

MEET DS3, AND NEVER LOOK BACK!

DS3 is the first model in Citroën's brand new DS line, a product range consisting of three distinctively styled, attention-grabbing models that highlight the very best of Citroën's 'Créative Technologie'. DS3 inaugurates the DS line, with DS4 and DS5 set to launch in 2011 and 2012 respectively.

DS3 boasts modern, head-turning good looks, with carefully considered design elements like the unique and distinctive 'Shark Fin' B-pillar, the 'floating' roof and the signature LED strips down either side of the front bumper. Quality is evident inside the cabin and out. Refined materials such as leather and chrome are applied with precision and care to give DS3 its finely appointed, high quality appearance.

Compact yet spacious, DS3's neat frame combines nimble dimensions with intelligent internal architecture - offering five real seats plus class-leading cabin and boot space (285l). The 60:40 split/folding rear seats can be effortlessly folded down to accommodate larger load items.

Awarded a five star Euro NCAP rating for occupant protection, DS3 is both safe and secure. High levels of standard safety equipment include ESP, ABS with EBD & EBA, six airbags, a reinforced body structure and two IsoFix child seat anchorage points.

With high-precision running gear, DS3 delivers a dynamic and engaging ride experience. A small diameter steering wheel enhances feedback from the road to further increase driving pleasure.

DS3 is powered by a range of five Euro V compliant engines - three BMW co-developed petrols and two modern Citroën HDi diesels - with power output extending from 68kW for the HDi 90hp diesel to 115kW with the sporty 1.6 THP 150hp petrol.

From launch, DS3 customers can take advantage of a fixed price servicing offer. Priced at just £199 (inc. VAT), this covers all recommended and scheduled servicing, and brake fluid replacement for up to 3 years/35,000 miles.

In today's world where technology provides the ability to tailor products and services to individual lifestyles, DS3's extensive list of personalisation options make it a natural choice for the expressive, the style-conscious and the most discerning of small car buyers.



Inside, DS3 is beautifully appointed, sporty and driver-focused. With low-slung, body-hugging seats, all commands and controls are neatly orientated towards the driver's eye line. The materials used in the carefully crafted interior have been specially selected to create a sophisticated and engaging cabin environment.

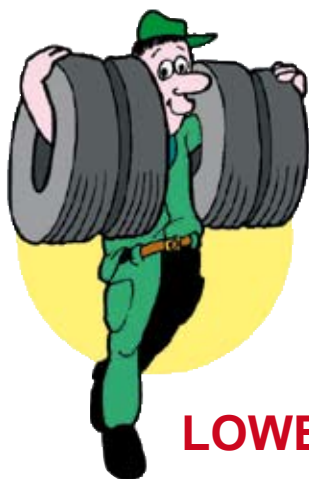
The top of the dashboard is finished with a soft-to-the-touch, tactile covering that contrasts with the smooth lacquered effect of the dashboard strip. A standard specification sculpted leather steering wheel - with chrome or aluminium inserts - emphasises the sporty ambitions of the model.

All upholstery materials are of a prestigious quality, with fine tactile leather available to complement the range of refined and contemporary fabrics. When specified, the optional leather upholstery adds features like a leather trimmed gear knob and leather door panels.



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