

PRESS RELEASE

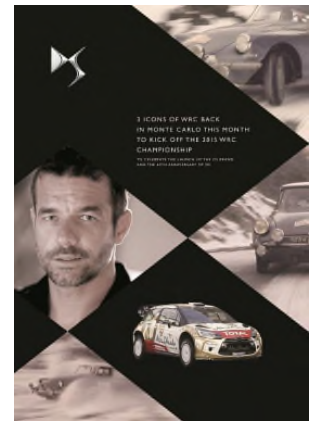


Paris, 22 January 2015

60TH ANNIVERSARY OF THE DS: THREE ICONS TO OPEN THE FESTIVITIES

This year marks the sixtieth anniversary of the 1955 DS. Three icons – the original DS, the DS 3 WRC and Sébastien Loeb – are joining forces with the DS brand to celebrate the anniversary of this legendary car and support the launch of the new brand. All three icons will be in Monte Carlo this month: the DS 3 WRC and Sébastien Loeb today for the start of the 83rd Monte Carlo Rally, and the DS 21 in a few days for the 18th Monte Carlo Historic Rally.

This year will set the scene for a variety of meetings, shows and special events, along with other surprises yet to be announced by the DS brand.



On 6 October 1955, the DS 19 made its debut under the glass dome of the Grand Palais in Paris. Visitors rushed to buy the car, which made 12,000 sales in one day. The styling and high-tech innovations of the DS made it a legendary car, one that is still talked about today. *"It was only natural for us to celebrate the anniversary of the historic DS at a time when the brand is beginning its first full year of existence. We are building the brand on the exceptional heritage of this car to bring customers cars that combine outstanding styling and technology, comfort and driving sensations, premium materials, refinement and attention to detail,"* explains Yves Bonnefont, brand CEO. For this reason, a multitude of events are planned around the world in 2015 to celebrate this sixtieth anniversary.

THE DS BRAND BRINGS TOGETHER THREE ICONS IN MONTE CARLO

Opening the festivities, three icons will be present in Monte Carlo this month:

- the DS 3 WRC with its new 2015 livery featuring a large "60" on the rear wings, and Sébastien Loeb, nine-times world rally champion, is on the starting line for the 83rd Monte-Carlo Rally today.



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- a sports version of the 1966 DS 21 will be taking part in the 18th Monte-Carlo Historic Rally (28 January - 4 February). Stamped with the brand logo and carrying the number 21, the DS will be on the starting line at Reims on 30 January next, with Bob Neyret at the wheel. A nod to history since Bob Neyret has already claimed two victories in the Monte Carlo Rally at the wheel of a DS.

INTERNATIONAL MOTOR SHOWS IN THE SIXTIETH ANNIVERSARY COLOURS OF THE DS

DS is taking advantage of events dedicated to vintage car enthusiasts such as Rétromobile (Paris, France, 4 - 8 February) or Techno-Classika (Essen, Germany 15 - 19 April), as well as international motor shows in Geneva (Switzerland, 5 - 15 March), Shanghai (China, 22 - 29 April) or Frankfurt (Germany, 19 - 27 September). The brand will be celebrating the 60th anniversary of the DS with original exhibitions of vintage vehicles and the showcasing of new vehicles placed alongside the historic DS.

FAN MEETINGS TO CELEBRATE THE SIXTIETH BIRTHDAY OF THE DS

DS enthusiasts all over the world will be celebrating the 60th birthday of the DS, as in Belgium (on 26 April) or in Australia (2 and 11 October). One of the main international events, set to take place on 22 and 23 May next at the historic Monthléry track in France, is set to bring together 700 vintage DS vehicles.

DS WEEK: A MAJOR EVENT TO CELEBRATE THE SIXTIETH ANNIVERSARY OF THE DS AND LAUNCH THE BRAND

Between 19 and 22 May, the DS brand will be welcoming representatives of its global network to Paris, home of the brand. On the weekend of 23 and 24 May, it will be organising events for the general public in the heart of Paris. The meeting place will be the Tuileries Garden.

Watch this space.

PRESS KITS, PHOTOS AND VIDEOS ARE AVAILABLE ON:

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

User name (caps): MARQUEDS2015

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The DS brand

A French brand born in Paris, DS was officially founded on 1 June 2014. Its stated ambition is to revive the tradition of premium vehicles in the French automotive industry. Drawing on the very best of French know-how, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955. Designed for customers looking for a means to express themselves as individuals, the DS range now comprises the DS 3, DS 3 Cabrio, DS 4, DS 5, DS 5LS* and DS 6* . The DS range combines exceptional styling, sensations and refinement with premium materials and advanced technology, such as the Hybrid4 hybrid diesel drive train available on the DS 5. Marketed in Europe by CITROËN, in DS Stores and dedicated showroom areas, DS has its own network of sales outlets in China. For customers, DS has come to represent a brand experience that goes beyond the product to include a range of exclusive premium services, in particular through the DS Privilege Club. The brand has sold 500,000 vehicles since launch. www.driveDS.com

*Available in China only.