! Nevertheless, in a moment of desperation after being stranded yet again, I tried another new coil – but this time the coil was made of brown plastic – not black.

VOILA!

I had success! The brown ignition coil fixed the problem!

I have subsequently found out that the brown coils are intended for the Citroën VISA with electronic ignition and should not be used on a standard 2CV. I have also found out that they should not be used with certain versions of the 123 electronic ignition modules (both of which I has doing). The black coils have a significantly different resistance than the brown coils (3.6 ohms vs. 0.9 ohms).

The 123 Ignition people have the following statement in their instruction manual:

"...All "123ignition\2CV" modules are designed for the stock (black) 2CV-coil but are also compatible with high current (brown) VISA coils. Previous models of the 123\2CV would get damaged by the VISA coil, so do not use a VISA coil with those! ..."

I have read and re-read the above statement and I am still not really sure I understand whether my 123 Ignition module (shown below) is compatible with a brown coil or not. I suspect not – I read somewhere else that a black label 123 module is intended for a black coil. There is however a new version of the 123 Ignition module called the "EVO" that is specifically advertised as being compatible with the brown coil.



Black label 123 Ignition Module for black coil model only?



New-Old-Stock Ducellier 'brown' coil.

But the brown coil fixed my 10 year-long saga of hot start problems and at a minimum, solidified that the coil was in fact my problem!

What could be going on? I had replaced the black coil twice with brand new coils. They couldn't all be bad.....Or could they?

I thought back to that day Kenji told me that these coils all had a different weight. I took my collection of three 'defective' coils and the brown VISA coil and weighed them. Sure enough, the weights were considerably different:

NUMBER	COIL	BRAND WEIGHT
1	The original coil Ducellier	539 grams
2	First replacement coil - Equem	567 grams
3	Second replacement coil - Valeo	547 grams
4	"Brown" VISA coil - Ducellier	630 grams

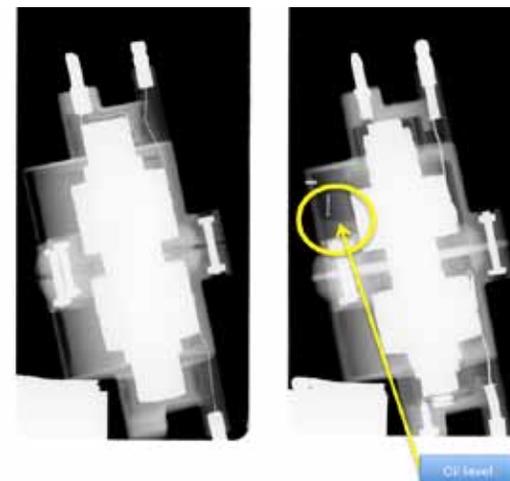
Upon closer examination, the coils in the Equem box and in the Valeo box look to be the exact same coil sold under two different brand names so why the weight difference? Also notice how much heavier the VISA coil is.



Equem and Valeo coils the same?

All of these coils all look exactly the same from the outside so the weight difference must be something inside. But what? Take a look at the following x-rays of two 2CV coils.

As you can see, there are some differences in the shape of the metallic parts that clearly will affect the weight. But also notice something interesting on the coil on the right; the oil level is very low, only about 2/3 full. On the left coil, it is completely filled.



Ignition coils are filled with oil to cool the windings and the one on the right is obviously low. So, the oil level is clearly affecting the weight, but could the low oil level also be allowing the coil to overheat?

continued on page 10... 

There is mounting evidence that others are suffering 2CV coil problems as well:

- a) Kenji at FPS West has given up on the original coils and started selling a dual-ended motorcycle coil to replace the original coil.
- b) Seattle-area local 2CV expert Axel Kaliske (2CVsRus.com) is also firmly convinced there is a coil problem.
- c) 2CV City, a parts supplier in the UK has the following statement on their website: "...After all the problems over the last few years with the European coils this one has been sourced from Argentina and is by far the best coil available..."
- d) ECAS 2CV parts in the UK has started selling a dual-ended coil along with the statement, "...the real answer to hot starting problems..."



Top picture - ECAS Coil - as supplied.

Lower picture shows installation in a 2CV.

ECAS also has another product; an original-style coil that is listed with the statement:

"...Rest assured that a new ignition coil bought from ECAS will not be faulty!..."

Just for a test, I bought one of these original-style coils from ECAS. What I got was a coil that is virtually identical to an original coil but is made in Argentina. Close scrutiny of the Argentine coil with the Valeo / Equem coils reveals some minor differences in the markings on the plastic case, but is otherwise nearly indistinguishable from the French coils.



I tried the ECAS coil on my car and so far, so good. But as noted at the beginning of this article, the problem is so intermittent, it is hard to be absolutely sure the problem is solved.

I weighed the Argentine coil and found it to be 638 grams, which is heavier than any of the coils listed in the table on page 9.

#### THE BOTTOM LINE

So, it is pretty clear that there is something wrong with a large batch of coils that were made and sold under several different brand names including Valeo and Equem. Uncharacteristically, it appears that the 'bad' coils are being offered by the OEM; Valeo. Usually the faulty parts are the reproductions.

Maybe the problem is the oil level or maybe something else? I'm not completely sure at this point.

I spent a lot of time around 2CV's in the 1980's and I don't remember coil failures or hot starting problems, so I am guessing that the problem occurred on a batch that were made in sometime in the 1990's. Axel Kaliske thinks that the bad coils started showing up in the late 1990's or early 2000's, but remember that my all-original 1990 Portuguese 2CV was delivered with a coil that had these exact symptoms.

Unfortunately, I am not sure how to help you identify a 'good' coil from a 'bad' coil, but I can help you with troubleshooting. If you have a hot starting problem that sounds like the behavior I described at the beginning of this article, go right to the coil before wasting time on all of the other stuff that I did.

The Argentine coil is my best hope at this point since I don't want a non-stock motorcycle coil on my all-original car.

Finally, I do not recommend that people use the brown coils since there is quite a bit of controversy whether they are acceptable on a 2CV with either point/condenser ignition or with most 123 Ignition modules.



The only situation where a brown coil is apparently acceptable is if your car is equipped with the EVO version of the 123 Ignition module.

123 EVO

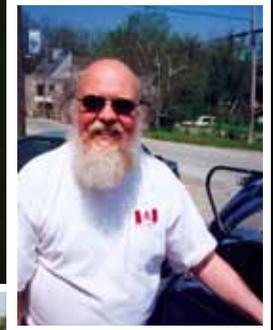


# Fashion for the Fast Lane

*Citroën Autoclub Canada shirts, hats, jackets and jewellery sporting our logo!*



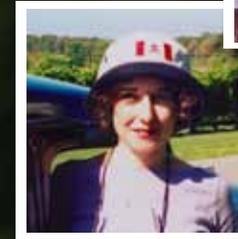
**Water Repellent Jackets**  
\$103. CDN



**T-Shirts**  
\$18. CDN



**Denim Shirts in khaki or blue**  
\$ 46. CDN



**Hats - white or khaki**  
\$18. CDN



**CAC Lapel Pins**  
(Choice of DS, SM,  
2CV or Traction)  
\$3. CDN each  
Set of 4 - \$10. CDN



**Pullover - blue or black**  
\$86. CDN



**Optical Crystal Keychains  
with 3D Citroën chevrons**  
Rectangle or circle cut w/ bevel cut  
Regular (non lighted) - \$12. CDN  
With LED illumination - \$15. CDN



**DS in 3D Optical Crystal (2-3/4 x 3-9/16 x 5-7/8")**  
\$140. CDN (Lighted base - \$30 optional extra).

Also available - three dimensional crystal with 2CV,  
H-Van or XM, and smaller crystal sizes:  
2 x 2 x 3-1/8" rectangle shape - \$30 CDN  
2-3/8 x 3-1/8 x 4-3/4" rectangle - \$100 CDN

Pre-payment required. Shipping charges apply. To order - contact John McCulloch: 905.844.8788 or jmcclulloch8@cogeco.ca

## Back to the Future Part 5 DS FEATURES – Automotive Pre-imminence

- by David Wooley and George Dyke

In our Back to the Future series of articles we have profiled André Citroën and five key people; André Lefèbvre, Pierre-Jules Boulanger, Maurice Sainturat, Walter Becchia, and Paul Magés whom André Citroën chose and who were instrumental in developing new Citroën models of unprecedented technical advancement like the Traction Avant and the 2CV.

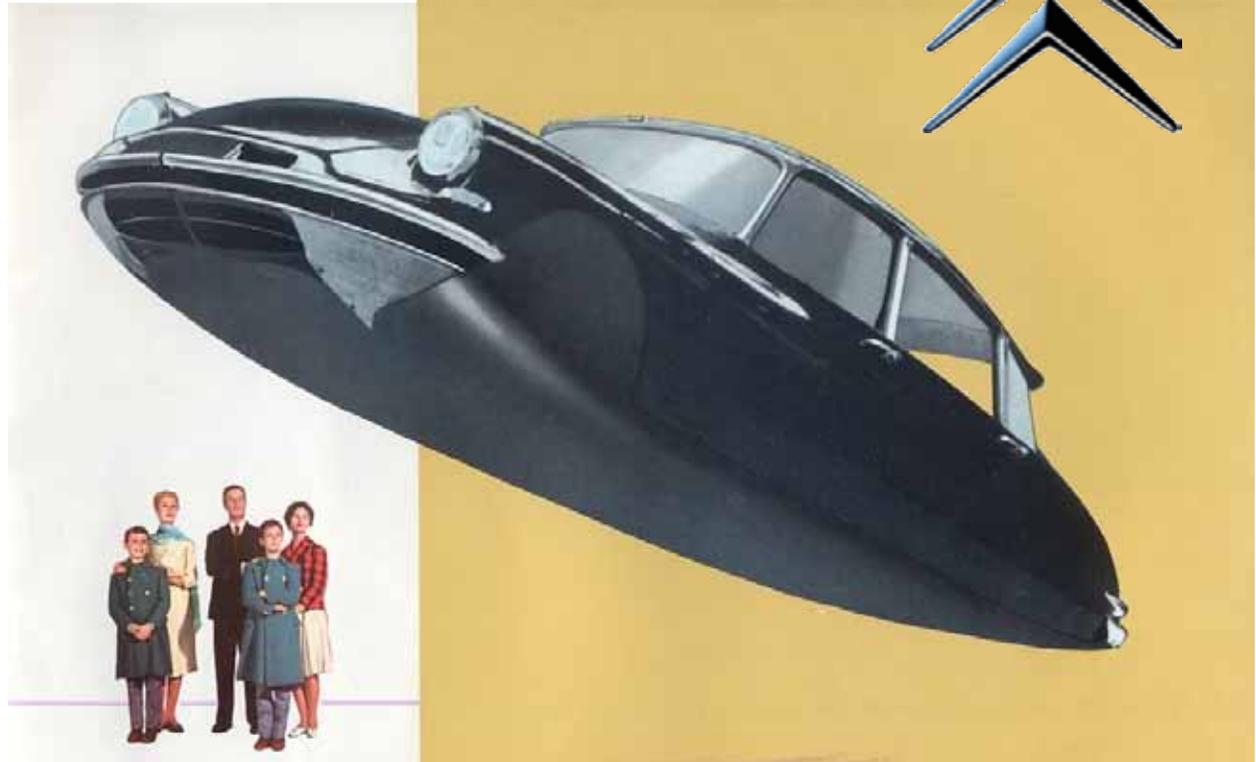
In our fifth and final installment we focus on the DS, the most revolutionary of all Citroën's models.

As we worked on it we discovered that we had assembled a list of over 185 industry firsts and innovations with respect to the DS, commencing with the 1955 DS 19. An impressive digest of features, it quickly became apparent that we could not fit the list into the form of our quarterly CITROËNVIE publication without doing severe concatenation to [severely editing it?] it. And if we did attempt to digest it further, the ability to comprehend all of the DS features would be compromised. To avoid this, we decided to take advantage of our web publishing technology and, rather than running Part 5 of our Back to the Future series here, place it on our CITROËNVIE blog site where the full list can be viewed and appreciated.

You can read it online by going to: <http://wp.me/p1fUvO-Z>

*ED Note: While we recognize that offering this online does not accommodate those that receive only the printed version CITROËNVIE, we felt that given the content of this article and the need to publish it in its entirety, that doing it via our Blog site was the best solution. And to mitigate this compromise for those that are subscribers to the hard copy version of CITROËNVIE, we have printed out the full online article and included it as an insert into the hard copy issue of CITROËNVIE that has been mailed to you.*

*We hope that in whatever format you read it, you find the article both impressive and informative.*



CitroExpert the oldest surviving independent European Citroën magazine, will celebrate its 15th birthday next November. To commemorate this there will be a special issue on the links between Citroën and the USA. So far, they have been able to find many documents never seen before, but they are still looking for unknown authentic photos and other papers from the '20s till 1973. If you have something you this would be of interest, please contact Wouter Jansen at CitroExpert. email: [wouter@citroexpert.nl](mailto:wouter@citroexpert.nl)

He states that any help will be gratefully acknowledged – and those people will receive a copy of the magazine when published. As you might imagine in 2011, he doesn't need to borrow any precious original. A scan (300dpi) email to him will do perfectly.



## Important Tire Information:

We'd like to stress the importance of driving on tires that are not affected by age. Tires deteriorate over time, even if they are not used or driven on. The tires may appear to be in like-new condition on the outside, but inside the rubber is slowly deteriorating. This may dangerously weaken the tire and increase the risk of a blowout at high speed or during hot weather.

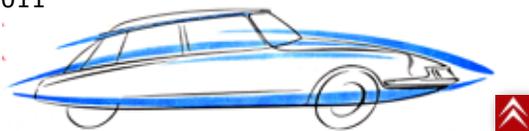
Strategic Safety, a research firm in Arlington, Va., says based on their findings, motorists should replace tires that are more than ten (10) years old, including their spare tire.

And many European vehicle manufacturers typically recommend replacing tires that are more than six (6) years old. (Drive the Alps or the coast roads of Italy and their reasoning becomes obvious!) How old are the tires on your vehicle? The date of manufacture is indicated by the last group of digits in the DOT manufacture code on the sidewall of the tire. The number is often stamped in a recessed rectangle. The DOT code tells who manufactured the tire, where it was made and when. The last group of digits in the code is the date code that tells when the tire was made.

Before 2000, the date code had three digits. Since 2000, it has had four. The first two digits are the week of the year (01 = the first week of January). The third digit (for tires made before 2000) is the year (1 = 1991). For most tires made after 2000, the third and fourth digits are the year (04 = 2004).

While we're at it, what do the first numbers on the tire sidewall mean? As you might expect, they refer to various dimensions of the tire. Take 245-70-17 for example, the first number, 245, is the tire width, in millimetres. The second number, 70, is the aspect ratio – between the height and width of the tire – expressed as a percentage. The last number in the sequence, 17, is the wheel diameter, in inches.

We hope that you're now enlightened and you will ensure that tires on your car good for the 2011 driving season.



## The Great 2CV Rescue Adventure - DVD!

Citroën Autoclub Canada's classic video of October 5, 1996



Order your DVD for just \$12.95\* Contact George Dyke: 416.498.5904 or e-mail: [gdyke@sympatico.ca](mailto:gdyke@sympatico.ca)

\* Originally shot on VHS. Proceeds go to Citroën Autoclub Canada

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## Victor Wagner - a tribute to the Ace of Citroën Autoclub Canada

- by Greg Lamb

The reference to 'car' appears not once but twice in the name of our club, 'Citroën' and 'Auto': so you would think looking back over 27 years of membership we would remember the cars. However, memories of the people or perhaps better said the characters tend to linger in our minds more than the Citroëns themselves; Fred Kossecki who would drive you around in his XM while shouting at traffic. Dick Jeanes who smiled so proudly as he showed you how the Pocket Fisherman reel he installed in the door of his DS wagon would pull down the 3 m tall shortwave antenna on the roof, allowing him to enter his parking garage. George Dyke who happily flings people around Queen's Park in his Mehari oblivious of their conviction that their lives are in their final seconds. But one of the most memorable members of Citroën Autoclub Canada was Victor Wagner. A lack of roll call at the first club meeting means we do not know if Vic was in attendance. We do know he was one of its first members and he showed up faithfully for about 20 or so years. Vic's knowledge of the cars was extensive but his understanding of the DS hydraulic system was almost legendary.

Although never book trained, Vic was a true engineer, who loved things mechanical and always sought the best efficiency. He understood that some mechanical things can truly have a soul. It was only natural that Vic was attracted to Citroëns, a car that brought together superb and unique engineering with world class efficiency. We all know that André Citroën is among a very select few who have managed to instill in mechanical things both a soul and heart. Victor loved the marque and the ID/DS was his favourite. Victor lived in a unique house he built with his wife in Huttonville a village at Queen Street and Mississauga Road near Brampton. He was proud of it and the fact he built things to last. He first constructed the garage and lived in that while the house was being built. The house is still standing today because, like any good engineer, Victor used over-sized floor joists and double-reinforced the cross-pieces.

Unfortunately Vic's love of mechanics probably cost him the love of his life, for his wife eventually left him. Undoubtedly his mind was simply so consumed with mechanics she felt like an outsider. Still, the house was magnificent! A tour of the grounds confirmed he had been divorced for many years and that the house belonged to an eccentric on the level of an Einstein. Vic would proudly show how he designed windows that opened with motors to help with summer cooling. How he designed heating vents to allow sunshine in to aid heating. The memorable part was that it was locked in 1965 design time warp with pink throughout the kitchen.

The driveway was scattered with disassembled DS's and Renault 12's. (It is not unusual for the proper love and admiration of Citroën to flow over to other makes. Often this is not for the best but almost a poor joke of the Gods. Vic suffered in the belief the R12, was exceptional much in the same way another club member, Glenn Fryer, loved 500 series Peugeots. "Hey they are all French" just cuts so much. Occasionally the Gods do extend the tremendous insight of the Citroën superiority to a few other rare makes, Tatra, a notable one. Still the Gods seem to anoint this insight to only a privileged few. These lucky individuals seem to have 4 letter surnames beginning with L.) After one transversed the obstacle course that was driveway, the rest of the yard was filled with items that could be useful. Wrapped were two 40 ft poles. "They would make perfect center poles for a sailboat." Vic would tell you. They fall over a metal housing. "I am saving that for a converter base for a windmill.

Victor was interested in alternative automotive fuels and alternate energy generation. He had his own plans for an oxy-hydrogen engine. Victor wasn't keen on electric cars because of the total operational costs - financial and environmental. Sure you plug your car in at night and charge it up, but do people think about where the power is coming from? Coal-fired plants? Nuclear generators? Both of which have their own negative impact on the environment not to mention the inefficiencies of converting energy from one form to another.

Vic's love of mechanics brought him to many more events than just the Cit Club. He was a charter member of the Electric Vehicle Society of Toronto, The Wind Energy Association and its sister club 'Mutants for Nuclear Power'. (The Mutants was a joke the Wind Energy guys loved.) My father was not surprised when one day he sat down at the Buddies In Bad Times Theatre to watch the play Tesla and found he was sitting beside Victor.

I probably once knew how old Vic was but it is forgotten. Still when Vic showed us the line of trees he planted with his wife and we looked up 40 ft to see the top, I knew he was getting up there.

Vic actually came from our area. He was born in Neustadt and lived for some time in Hanover. Vic was born at a time when grade school was attended by many but not all and secondary school was rare. Vic said his father, who ran the Neustadt Mill, was expecting Vic to find work after grade school, lacking the money to send him to high school in Hanover. At the same time, electricity came to Neustadt and the mill was to be converted from water power to individual electric motors. When Vic did all the calculations to determine motor size and pulleys needed for the motors, his Dad found the money to board Vic in Hanover.

Although Vic lived alone in his house for many years even the casual visitor quickly realized he was not alone. A few minutes parked in the driveway would find a neighbour wandering over to check up on who was there. His friends were everywhere. A truly worthy friend was Dave Kane who set Vic up with a computer and the internet after he moved into a long term care

facility. The other noteworthy friend was John Mazmanian who often added 150 kms to detour from Niagara Falls through Huttonville to bring Vic to club meetings.

As a final tribute to Victor he is called "The Father of the Avro Arrow" by many people who worked at Avro. [The Avro CF-105 Arrow was a delta-winged Mach 2 interceptor aircraft, designed and built in the mid 1950s by Avro Aircraft Limited (Canada) in Malton, Ontario. It is considered to be both an advanced technical and aerodynamic achievement for the Canadian aviation industry, and interestingly would have outperformed other aircraft of that era. It was nixed in early 1959 by then Prime Minister of Canada, John Diefenbaker, who was also born in Neustadt, Ontario.] Most Canadians are familiar with the story, and those who worked on the Arrow were typically passionate and upset that the program had been cancelled. Victor told many stories of those times. Victor had worked as a draftsman on the Avro Arrow. This was before computer drafting – so imagine hundreds of drafting tables, most with ash trays and lit cigarettes (those were different times). Victor also talked about company loyalty. Avro would keep you on the payroll when times were lean, and were understanding when you needed time off. Then when it came to the crunch, employees reciprocated and did what they needed to do to meet deadlines and succeed.

During the development of this Canadian aviation icon, drawings were being revised daily. Victor was responsible for updating all the drawings in the plant. Howard Hutt, Past President of the Electric Vehicle Society of Toronto, said that Victor was the only person who knew what was on every drawing. He also sketched up required changes and brought them for updating. Howard expressed tremendous respect for Vic's ability to know what changes were needed and to bring these changes to the floor.

When I met Victor, he had contracted Parkinson's Disease. It frustrated him tremendously. He hated that threading a simple nut and bolt was so difficult for him. Many friends wondered if it was a result of being employed as an early X-ray technician. It was a very happy and proud time for Vic when he underwent brain surgery, probably at the age of 75, and it successfully stopped the tremors in one side of his body. It improved his life greatly. He managed to remain in the home he built well into his senior years.

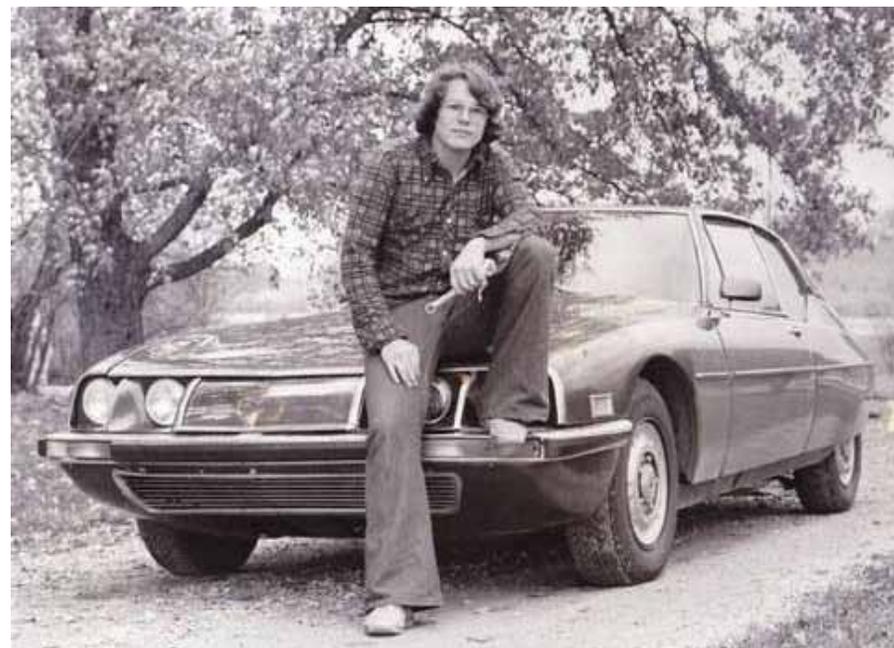
In researching this article John McCulloch contacted the long term care facility where Vic was living only to hear that Victor Wagner had passed away a few years previously. Victor was truly a delightful person. His mechanical knowledge was exceptional and his love of mechanics was tremendous. It was a joy to know him. He was truly one of our great characters.

*Ed Note from John McCulloch: I remember the whip antenna Dick Jeanes installed in his ID Break. With that, Jeanette, his wife, could listen to the news from Paris on their way home from Victoria College. The lively atmosphere in the car was unmatched. Both of them smoked, the car bounced gently along up Avenue Road, the radio crackled and my stomach went from calm to queasy by the time we passed Davenport Rd.*



## Recognize This Fellow?

Hint: He is well known in North America for servicing and restoring SM's. This picture was taken in the late 1970's.



If you guessed Jerry Hathaway of SM World in California you're wrong!

See the correct answer on page 33.



Interesting shot of definitely a one-off SM "estate wagon" custom conversion.

## Beyond the Valley of the Traction

- by L. Lewis

### Unk Wouldn't Lie, Would he? dept:

A while back I picked up a copy of *Mechanix Illustrated* magazine from 1956. For those of you who aren't familiar with it, it's a digest-sized do-it-yourself magazine that started up in the 1940s (I think) and was geared toward all the homecoming military veterans.

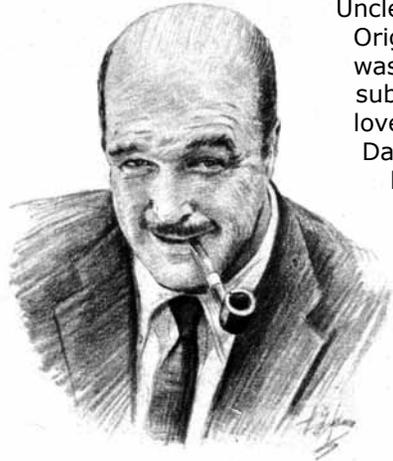
MI showed them how to build their own Boeing 707 out of 10,000 old beer cans and four Electrolux vacuum cleaners and there are lots of ads geared to put people back to work by training them to be a drawbridge oiler or selling asbestos door-to-door. There are plenty of ads for unneeded war surplus items such as guns, welders, compasses, guns, fat men, little boys and so forth. *Mechanix Illustrated* is long gone now that you don't need to learn how to turn a screwdriver into a scraper and a file into a screwdriver to replace the one you turned into a chisel. That's what MI taught you. You've

all heard of or should have heard of the legendary Uncle Tom McCahill? King of the car testers?

Originator of the zero-to-sixty test for cars? He was the man! My father was a long-time subscriber to MI when I was a kid. I used to love reading Unk's inimitable prose. He was the Damon Runyon of automobiles who seemed to live in the same raffish world of hot dames and hard liquor with pool-hall, bar-room and racetrack references throughout his writing.

Did you know that the Crosley Hot Shot's hood vibrated like thousands of Bronxites cheering the umpire? Or that the 1956 Porsche was as smooth as a well-oiled mink? A 52 Morgan with no tachometer was like a toothbrush with no bristles. A 52 Buick was as silent as a pocketful of Jello.

My all-time favourite; - Fender spears were as functional as a straw hat full of beer. The thing about Unk, the way he wrote seemed effortless! It's damned difficult to imitate him and have it make sense. My own effort is this; - "His 2CV was so underpowered it couldn't pull the styrofoam straw hat off the head of snowman melting on a post office lawn." See how hard



Unk himself.

it is? Anyway, here's the thing that Unk wrote about! In reading his article from March 1956 where he was looking back at his ten years as a car tester for MI, I was shocked to read about the "Citroën system" used on the Kaiser-Frazers that were built at the Willow Run plant in Ypsilanti, Michigan. Say what?

A little background: The Willow Run plant was built in 1940 by our good friend Henry Ford to ramp up war production. I've heard different stories about the place; that the government asked Henry to build it or that Henry built it to cash in on available contracts to build stuff for the coming big show. Situated at the airport, the factory was engaged to build the B-24 "Liberator," a four-engine long distance bomber that while a worthy aircraft, never achieved the style or panache of the earlier, legendary B-17. The women at Willow Run churned them out but when the war ended what would this gigantic factory be used for? What to do with all of the newly unemployed veterans? One idea was to build houses out of scrap aircraft aluminum. There's a picture of one that Buckminster Fuller designed in the August '46 issue and it's in the Henry Ford museum today. I guess they must have realised that not everyone wants to live in a giant metal hamburger so they only made two.



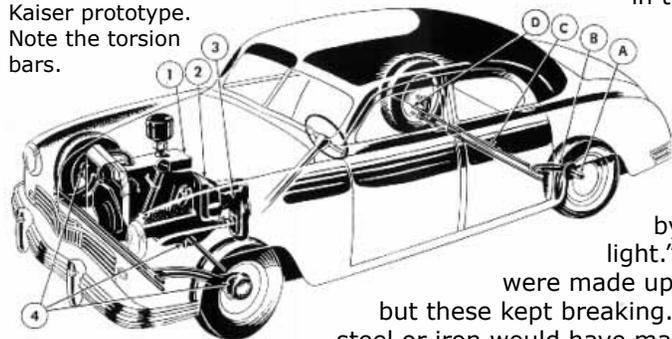
The Dymaxion house. Another one of Bucky Fuller's stupid ideas.

Henry J. Kaiser was one of the legends of industry back in the day and was famed for building the Liberty ships that were so essential to the war effort. According to Unk, "He was the big shot and his power and drive were almost limitless. However, the war ended. Today he is just another business man." "He joined forces with Joe Frazer, the head of Graham-Paige and together they set out to conquer the world of the horseless carriage." I got the impression that Tom didn't care for Henry J too much. Once production started up at Willow Run and rumours were all over the place, he made his way out there to see what he could see. Reading the article in the August 1946 issue

of MI, you realise that while "stonewalling" is a Nixon-era term, that seemed to be what happened to Tom McCahill for several days.

He was finally allowed out to have a look at and test drive the prototypes. He was very impressed with the conventional rear-wheel drive Frazer. The front-drive Kaiser prototype, he did not like at all. According to Joe Mueller, the historian of the Kaiser-Frazer owner's club, Henry J. Kaiser owned a "thirties FWD Citroën" and wanted one of his new models to have front wheel drive and unit body, neither of which worked out as planned.

Kaiser prototype.  
Note the torsion bars.



in the front wheels, noisy gears, heavy steering effort. Unk said it had "the agility of an elephant in the Ballet Russe" and that it was "like steering a locomotive by pulling on the headlight."

The suspension bits were made up of alloy for lightness, but these kept breaking. Making them out of steel or iron would have made the car too heavy

for the engine which originally was a unit designed to power portable air compressors or so I've heard. One prototype made out of aluminum didn't work either. There is a cut-away sketch that shows the rear suspension which is almost identical to the Traction. Trailing arms attached to two transverse torsion bars. This is the front axle set-up as well. According to "The Last Onslaught on Detroit," Richard M. Langworth's story of K-F, there was a Traction and a Cord at the plant. They must have been used for reference.

I've heard from other people and sources that Kaiser-Frazer was going to give up on their own front wheel drive and build either Tractions, which does not seem likely, or cars using pure Traction running gear, built under license. They would have had to build it themselves as Citroën was building all they could for the European market at the time. I imagine some Yankee dollars would have gone down as nicely as a '37 Chateau Lafitte. Does anyone know anything more about this? However, business is business and after pissing away \$450,000.00, K-F gave up on the whole thing and made the Kaiser a conventional body-on-frame design.

Last summer I visited Ypsilanti, a pleasant town thirty miles west of Detroit. It's the home of Miller's Motors, the last Hudson dealer in the world. It was a legitimate Hudson agency into the 1970s, servicing Hudsons and selling factory parts. It's now a museum and is full of Hudsons, Kaisers, Frazers and lots of Tucker stuff. (The Tucker home is a block away and is still occupied by the family.) There are also examples of cars that had the Hydramatic transmission, including a Rolls-Royce Silver Shadow. I asked the owner of the museum, Mr. Miller himself and a few other old-timers about what I had heard. Mr. Miller just shook his head until

continued on page 19... >>

## Heading West in 2011?

Here are a few events happening in California that you may want to fit into your agenda:



**Apr 10 - Marine Mammal Ctr.**, Marin Headlands (San Francisco Citroën Club)

**May 15 - Citroën Rally.** San Francisco, CA. (San Francisco Citroën Club)

**May 15 - Backwoods drive of Southern California.** Oaji, CA. Departing from Frank Brown's house at 11 AM; 5116 Corbina Way, Oxnard, CA - 805.985.0072 (Los Angeles Citroën Club)

**June 17-19 - West Coast Citroën Rendezvous.** Salinas, CA.

**July 10 - Potluck at Lon Price's**, Santa Cruz (San Francisco Citroën Club)



**Sunday Nov 6 - The Best of France & Italy Car Show** - Woodley Park in Van Nuys, CA. 9am - 4pm. Billed as the Greatest car show on earth for French and Italian cars. (Clearly the organizers have never been to Retromobile or Essen). Nevertheless, always a great turnout of Citroëns! Fly your flag with flair! Enter from Woodley Ave. just south of Victory Blvd. - 1st light west of 405 Fwy. Note that suggested call time for car placement is 7:30am. [www.franceanditaly.com](http://www.franceanditaly.com)

The editors, George Dyke and John McCulloch, are always delighted to have contributions to CITROËNVIE! We are looking for articles on events, cars, people or any other item that you think might be of interest to our Citroën fanatics. Include a picture or two. We can take it from there...



## 2CV Future - Italian Style

- George Dyke

Though rumours have abounded for over two decades that Citroën would introduce an updated 2CV, the vehicles it has introduced into that market segment such as the C2, C3 (and C3 Pluriel) have not had strong resemblance to the original.

The lineage in this contemporary 2CV by Italian designer Marco Maltese



Images courtesy of  
Galleria Citroen 2CV Infomotori:  
[www.infomotori.com](http://www.infomotori.com)

- and -

Mihai Panaitescu  
[www.panaitescu.carbonmade.com](http://www.panaitescu.carbonmade.com)



for Infomotori.com is unmistakable. Based on the C2 platform it is very attractive!

There is a playful very emphasized uptick to the side profile yet the curves of the windows and fenders hark back to the original 2CV. The front and rear retain subtle style elements while delivering a well integrated wide and modern stance.

While Citroën's new the DS3 is getting positive reviews in comparison to the Mini and Fiat 500, we can't help but think that if the company produced a car that looks like this, it would have sure appeal to a whole new generation of iconic 2CV lovers.



*Beyond the Valley of the Tractions ..... continued from page 15*

I mentioned Unk. He seemed to respect that, but still had no information. He's a Hudson man. I asked around in used bookstores, nothing.

Leaving the museum I went to the Willow Run plant and my God is it huge! Part of the plant is for GM's Hydramatic production but that is due to close down in the near future if it hasn't already. In the lobby were some vintage photos of Rosie the Riveter and of K-Fs assembly lines. No one there knew anything about it and there are no archives located there and no one could

tell me where they were or if they even existed. Mr. Mueller said that the two prototypes were cut in half top to bottom at the door posts and ended up in a Detroit area scrap yard where they lingered until the early 60s and then were turned into razor blades. Langworth's book had some more info but the general consensus is that the cars did not survive. It's an intriguing story, no doubt about it (especially the part about the Traction.)

My thanks go out to Karl Mueller, Bill Vance and Richard Spiegelman for their kind help in the completion of this article. 

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## A Peek Underneath a 4x4 2CV

by Al Eberhard

CAC member Al Eberhard spotted this Belgium plated 4x4 2CV at a meet in Europe last year sent us these two pictures.



The shot below shows a 2CV gearbox that is reversed and rear mounted to drive the rear wheels, inboard disk brakes and all. The driveshaft passes through the center of the cabin.

This one also had exposed suspension springs. The sliding outer canister of the stock spring unit has been removed and a horizontal bar welded to each end outer end. The front and rear shock absorbers are connected in the same manner. The suspension unit rests on a tray that extends out from the chassis and is supported by bolts into the front and rear suspension mounts. Makes inspecting, cleaning and lubricating very simple tasks!

Citroen made 2CV's for a short period in 1955 with exposed springs. Maybe they ran out of canister covers at the time. Such cars are extremely rare these days. Dave Burnham restored one in the 1980's.



## A Dynamic Panhard Afternoon

- by George Dyke

On Tuesday January 11, Nebo Djurdjevic, Bernard Laborde, Larry Lewis and I took a little trip just north of Toronto to The Guild of Automotive Restorers in Bradford Ontario. The reason for the outing was that I heard they had acquired a 1937 Panhard Dynamic X76 and had it on display. I called a few days before and asked if we could drop by to take a look at it. "By all means, please drop in" was the response!

I have come across only two other Panhard Dynamics in North America, and after seeing this one I felt I probably will have seen them all. The first Panhard I saw was in the mid 1990's while I was visiting Los Angeles. I stopped by a classic car dealership on Santa Monica Boulevard. They had the usual offering of Hollywood exotics, Ferraris, Lambos, Porsches, Mercedes and Rolls Royces. I mentioned to the fellow there that I was really into Citroëns. His eyes lit up and he said to me, "Let's go to the back of the garage. I've got something unusual to show you." We strolled out back and low and behold, there was a dark blue Panhard Dynamic, a little dust covered, but in beautiful original condition with only minimal natural patina to show its age. What a vehicle!

It was an immense sedan with art-deco styling like no other. From the sweeping front fenders with enclosed wheel arches to the four piece front windshield with rounded cor-



Meadowbrook  
Concours d' Elegance  
Showpieces:

Above - Lane  
Motor Museum's  
1938 Dynamic  
X76

Left - Alain  
Cerf's beautifully  
restored 1938  
Dynamic X76



ner sections. The car has subtle embellishments and emblems everywhere you look! Headlights sit behind vertical grills that are miniature versions of a center vertical grill that, on the upper portion at least, resembles a Traction 15-6. Inside, the steering wheel is placed slightly off-center so that front seat passengers can sit on each side of the driver. (Being French it is said that the larger seat area to the left is for the wife and the narrower area to the right for the mistress!) The whole interior had a French boudoir feel to it. And the chassis? Well, there is none. The front and rear suspension are mounted on re-enforced sections of the floorpan. Driving it is just as unique. It can free-wheel to save fuel, having a very efficient sleeve-valve six-cylinder



1937 Dynamic X76 - at the Guild of Automotive Restorers

engine that, despite the car's heavy weight, moves it briskly along at 1930s sports-car speeds. Truly outstanding! We fired up the sleeve engine and it sounded quite nice! It was mine for \$30K if I'd like it.

Attractive as it was, sound judgement reasoning led me to conclude that I'd be in way over my head with a car like this. However, I've often thought about it since. And at the Meadowbrook Concours d' Elegance in 2001 I came across the

same car again. This time it was a lovely metallic grey and had just undergone an immaculate restoration with its current (and 2nd) owner, well-known car collector Alain Cerf who has an extensive collection of French classic cars in his private museum in Tampa, Florida.

The second Panhard Dynamic that I saw was again at Meadowbrook Concours d' Elegance, this time in 2007. Jeff Lane brought a black 1938 Dynamic X76 from the Lane Motor Museum in Nashville. And now I was about to see my third.

Guild of Automotive Restorer's owner David Granger greeted us when we arrived and graciously spent over an hour with us showing us the Panhard and



Note the vertically straight but horizontally curved window.



Three wipers on main windshield and rounded corner-side windshields.



Grill covered headlights with matching grill covered motif turn indicators inside (left).



Hood ornament detail occurs in many other areas.



Pivoting connecting rod door stop.



*continued on page 22 ...* 

a few other exceptional automobiles in his shop. He explained that this X76 was purchased by two Middle Eastern businessmen and imported to Canada. (A little investigative work on our part has found that it was sold for \$70,230 USD at the Artcurial Paris sale on February 19, 2007. Since it was retired in the mid 1990's it has been driven only 1,500 kilometers. In 1997, it was honored at Poitiers Elegance Automobiles, a vintage car rally in the Poitou-Charentes region of western France, and in 1998 at Concours d'Elegance d'Automobiles, Sarlat in the Dordogne. The following year it received accolades at Circuit International des Remparts d'Angoulême. Overall its present condition is very nice,



Wider left-side passenger is favoured by slightly off-center steering wheel.



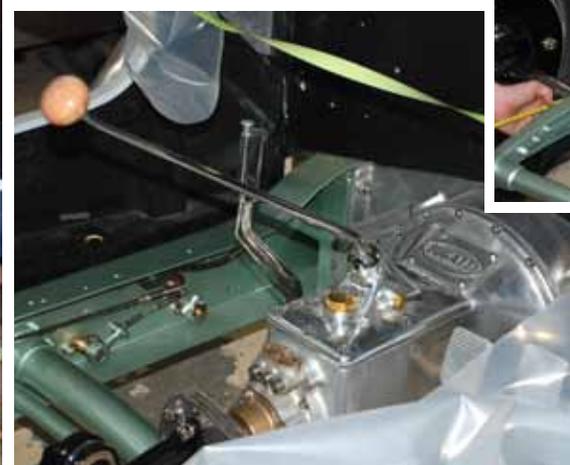
but a few things such as some minor cracking around the side air vents on the hood, scratches on the right front door window, and tightening up the shift linkage (operated by pulling and pushing it in and out of the dashboard) were being addressed before it is sold. The asking price now? \$140,000, - a considerable price increase over 2007, but is this now what this magnificent survivor of the 3000 or so originally produced between 1936 and 1939 is worth?

Two years ago we had a winter Club outing to the Guild. At that time they were in process of building the body of an extremely rare 1935 Aerolithe Coupe Bugatti built to exact standards and patterns of the original. The craftsmen of the Guild created the body using electron (magnesium) which is one of the lightest metals but poses many problems including combustibility. It is extremely difficult to shape.

Many parts, like the adjustable wood disk shock absorbers, were unavailable and had to be manufactured from scratch. The restoration has progressed to the body now being mounted on chassis 57104, the earliest known Type 57 chassis, with matching transmission and rear end. David says that paint and final assembly should be completed by Spring. This one is a bit pricier than the Panhard. \$3,000,000. - and it's sold!



Yes, it was an afternoon to remember. And I most likely will for sometime for I can attest, from personal experience, that seeing an actual Panhard Dynamic embeds it forever in your mind. 



## Retromobile 2011

by John McCulloch

Retromobile was a greatly reduced show over 2010. Running just five days instead of ten meant that car makers, collectors and assorted dealers had to squeeze ten days worth of great classic cars into five. As a passerby told me the show may be small compared to some but it is one of the richest car shows in Europe.

Among the various Citroëns featured were two which typify the automotive genius of Citroën.

La petite Rosalie was a car marketed to the public in 1932. Built on an 8\* horsepower chassis, the car had a 1400 cc engine developing some 30 horsepower at 3200 rpm. To prove its reliability and stamina, Citroën decided to test the car by driving it continuously at high speed over a nearly five month period. As is obvious from the picture, the body was altered to streamline the car and allow only for a single driver. All the remaining components; engine, transmission, radiator, and suspension were all original. After a false start, the Petite Rosalie ran for 134 days at an average speed of 93 kilometres and hour and covering a distance of 300,000 kilometres. André Citroën wagered three million francs that no



other french or foreign manufacturer could beat the record. No one took him up on the bet.

The other vehicle which caught my attention was the Citroën half track

vehicle from the "Croisière Jaune" from 1931. The Croisière Jaune took place between April 1931 and February 1932. It was also designed to show the superiority of Citroën vehicles. The trip was planned to go from Saigon



and Hanoi through Calcutta and arriving in Baghdad. The trip was sponsored by both British and French governments and National Geographic.

Of interest to Canadians is the recent book on the Croisière Blanche, Charles Bedaux ill-fated trip across the Rockies. The book was written by Marie and Etienne Christian. I had a chance to meet with them at Rétronomie. According to the Christians the trip, while considered a failure by many, has upon further investigation proven to be more successful than previously



## What's New At Mother Corp.

### Metropolis

From China to Geneva, Citroën showed off its Metropolis at the 2011 edition of the Geneva Auto Show. Originally introduced at the Shanghai World's Fair last year, it was created by Citroën's international design team based in Shanghai since 2008.



Citroën says in its press release that it is "committed to developing innovative prestige vehicles for Europe and China, a country that is now Citroën's second-biggest market by volume."

The Metropolis is powered by a hybrid powertrain that combines a 276 hp, 2.0-liter V6 petrol unit with an electric motor developing a continuous 40 kW and peaking at 70 kW.

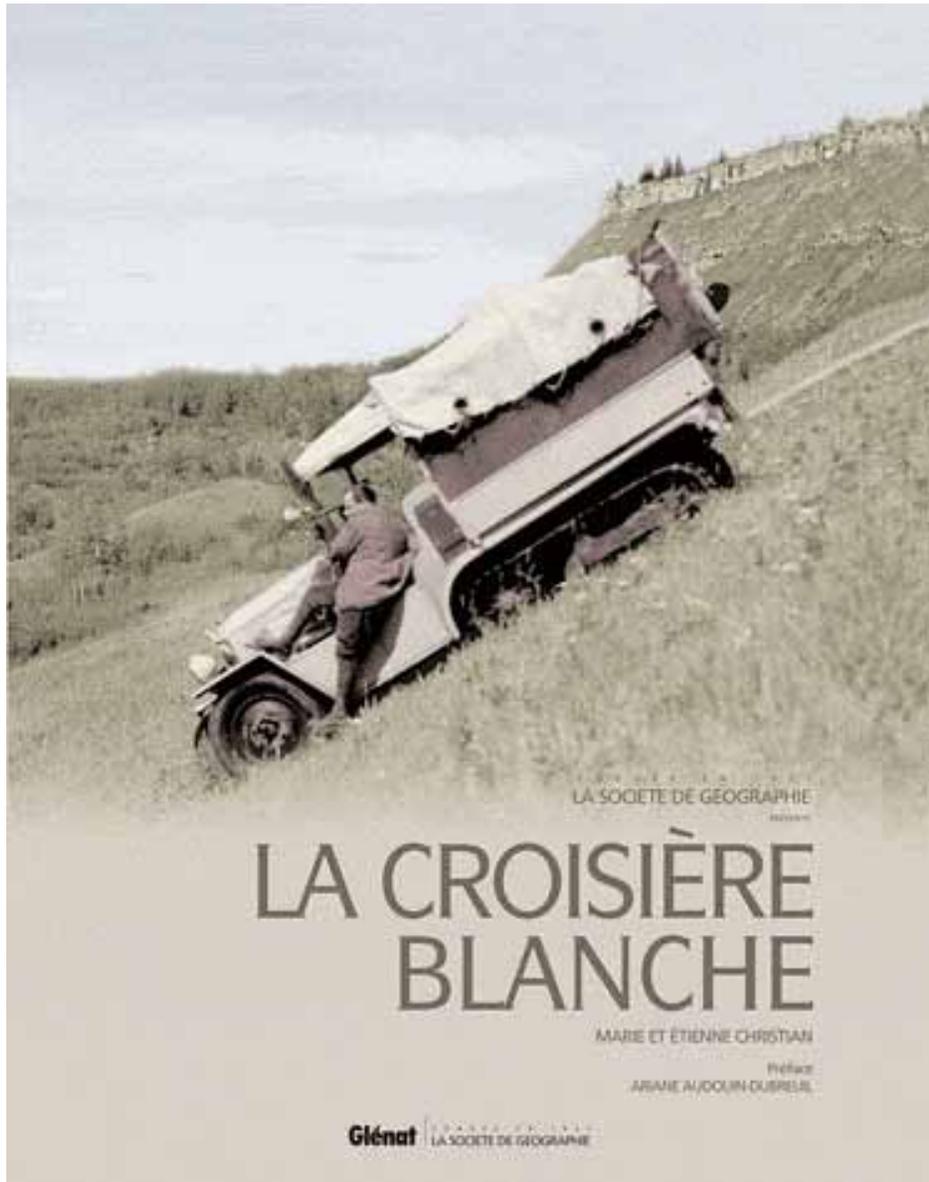
At steady speeds on main roads and motorways, the petrol powerplant provides 272bhp (200kW) and 375Nm of torque. When additional performance is required, such as during overtaking, the car uses both the electric motor and the combustion engine to deliver a maximum power output of 460bhp (345kW) and 430Nm of torque - equivalent to a 4-litre V8 petrol engine.

There's also an auto-engaging four-wheel drive mode for when extra grip is needed. And Citroën has fitted the vehicle with its Hydractive suspension.



We think that visually Metropolis is too fussy. It tries to look contemporary by copying the outer skin front fender look that started with the GT by Citroën. The stainless steel pieces that fill the rear quarter window extensions of the roofline seems odd. The front front end grill treatment harkens to what Audi and

*continued on page 35...*



thought. Their volume on the Croisière Blanche completes the four volume set which is now available from Glénat, Grenoble.

*\* 8 horsepower chassis is not the actual horsepower of the vehicle as we know it but rather refers to the horsepower assigned to the car by the French Government for purposes of taxation. 2CV would be two horsepower (for fiscal purposes) or 11B etc etc.*



## In Memoriam - John Mazmanian



John (Maz) Mazmanian passed away early January 10, 2011 after a very long battle with prostate cancer. In the past 9 months it had become advanced to the point it had metastasized to other vital organs.

Maz was one of the founding members of the CAC and a wealth of Citroën knowledge. He was a regular attendee at Club events like our Christmas Party and Niagara outings. Maz attended Rendezvous EVERY year often sharing a room with his friend Peter Fyfe from Nova Scotia.

In 2006 we published a profile on Maz. You can download it at [http://www.citroenvie.com/Citroen\\_Autoclub\\_Canada/CAC\\_Member\\_Profiles.html](http://www.citroenvie.com/Citroen_Autoclub_Canada/CAC_Member_Profiles.html)

I managed to visit with him at his home just prior to Christmas. While rather frail at 81 years of age, he was alert, mobile and upbeat in his inimitable fashion. Over the 20 years I have had the pleasure to know Maz, we have shared many very good times.

I especially enjoyed his recounts of annual winter trips to Mexico. How he travelled about the country visiting friends and staying some nights at some very informal Mexican motels.

Maz is survived by his two sons, Dwight and Troy. According to his partner, Gisella, Maz's body has been cremated and we plan to have a memorial event at Rendezvous this year. We have created a tribute page for Maz where you can contribute your thoughts at <http://citroenvie.wordpress.com/2011/01/11/28/>

Although we have lost a cherished CAC member and he will be sorely missed, I hope we can all take comfort in Maz being now blissfully at peace at the end of life's journey.

- George Dyke

## John Mazmanian 1929-2011 - Reflections

To most people he was just 'Maz' but the Citroën dealer in Halifax revered him, addressed him as "Chief". That's where I first met Maz. He was crouched into the space normally occupied by the transmission of a Citroën DS. A beaming grin shone through the tangle of wires, tubes, and mechanicals. Maz was beyond reach, part way down the pit stair, holding back intermittent cascades of LHM and antifreeze, thumbs in the dike, as it were. Story was that Maz had offered to do the work of replacing the clutch on a customer car, if the dealer would allow him to do it without fee. "Just for the challenge...I wanted to learn how", Maz explained long afterwards.



That was in the early 1970s when Maz didn't even live in Nova Scotia but was here on a visit! My getting to know Maz happened a few years later after he'd crossed Nevada in mid-summer. To escape the worst heat he'd driven mostly at night. With the hood of his Citroën D strapped to the roof he'd given relief to the engine while providing a double or 'tropical' roof for the cockpit. Later in Texas he'd applied

aeronautical thinking by refitting the hood with an ample ventilation hole cut in front of the windshield. Arriving in Nova Scotia he'd covered the hole with a tall fiberglass power bulge, greaser car style. It looked as if an 8-barrel on blower might be lurking below. The bumper sticker at the rear of this baby blue DS urged "Fly Navy"!

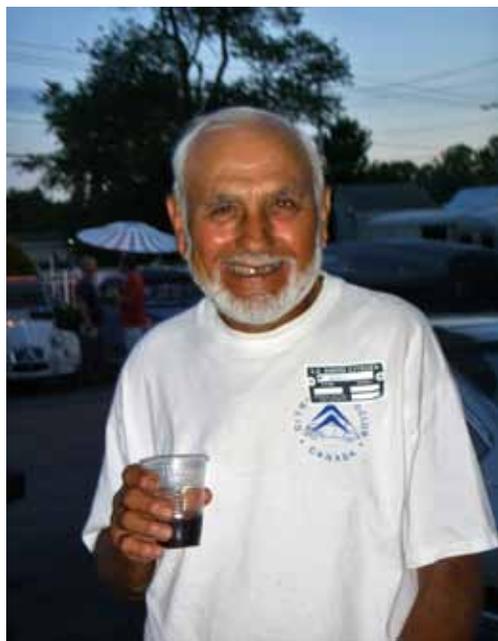
Maz was a strong force early in our friendship where we shared an interest in Citroën cars and a fearless "learn by doing" ethic. There were insistent undertones in Maz's soft approach and quiet manner. Before long his motivational energy had influenced my livelihood and came to alter the course of my life. His subsequent move to Ontario left a huge void.

After he bought his Fort Erie, Ontario farm Maz invited my young family and me there for a visit. This was before he began growing Citroëns in earnest, although even then a handful of cars were showing above the soil. At that time space on the farm was limited since Maz was still engaged in removing 27 pick up truck remains and mounds of other junk cultivated by "Old" Albert, the previous farmer. Maz nevertheless had prepared an elaborate program for us. There were birds and kittens to play with, cars to tinker with, out trips to Niagara Falls, a safari park excursion, waterslides, stock car races, auctions and flea markets, winery tours, museums and gardens, visits from his Navy and Citroën club friends and gas well operators. A truly unforgettable holiday!

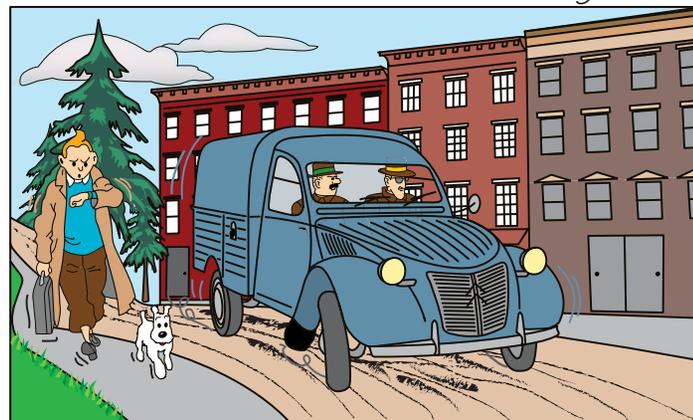
At one of the last Rendezvous at Northfield Mountain I got a surprise as I arrived at the field. "Can you see it? Am I getting closer?" called a voice on the wind. This voice sounded familiar, but seemed to be coming from 50 ft

up an immense pine tree. The voice was clearly Maz's, yet calm as ever. Down below were a boy and his mother who had lost their toy airplane. Maz had been intrigued by the compressed air power unit and had made them an offer: "Sell me the plane, as is, where is, but if I can't reach it, you keep the cash." Climbing down the tree with plane in hand took Maz 20 minutes to the accompanying sounds of snapping branches. Unperturbed, the septuagenarian Maz had had his exercise for the morning, taken in an aviator's view of Rendezvous, and was back on the ground with prize in hand. The kid with the \$10 bill was beaming too!

- Peter Fyfe



*Drive She Said célèbre les 60 ans de la Fourgonette Citroën*



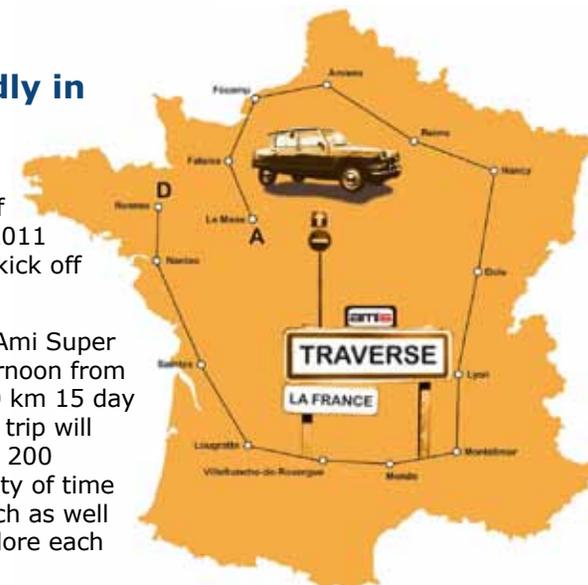
*2011 Citroën Rendezvous in Saratoga Springs, New York  
June 17th, 18th & 19th*

## Want To Get Friendly in France this July?

In celebration of 50 years of the AMI, on Friday, July, 8 2011 the AMI Club of France will kick off its Tour de France.

A fleet of Ami 6, Ami 8 and Ami Super vehicles will leave early afternoon from Rennes-la-Janais for a 2,800 km 15 day trip throughout France. The trip will consist of 14 steps of 150 to 200 kilometers each leaving plenty of time for stops midway before lunch as well time in the afternoon to explore each city along the way.

Full information is at: <http://www.amiclubdefrance.net/>



## Surf'n Cits

by George Dyke

If you are online and up for a little web-surfing, here is our continuing profile guide to the best of classic (and current) Citroën websites. Note that we are only printing our latest website profiles here. You can find a complete listing of previously featured sites (with active links) at [http://web.me.com/gdyke1/Citroen\\_Autoclub\\_Canada/Links.html](http://web.me.com/gdyke1/Citroen_Autoclub_Canada/Links.html)

Citroën web-surfing couldn't be easier! Want to find original paint colours? The history of a particular Citroën model? Wondering how to fix a Citroën or looking to take preventative maintenance? Look to our online profile guide as a comprehensive resource list containing the best information you are likely to find outside of original (printed) documentation. You will also find links to Citroën event sites and other clubs around the world. Experience how other Citroën lovers celebrate the marque with get-togethers, rallies and virtually anything else Citroënesque.

### Feature URL's:

<http://www.youtube.com/watch?v=afo20n40yBM>



If you watched this year's Academy Awards show you might have spotted a 2CV in the clip they played from "Madagascar, carnet de voyage," (Madagascar, a Journey Diary) nominated for Best Animated Short Film. Here's a link to the film where a European traveler records his efforts to come to terms with the unfamiliarity of Madagascan culture. See if you can spot 2CVs in nine shots within the film. (Hint: You'll need to analyze frame by frame to find them all).

[http://www.youtube.com/watch?v=YILZE23EJKs&feature=player\\_embedded](http://www.youtube.com/watch?v=YILZE23EJKs&feature=player_embedded)



A revolutionary automobile (mentioned in Larry Lewis' article on page 16) you can see Buckminster Fuller's Dymaxion actually driving. The woman in the back seat at the 27 second mark appears to be Amelia Earhart who we think ordered one of his cars but he could not afford to build it. And if you'd like to see construction details, check out this video technical illustration of the Dymaxion.

<http://www.youtube.com/watch?v=-M8LMq8ulBA&feature=related>

<http://www.youtube.com/watch?v=P8jFRhS8hmg>



Judith Reiter tipped us off to this Charlie Brown cartoon where the Peanuts gang visit France and tour around in a 2CV. Actually, Snoopy does the driving! You'll love the engine sound effects complete with gear grinding.

<http://www.youtube.com/watch?v=bQDwpgskQvQ>

How NOT to tow an SM.

Well, at least they thoroughly parted the SM before they dragged it away. I wonder if the windshield was OK before he took a bar to it?

The video shows that these two really are idiots. I'm surprised they didn't pull the tow hook off the back of the GS. Bet they put in a new clutch afterwards!



<http://www.youtube.com/watch?v=DTCAspleV5M>



If you'd like to see how hot an SM engine can run, take a look at the glowing exhaust manifolds toward the end of this video of a tweaked engine.

<http://www.vimeo.com/19364115>

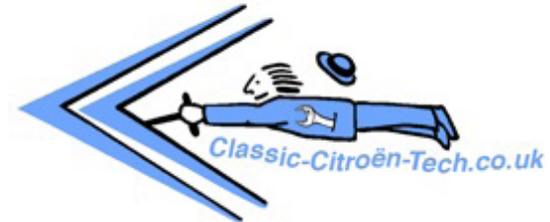
Remember Peter Gabriel's Sledgehammer music video from the eighties? Lyrics like "You could have a steam train. If you'd just lay down your tracks you could have an aeroplane." It was one of the first usages of layered digital effects.



Well, here's the same visual treatment in Citroën's new C3 commercial.

<http://www.classic-citroen-tech.co.uk/models/model-specific-cct.htm>

## Welcome to Classic-Citroen-Tech.co.uk [0]



Here is a phenomenal resource; the biggest, best and most up-to-date collection of technical information about classic front-wheel-drive Citroëns, starting with the earliest Traction Avant, through the D-series cars and the SM up to the last CX and GS and including the long-lived A-series two-cylinder cars. The documents are presented with the wish that they may help more people keep them going and on the road.

[http://www.youtube.com/watch?v=DsuteZxwHrA&feature=player\\_embedded](http://www.youtube.com/watch?v=DsuteZxwHrA&feature=player_embedded)



Here's a comedic romp featuring a DS wagon in this excerpt from the film with Louis de Funès, Hibernatus.



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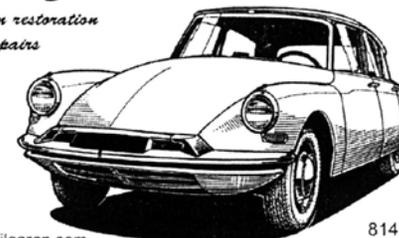
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**1985 2CV Club.** Red. A lot of new parts, new tires, roof top. Excellent condition. \$7,500 CDN - O.B.O. Contact Ivan Dankov, Toronto, ON. Home tel: 416.626.0191 Cell: 416.648.8744 ON 5/09



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**Who is this person?** (from page 15)

*Answer:* David Hume of Excelsior Motors in Kentucky. Dave showed his stunning "Best of Show" 1975 SM EFI at Saratoga Springs NY Rendezvous 2010. Hey Dave, the years have been pretty kind to you!

Yesterday...  
...and today



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Mazda have been doing for a few years and the rear end trim that overrides the tail lights looks like a tack-on aftermarket item.

### C6 Noir et Blanc

The Citroën C6 Noir et Blanc, featuring a blacked-out pillar trim, debuted at this year's Geneva Auto Show. The C6 is reportedly being dropped at the end of 2012 ceding its large sedan offering to Citroën's Metropolis, most likely to be called the C9 in most markets. Sort of a shame really because its styling is very pure and in our opinion more timeless than Citroën's new generation models. This new roof treatment improves its looks especially in light colours like white.



### New C1 ?



Citroën is probably none too happy that pictures of the new Pokozhlenie C1 were taken by someone with a mobile phone during a "clinical" reseach evaluation and then appeared in a number of publications.

This C1 will apparently retain some elements of the cur-

rent car but will incorporate much more adventurous surface curves particularly around the C-Pillars and a roof-mounted rear spoiler. It will be 10-15 cm longer than the current car (for an overall length of about 360 cm) being very close in size to its main rival, the Renault Twingo. There will be three-door and five-door variants along with an 'Exclusive' trim level. Could it be that Citroën will badge the latter as a DS as well?

The C1 in standard configuration will retain its three-cylinder 1.0 liter gasoline engine but power will increase to 75 hp.



A more muscular engine is reportedly in development by PSA and BMW; a new three-cylinder 1.2 turbo THP, which could peak at 135 hp. Both new powerplants will be made at a factory in Douvrin in the Pas-de-Calais region.

The C1 will be assembled in the same plant as the current generation in Kolin, Czech Republic. As before the car will share many body parts with Toyota Aygo and Peugeot 108.

### DS4 Voted Most Beautiful Car of the Year.

The Citroën's upscale C4, the DS4 and second model in the DS line, has been voted "Most Beautiful Car of the Year" by more than 60,000 web users in 62 countries! The award was presented to Frédéric Banzet, Managing Director of Citroën, at the official ceremony of the 26th International Automobile Festival on 27 January.

Alongside this recognition

from the general public, a jury of personalities from the worlds of design, sports, culture and media, specially constituted for the Festival, awarded the DS4 the "Most Beautiful Interior"



For those with 22,500 euros burning a hole in their pockets (and not living in Canada and the USA) it will be possible to acquire an upscale version of the new Citroën C4. For this price, the gasoline inclined buyers get the 1.6 VTi 120 hp engine. The 1.6 THP 155 hp powerplant will set you back 25,900 euros and a 200 hp version for 31,900 euros.

Diesel engined DS4s, the HDI 110 will be offered to 23,900 euros while its variant "micro hybrid" eHDI 110 hp will be priced at 24,500 euros, and the 2.0 HDI 160 hp will go for 29,000 euros.

### Rinspeed BamBoo Update

We mentioned the BamBoo in our last issue. Premiered at the Geneva Auto Show, we have learned that the concept from Swiss automobile specialty company Rinspeed has an inflatable roof that also serves as a beach blanket. Cool idea!



## CITROËNVIE GALLERY



*2CV Reflection in a D.*

*photo by  
Chris Dubuque*



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