

FRONT DRIVE



AUSTRALIA'S NATIONAL MAGAZINE
FOR CITROËN OWNERS AND ENTHUSIASTS



MARCH / APRIL '09 Vol 32 No 8

POSTAL ADDRESS

CITROËN CLASSIC OWNERS CLUB of AUSTRALIA Inc.

The address of the Club and this magazine is:

PO Box 52, Balwyn, Victoria, 3103.

The Club's website is:

www.citroenclassic.org.au

Citroën Classic Owners Club of Australia Inc. is a member of the Association of Motoring Clubs.

The views expressed in this publication are not necessarily those of CCOCA or its Committee. Neither CCOCA, nor its Committee can accept any responsibility for any mechanical advice printed in, or adopted from this publication.

The Club cannot accept any responsibility for, or involvement in, any business relationship that may occur between an advertiser and a member of the Club.

COVER IMAGE

The cover image is taken from the 2008 Traction Avant Nederland Club calendar and depicts a Light 7a in a village in Corsica, France. The image was taken in 1934 and appears to part of a series of publicity shots taken by Pierre Loti

MEMBERSHIP

Annual Membership is \$45. For overseas membership add \$12.

MEETINGS

Club meetings are held on the fourth Wednesday of every month [except December] at 8pm. The venue is the Canterbury Sports Ground Pavilion, cnr Chatham and Guildford Rds, Canterbury, Victoria. Melway Ref 46, F10.

LIFE MEMBERS

The committee awards life membership to Club members in recognition of their contribution to, and support of, the Club. Life members are:

Peter Boyle	2003
Jack Weaver	1991
Nance Clark	1984

CONTRIBUTORS

Contributors to this edition of 'Front Drive' include: Sue Bryant, Helen & Ted Cross, Richard Herriot and Brian Wade

DEADLINE

The deadline for the next edition of 'Front Drive' is Friday, April 10, 2009.

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CITROËNING

CH PLATES

Send your annual CH renewal form to PO Box 52, Balwyn, 3103. Please do the right thing and enclose a stamped, addressed envelope.

ABOUT TO ARRANGE A CLASSIC/HISTORIC PERMIT FOR YOUR CITROËN?

CH permit applications must be accompanied by a RWC. The onus is on owners to demonstrate that their cars are safe. Feel free to consult our Permit Officers for advice regarding getting your car on the road, and keeping it going.

FOR SPARE PARTS & TOOLS

Contact Rob Little. Phone: [03] 5823 1397 or spareparts@citroenclassic.org.au [If you phone, please do it at a reasonable hour.]

CLUB SHOP

For Citroën models, memorabilia and other items contact Ted Cross on [03] 9819 2208 or clubshop@citroenclassic.org.au

OTHER CLUBS

VIC: www.citcarclubvic.org.au
NSW: www.citroencarclub.org.au/
WA: www.citroenwa.com.au
QLD: www.citroenclub.org
www.doublechevrons.aunz.au

Welcome to Volume 32, No 8! There is a real focus on style and design this issue. In his PrezSez, Ted makes reference to the new 'DS Inside' concept that purports to showcase the future design direction for the marque. Ted is not alone in decrying it as plagiaristic, but the 'DS Inside' design is just part of full programme of refreshment of the marque and its representation to the public. Read all about it, and see both the 'DS Inside' and the new corporate logo on page 18

From 'The Citroënian' there is a fascinating article on the continuity of design throughout the haute-de-gamme models of Citroën. Have the design links between the DS, SM, CX, XM and C6 explained to you on page 28.

After decades of the English voting for themselves and telling us that Jaguar made the most beautiful

cars, someone has finally decided to ask some professionals for their views. Not unsurprisingly, the DS is the 'World's Most Beautiful Car'. See page 32.

I have been fortunate enough to receive permission from 'Auto&Design' magazine to re-print selected articles. 'Auto&Design' is compulsory reading for anyone with a more than passing interest in automotive design. In September 2008 they interviewed Citroën's Director of Creation, Jean-Pierre Ploué and previewed the launch of the C3 Picasso. Both articles are in this edition.

I have subscribed to 'Auto&Design' for many years and cannot recommend it too highly. Unfortunately, you are unlikely to find it on the shelves of your local newsagent, but you can subscribe by contacting Europress Distributors in Sydney on [02] 96984922. Enjoy,

Leigh F Miles



You have probably heard or seen the bush fire events that have been unfolding in Victoria. Fortunately there are no CCOCA members directly affected by these extreme events, although an ex President of CCOCA, Jack [John] Couche has suffered a serious spinal injury whilst fighting a local fire with the CFA on 'Black Saturday'. We all wish him a speedy recovery.

April 5 is the French Car Festival. Planning is in place and the Docklands location promises to be a special site for us but this year you need to book to secure a prime location for your car. I strongly encourage you to do so as soon as possible, and the club will be contacting some owners to ensure we get representative display.

On May 17, we have the annual RACV Classic Car Show at Flemington. We encourage as many Victorian members as possible to attend this year's event to help celebrate the 75th birthday of the Traction. Once again, we will be contacting members to ensure we have a great display worthy of this important anniversary for the marque.

Do not forget, you can then join other Citroënists and take the long way to CitIn at McLaren Vale via the Great Ocean Road – this event already has enough to proceed but we can still fit in a few more. Helen and I have personally planned this event and I am sure you will have a great time if you attend.

Right now, all car companies around the world are re-evaluating

what models will sell in the new economic conditions. There will almost certainly be a move away from internal combustion engines over the next decade or two. The good news is, we can still use our classic Citroëns and a new class of Citroën [DS] is being

developed to move into the small/prestige area of the car market.

No doubt many of us will feel that the new DS has no relationship with the original concept but I give full credit to Citroën for thinking outside the square again and building a new range of cars that should be able to keep Citroën alive and healthy in the future. This is a bit of a change for the PSA group that previously saw the Peugeot brand as their primary prestige model and the Citroëns as their lower priced range – my opinion only. [Hmm... if the prices of the new C5 versus the competitive offerings from Renault and Peugeot are anything to go by, I for one am not in complete agreement. Ed.] It will be interesting to see how this unfolds; but you can safely assume that bigger cars like the C5/C6 are unlikely to be high volume sellers anywhere in the world in the near future. Maybe they should build a DS 2CV!

In the meantime our Raid 2CV has morphed into Helen's daily driver, so we are doing our bit to keep the level of greenhouse gasses down in our area.

Enjoy your Citroën every day.
Ted Cross – President



Ed SED

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Please note: if no bookings have been received for an Event, by the booking deadline, the Event will be automatically cancelled.

A-TRACTIONS

● MARCH CLUB ANNUAL GENERAL MEETING

WHEN: Wednesday, 25 March
TIME: 8:00pm

WHERE: Canterbury Sports
Ground Pavilion, cnr Chatham
& Guildford Rds., Canterbury.
Melway 46, F10

COST: Free
BOOKING: Not required
CONTACT: Ted Cross,
04 0059 2208
president@citroenclassic.org.au

Yes, it is that time of the year again – the Annual General Meeting is rolling around again.

Every year the Committee exhorts you come along to this important event, and every year we manage to have sufficient members attend to assure us of a quorum. Remember, if we do not get a quorum, we simply have to go through the whole thing again. So, please make the effort to come along.

VOLUNTEER!

Have you thought of standing for Committee? All Committee positions are 'up for grabs'. Nomination forms have been included with this magazine and must be re-



turned to the Secretary seven [7] days prior to the AGM.

On a personal note from the Editor, being on the Committee is not an onerous job – Committee meetings occur once a month [except December] and are typically finished within an hour. Then it is out for a bite to eat and a chance to catch up on the social stuff. The Club can only continue to prosper if the members take up the challenge of making the Club what you want it to be.



VOTE!

Voting for the 2009/2010

Committee is a very important right you have as a member of CCOCA. So, come along and make sure you have your input. Or complete the 'Proxy Form' that is in 'Front Drive'. Proxy Forms must be in the hands of the Secretary at least seven [7] days prior to the AGM.

● APRIL FRENCH CAR FESTIVAL



WHEN: Sunday, April 5

TIME: 10:00am to 3:00pm

WHERE: Waterfront City,
Docklands

COST: \$5.00per car

BOOKING: Essential
by 27 March

INFO: See page 38 or
<http://www.frenchcarfestivalvic.org.au/>

CONTACT: Ted Cross,
04 0059 2208

president@citroenclassic.org.au

As Citroënists we all know that 2009 is the 75th Anniversary of the Traction Avant, but the year also represents Citroën's 90th Birthday and Renault's 100th.

Additionally, 60years ago the Peugeot 203 was launched. Can there be a better year in which to celebrate French motoring?

2009 also sees a significant change in the idea behind the French Car Festival – with a new venue on the waterfront at Docklands. The change of venue means that, for the first time, booking to attend. Post your booking form [which you will find with this magazine] to FCF, PO Box 52, Balwyn, 3103. Vic or email the required information to president@citroenclassic.org.au. Payment will be collected on entry.

T E D D I E ' S TERRIFIC TOUR

WHEN: Tuesday, April 7 to
Friday, April 10

FROM: Shell Garage,

Westgate Freeway [outbound]

TO: McLaren Vale Motel,

McLaren Vale

COST: \$345per couple

BRING: See detail, page 20

BOOKING: Essential

CONTACT: Ted and Helen
Cross, [03] 9819 2208 or
04 1935 6963 or

president@citroenclassic.org.au

Going to CitIn? Want to get in the Citroëning mood even before you arrive? Have you thought about joining some fellow Citroënists to enjoy some of the best scenery and company that can found between Melbourne and McLaren Vale?

Our intrepid explorers Ted and Helen [Henny Penny] Cross have

mapped out and planned a fantastic journey to ensure you arrive at Cit-In suitably primed.

CIT-IN '09
MCLAREN VALE, SA
WHEN: Friday, April 10

A-TRACTIONS

to Monday April 13
TIME: All day, every day
WHERE: McLaren Vale
Motel and Apartments,
McLaren Vale, SA
COST: Adults
\$175, under 12 \$100, under 5 free
BOOKING: Officially closed
on January 31
CONTACT: Liz Pike
[08] 8293 1800 or
hendojc@adam.com.au



Victorian 'Club Permit' vehicles travelling outside these dates [unless participating in 'Teddie's Terrific Tour' or another AOMC-affiliated Club Event] REQUIRE A SPECIAL PERMIT.



COMMITTEE MEETING & CHEAP EATS

WHEN: Wednesday, 15 April
TIME: 7:00pm
WHERE: Check with the Secretary for this month's venue
COST: Cheap eats
BRING: Refreshments
BOOKING: Preferred
CONTACT: Michael Molesworth,
secretary@citroenclassic.org.au

CLUB MEETING

WHEN: Wednesday, 22 April
TIME: 8:00pm
WHERE: Canterbury Sports Ground Pavilion, cnr Chatham & Guildford Rds., Canterbury.
Melway 46, F10
COST: Free
BOOKING: Not required
CONTACT: Ted Cross,
04 0059 2208
president@citroenclassic.org.au

Club tech-guru, David Gries, will explain the mechanics behind a 4WD conversion of the 2CV.

● MAY

RACV CLASSIC SHOWCASE

WHEN: Sunday, May 17
TIME: From 9:30am
WHERE: Members' Carpark,
Flemington Racecourse
Melway 28, G12
COST: Display car,
driver & 1 passenger
Pre-purchase: \$12
On the day: \$15
Spectators: \$15pp

BOOKING: Highly recommended
CONTACT: Michael Molesworth,
secretary@citroenclassic.org.au

The RACV Classic Showcase is a superb opportunity to publicise the Club, in this the 75th Anniversary of the Traction Avant.. It has been some years since CCOCA played a significant part in this

event, but we are determined to make a great show this year. So, you may well be contacted by a committee member – hoping to persuade you to come along for this great event!.

Remember to pre-book on-line by visiting <http://www.aomc.asn.au/B&Eshow09.htm>. Check the AOMC site for the location of the Citroën display area.

Proudly Sponsored by
RACV

CLASSIC SHOWCASE

SUNDAY MAY 17 2009

FLEMINGTON RACECOURSE – MEMBERS' CAR PARK

Celebrating 60 years of the Morris Minor and 40 years of British Leyland

Incorporating the Annual Mercedes Benz State Concours

Club Displays Encouraged

OPEN TO ALL VEHICLES MANUFACTURED IN ENGLAND AND EUROPE

Our destination this year is Horsham, gateway to the Wimmera. Now at first this may not seem much like Sicily but they do have many things in common, the climate is remarkably similar [at least

but think of the prizes you could miss! Dinner on Saturday night will be in a private room at the local RSL, which is only a short walk from our recommended accommodation.

On Sunday morning we are driving out through War-racknabeal to Rainbow to see

the town and its murals [we know Rainbow isn't famous for rainbows don't we Leigh? Yes, Yellowy, but Bega is famous for Bega.].

Lunch will be at the Rainbow Hotel. After lunch we will visit the Wimmera Mallee Pioneer Museum who are hosting the second annual Vintage Rally on Queen's Birthday weekend with a display including tractors and engines, working displays, a blacksmith, draught horses and car club displays. Our special formal three course dinner will be in a function room at the Horsham Sports and Community Club. Dress to impress for this event [I

am hoping to have a new outfit made just for this event]. On Monday morning a full cooked breakfast will be served and we will be forced to farewell you for another year.

The recommended accommodation for this event is at the May Park Motor Lodge which has well appointed rooms and is a short walk from the venues for the evening meals. The facilities here include only ground floor units with Queen sized beds in all rooms. The rooms are well equipped with remote control TV, toaster, hair dryer, ironing board and iron, heating and cooling. There is also a heated pool and spa, so don't forget to pack your bathers so you can relax at the end of the busy day.

So what do you need to do to book? Firstly mark it in your diary and make sure you don't double book the weekend. Secondly complete and return the form that is included with this issue of Front Drive. Oh, Leigh

OzTRACTION '09

in summer], the really friendly helpful locals and historic places to tour.

For those who arrive early enough on Friday night we will be meeting for dinner at the Victoria Park Hotel, please note that this meal will not be included in your rally fee. On Saturday morning there will be a show and shine display in Horsham. After lunch the observation run will take you on a tour to explore some towns you may never have had the chance to see. For those of you who are not competitive you don't have to answer the questions and we promise you will not get lost,

Below: The main street of Rainbow – not just famous for rainbows. One of the many tractors that will be on display at the Wimmera Mallee Pioneer Museum



OzTRACTION '09 WHEATLAND WANDERING



just reminded me that you need to send money as well.

We do hope you will join us in Horsham for OzTraction this June.

Yellowy Bear,
on behalf of GFT



OzTRACTION '09

WHAT'S DOING?

Note: items shown in italics are additional to the Rally Fee, but are options recommended by Green Frog Tours.

☞ Friday, June 5

- ♦ *Dinner with Leigh and Sue at the Victoria Park Hotel in the bistro, from 7:00pm*

☞ Saturday, June 6

- ♦ 'Show & Shine' in central Horsham. Bring your cars to the centre of town and show the locals what 'real' motoring is all about. Others may prefer to window shop, or just grab a coffee.
- ♦ *Lunch in town – Green Frog*

Tours suggests Café Jaz or Paraphernalia as two of the many options.

- ♦ Observation Run. Yes, the Iain Mackerras Memorial Trophy is once again 'up for grabs'. The observation

run will take you through some of the most interesting wheat towns of the Wimmera – so, even if you do not feel competitive we strongly recommend you join us for the drive.

- ♦ Dinner is in a private room at the Horsham RSL Club. A three course dinner will be presented. *[Refreshments to your account].*

☞ Sunday, June 7

- ♦ Yurunga Homestead, Rainbow. Built in 1909 for a local wealthy retailer. We will have a private guided tour of the home and grounds.
- ♦ Take a walking tour of famous Rainbow Murals,

depicting local history

- ♦ A light lunch will be served at The Rainbow Hotel *[Refreshments to your account]*

- ♦ The Wimmera Mallee Pioneer Museum is hosting its 2nd Vintage Rally, featuring tractors, engines, working displays, including the blacksmith, draught horses and displays by local car clubs. The museum holds Australia's largest range of agricultural machinery from the 1890s to 1940 and a pioneer town with original buildings including a hall, church, chemist, school, jail and family homesteads. *Refreshments are available – so you might care to grab a coffee or tea and maybe a home made cake.*

- ♦ Sunday's 'formal' dinner is being held at the Horsham Sports and Community Club. Dress to impress. *Refreshments from the bar, to*

your account. Sue and I will arrive early for a pre-dinner drink in the lounge bar.

☞ Sunday, June 7

- ♦ Farewell breakfast. We return to the Horsham Sports and Social Club for a cooked breakfast before it is time to depart for home.

You will find a booking form for this great event with this edition of 'Front Drive', simply complete it and send it with you cheque or credit card details to:

OzTraction,
C/o Spotswood Holdings
PO Box 459

Yarra Glen, Vic 3775.

Bookings must close on Friday 22 May.

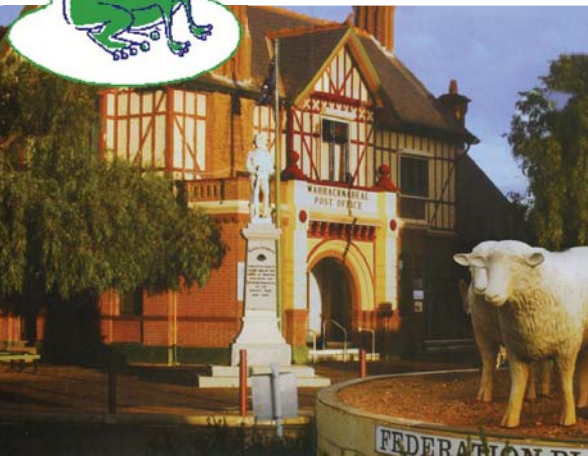
Remember, accommodation at the May Park Motor Lodge is being held for us until the end of April. Contact them on [03] 5382 4477, or visit their web site www.mayparkmotorlodge.com.au

Left to right:
The historic
centre of
Warrackna-
beal.

The Chaffey
Homestead
at the Wimmera Mallee
Pioneer Mu-
seum.

Yurunga
Homestead
at Rain-
bow.

The May
Park Mo-
tel – Green
Frog Tours
suggested
accommoda-
tion.



Welcome to CCOCA's pre-CitIn 2009 tour of The Great Ocean Road – also known as 'Teddie's Terrific Tour'.

Over these four days you could be driving on one of the

TEDDIE'S TERRIFIC TOUR

world's most scenic roads, seeing surf beaches and coastal towns including Geelong, Anglesea, Lorne, Apollo Bay, Port Campbell, Port Fairy, Warrnambool, and Portland.

Sightseeing will include The Twelve Apostles, Loch Ard Gorge, London Bridge, Umpherston Sinkhole sunken garden and the Blue Lake at Mount Gambier, limestone caves, The Big Lobster at Kingston and lots more!

✂ Day One: Tuesday, April 7

We assemble at the Shell Service Station, Westgate Bridge, and drive to Geelong. An hour's drive brings us to Lorne, an ideal place for lunch where we can enjoy a picnic, or there are several local cafes. We will have time to walk around the township and see some of the local sights.

Our destination for this evening, Skenes Creek Lodge, 61 Great Ocean Road, Skenes Creek. Phone [03] 5237 6918.

We have secured motel rooms for the group – price for two course dinner, bed, and cooked breakfast is \$145 per

couple.

✂ Day Two: Wednesday, April 8

Depart Skenes Creek, drive to The Twelve Apostles, and you will be able to walk the boardwalks and see [what used to be] London Bridge, Loch Ard Gorge, and the Bay of Islands.

Lunch stop is at the historic seaside village of Port Fairy. Another hour or so of leisurely driving and we arrive at Portland – accommodation has been booked at William Dutton Motel, 141 Percy Street, Portland. Phone [03] 5523 4222

Price is \$100 per couple with dinner at the RSL Club, to your account.

✂ Day 3: Thursday, April 9

Leaving Portland, we venture

west to picturesque Nelson, situated on the Glenelg River. From here we cross the border into South Australia, and then drive into Mount Gambier for lunch. We will visit Umpherston Sinkhole. This now a beautiful garden, then out to The Blue Lake, an extinct volcanic crater with crystal clear water. And a possible visit to the Limestone caves.

We head north to Millicent, and then to Beachport with its rustic jetty, [one of the longest in Australia], and our overnight stay is at Robe, an historic seaside resort at the southern end of Guichen Bay.

Accommodation has been secured at Robe Haven Motel, Corner of Hagen and Smillie Streets, Robe. Phone [08] 8768 2588.

Price is \$100 per couple. Dinner [to your account] is planned at Sails on Robe..

✂ Day 4: Friday, April 10

The touring group will head north, re-joining the Princes Highway. We will make a brief stop to see the Big Lobster at Kingston, and enjoy morning tea at Meningie.

We then cross the river by ferry at Wellington, and are suggesting a picnic lunch at Strathalbyn in the gardens by the banks of the Angas River, followed by a scenic drive across the hills, through the rural villages of Paris Creek and Meadows, and we should arrive into McLaren Vale about 3pm, just in time for CitIn Registration, and then the first official CitIn event – dinner.

We hope to see Citroën enthusiasts from all states join us for this interesting and exciting 'South Coast to CitIn Tour' [aka 'Teddie's Terrific Tour'] trip – please contact Ted and Helen Cross to register to join us, telephone [03] 9819 2208 or 04 1935 6963 or email president@citroenclassic.org.au.

Then please book your motel accommodation directly, [and as soon as possible] making sure that you tell each motel that you are with the Citroën group and mention our names when you ring.

Please confirm with us when you have booked your accommodation.

Ted and Helen Cross



75th Anniversary of The Citroën Traction Avant. 2009 will mark the 75th anniversary of the release of the Citroën Traction Avant. To celebrate this milestone the Citroën Classic Owners Club of

Day 5 sees the Tour travelling southwest to the once thriving railway town of Peterborough

On the way south the we will pass through the almost ghost town of Terowie and the historic copper mining town of Burra.

A special day is planned for day 7 when the Traction will be on

display at the National Motor Museum at Birdwood.

After leaving the vineyards of the Barossa the rally will head due east travelling through the wheat belts of South Australia and Victoria arriving in Ouyen on the last day. The event will conclude with a dinner and prize presentations on that evening.

TRACTION AVANT 75TH ANNIVERSARY RUN ITINERARY

✂ Day 1: Friday October 2 – Kerang.

✂ Day 2: Saturday October 3 – Kerang to Balranald

✂ Day 3: Sunday October 4 –

Balranald to Wentworth.

✂ Day 4: Monday October 5 – Wentworth to Broken Hill.

✂ Day 5: Tuesday October 6 – Broken Hill to Peterborough.

✂ Day 6: Wednesday October 7 – Peterborough to Tanunda

✂ Day 7: Thursday October 8 – Tanunda to Mannum.

✂ Day 8: Friday October 9 – Mannum to Pinnaroo.

✂ Day 9: Saturday October 10 – Pinnaroo to Ouyen.

The total event distance from Kerang to Ouyen is 1,495km and the Entry Fee is \$150 per person.

WHAT IS INCLUDED:

✂ Friday evening Meet and Greet two course meal

✂ Saturday morning breakfast

✂ Monday evening BBQ

✂ Entry to Birdwood museum and lunch

✂ Saturday night dinner

✂ And of course a rally pack full of 'goodies'

VERY IMPORTANT NOTE:

All accommodation **MUST** be booked directly with the accommodation provider, by the entrants, no later than 31 MAY 2009. Accommodation providers will not hold rooms past the above date.

When booking your accommodation mention that you are an entrant in the Citroën Classic Owners Club of Australia's 75th Anniversary Run.

Due to the limited amount of accommodation at some overnight stops, the rally is being limited to 25 cars [TRACTIONS ONLY].

For further enquiries, and to make payments, contact: Brian Wade, PO Box 5089, Eagleby, Qld., 4207

Ph [H] 07 3807 5781

[M] 04 1944 7705

Email: brianesther66@hotmail.com

Brain Wade



Left: Day 6 sees the Anniversary Tour finish the day in Tanunda, in the centre of the famous Barossa Valley. Wine tasting, anyone?

Centre: The 'Fergie' memorial at Balranald.

Right: Bells Milk Bar at Broken Hill – two essentials of Traction Tour.

75 YEARS OF TRACTIONING

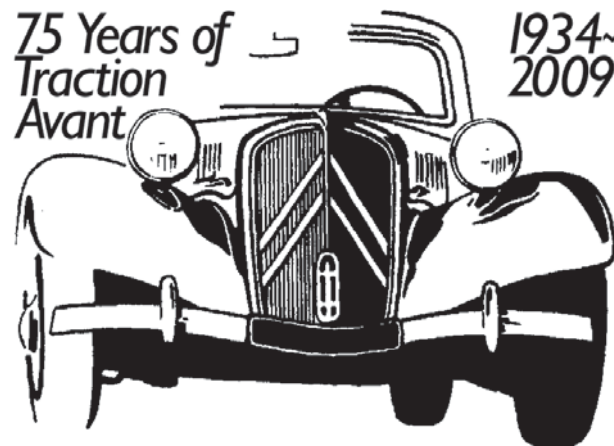
Australia is conducting an event to pay homage to this beloved French icon.

The run will commence on the 2 October 2009 in Kerang, Victoria and conclude 9 days later in Ouyen, Victoria.

During the first 2 days cities and towns that will be visited will include Swan Hill, Balranald, Mildura and Wentworth.

After leaving Wentworth [once considered a possible site for the Nation's capital] the rally will head north to Broken Hill.

Broken Hill and its surroundings are considered the quintessential Australian outback.



As Citroën celebrates its 90th birthday, the French car maker is reinventing itself with a new visual identity, a new range of products that brings back one of the most famous names from its history, the

come three-dimensional, taking on relief and gaining in strength and body.

Bridging Citroën's past and future, the colour red is used for the new brand name typography. The red assumes a new, deeper tone.

Brand identity: Créative Technologie

RE-INVENTING CITROËN

Citroën DS, and sets a new standard for its customer relations.

In a difficult economic context, and in a period of changing automotive uses and new relationships between customers and brands, Citroën is taking action and reinventing itself.

Citroën aims to pursue the dynamic generated by the success of its products launched over the past ten years, enhancing the value of the Citroën brand to strengthen and support the range.

Citroën today begins a global brand project that encompasses a new visual identity, a new relationship with its customers and a new line of automotive products.

NEW IDENTITY

First sign: The logo

Developed jointly by Citroën's Marketing and Styling teams, headed by Jean-Pierre Ploué, and the Landor agency, an international branding and design network, the logo is the first visible sign of change.

The chevrons have broken free from their frame and be-

The alliance of creativity and technology has always been a Citroën strong point.

Citroën was the first to propose Stop&Start technology, on the C2 and C3. It is the European leader on automated manual gearboxes and a pioneer in particulate filters. The Marque illustrated its ecological and economical commitment in 2008 by confirming its European leadership on vehicles emitting 110g/km of CO₂ or less, thanks to the C1.

Rather than aiming for pure technological exploits, Citroën innovates for the benefit of its customers. It invented Hydractive suspension, the wide-angle panoramic windscreen, new driving aids such as the lane departure warning system, the head-up display, Snow Motion and SOS Emergency. It has also developed new architectures and maximum modularity, as seen on the C3 Picasso.

Citroën has the boldness to completely rethink the automobile, rather than rehash existing solutions.

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tional saloon concept with sophistication and elegance, the C5 exceeded its sales objective in 2008.

The C4 Picasso visiospace has transformed the segment, becoming the leading model in its class

RE-INVENTING CITROËN

in 2008. Launched in first-quarter 2009, the C3 Picasso has the same ambitions.

With the new Berlingo, launched in May 2008, and Nemo, launched in February 2008, Citroën has a range of five, renewed light commercial vehicles, making it the standard-setter in this segment.

For the future, the Hypnos concept car heralds diesel hybrid technology and C-Cactus a new vision of the automobile.

✂ Non-conformist advertising spirit

Citroën's new advertising baseline is Créative Technologie.

Written in French, identical worldwide and rich in meaning, these words form the basis of the new advertising system.

Every ad demonstrates the promise of the brand and the benefits for the customer, while remaining playful and optimistic.

For the first time since 1983, the Marque is launching a new advertising campaign co-developed with Agence H, a subsidiary of the Havas group.

✂ Graphic principles for visibility and consistency

Citroën's visual communication system has hitherto lacked consistency. But today it is introducing new graphic principles, a single typography and a unique tone of voice to boost the visibility and consistency of

the brand.

The new brand universe reflects the Marque's new status.

The key colours are white, denoting openness and elegance, and red, to express vitality, together with black, grey and chrome, for status and power.

Citroën is launching its new brand universe starting on 6 February 2009.

✂ Websites to win new customers

A full 70% of customers who walk into a Citroën outlet today have visited the brand website beforehand to find information.

The www.citroën.com website, the initial contact point between the Marque and its customers, will from now on fulfil a compass role, pointing web users to country sales sites.

To ensure the consistency of all media, Citroën is applying the new visual identity to its 20 European websites on the morning of 6 February, using cutting-edge full 3D technology for all web communication concerning the new image.

Citroën will enter a new

internet era starting in second-half 2009, with a new European web strategy.

✂ Citroën Sport becomes Citroën Racing

Citroën has entered the motor sport history books with four World Rally Championship Manufacturers' title and five WRC titles for driver Sébastien Loeb and co-driver Daniel Elena.

Coinciding with the Cyprus Rally, Citroën Sport is changing its name to Citroën Racing.

The specific qualities of motor rallies – speed, vitality, impetus – are incorporated in the Citroën universe with three layered red lines on a white background.

NEW CUSTOMER RELATIONS

✂ Architecture: Profound network transformation

To enhance customer relations and the brand experience, Citroën is transforming its international network of sales outlets, including showroom, reception, sales and maintenance areas.

Outside, transparency, fluidity and colour provide simple and immediately recognisable points of reference.

Inside, the customer experience has been entirely redesigned to lead customers naturally to the services they are looking for. As part of the ever-present Citroën universe, dedicated areas highlight the expertise of the Marque's functions.

The new architecture concept was selected from 12 shortlisted

projects by a jury made up of Citroën's main managers and the Landor agency, as part of an international competition.

The winning project embodies the Marque's ambition and makes the brand adaptable to all network conditions, whatever the location, layout and level of investment.

All Citroën's worldwide sales outlets, including new buildings, redesigns of existing buildings and 'revamps', now have turnkey access to the new modular, three-level offer.

Over a three-year period, Citroën's 8,000 sales outlets will be transformed so that customers all over the world take pleasure in visiting their Citroën outlet.

Citroën is implementing the new sales outlet architecture internally through an international network of architecture correspondents and externally through a designated network of architects.

Citroën already inaugurated this new architectural spirit at C_42, the brand's showcase on the world-famous Champs-Élysées. Some two million people have visited C_42 since it opened in September 2007.

✂ Among the best on customer satisfaction

The customer's experience of Citroën has to be outstanding in all circumstances.

To this end, the Marque has implemented a set of customer commitments, "The Fundamen-

tals', in both sales and after-sales. The Fundamentals include: taking care of customers immediately and on an individual basis; providing fast and clear answers; ensuring personalised vehicle handover and presenta-

RE-INVENTING CITROËN

tion; respecting lead times; giving explanations of work carried out; and performing follow-up after vehicle work. Citroën networks are assessed on the basis of these commitments.

To achieve a breakthrough on service quality Citroën has an over-arching quality policy based on taking after-sales into account in product design, new accounting methods and network training courses, the development of operational standards, and the exchange of best practices.



CITROËN

These best practices are being rolled out through a lean management approach, operational for ten years in PSA Peugeot Citroën plants and applied today in sales outlets.

Citroën's objective is to make its network a standard-setter on service quality.

The Marque regularly measures performance and has shared objectives: to rank among the best carmakers in multi-brand surveys on purchase and delivery and on servicing and repair, and to rank top-five in JD Power annual surveys.

NEW PRODUCT STRATEGIES

Alongside the profound changes in its sales outlets and customer commitments, Citroën is also thoroughly transforming its product strategy.

Citroën today has the largest and most diverse range in its history. It will continue to differentiate its models, and at the same time accelerate their arrival on the market.

Over the next three years, Citroën will launch six new models in Europe, at a sustained pace of one launch every six months.

The world is changing. But not in the same way for all. This is why Citroën is proposing complementary product strategies, corresponding to the kind of change its customers are looking for.



✧ Renewal strategy

First of all, Citroën will continue to renew its main range, for people seeking change rather than an abrupt break. But this strategy is about renewal, not continuity,

customers want deeper-seated changes as mentalities shift from 'wanting more' to 'wanting better'. This strategy is based on two approaches.

✧ Practical but unstinting on pleasure

The first approach, consisting in satisfying fundamental mobility needs, addresses customers

who, having reduced their vehicle budgets, are on the look-out for more economical – and more intelligent – products.

Some would describe this as low-cost. But it isn't. The real challenge for Citroën is designing products that are less expensive but with no loss in appeal.

This approach is perfectly illustrated by the C3 Picasso, a real 'anti-crisis' car. And, going forward, our C-Cactus project will

since each redesigned model has to show visible improvements in all areas.

The new C5 was a significant advance on the model it replaced. The same ambition will hold for the successor to today's C3 and for the replacement of the current C4.

✧ Development strategy

Renewing models and making them significantly better than their predecessors is already an ambitious programme. But some

RE-INVENTING CITROËN



be an even more accomplished solution.

✧ Motoring pleasure the rational way

In contrast, the second approach favours motoring pleasure, but in a practical manner. Customers here are looking for outstanding products that confer status and bring them an all-new automotive experience.

They want prestige, thrills and refinement, without the rigid codes of traditional upper-range models.

To address this need, Citroën is today launching a new line of products to round out its current range. The new line will consist of three new cars, positioned in the B, M1 and M2 segments, launched successively from 2010.

The first illustration of this new product line is the DS INSIDE concept car.

The concept car and vehicle line are characterised by forthright choices on styling, on-road performance and use. These choices naturally imply an increase in price, but this will remain reasonable.

These are accessible objects of desire, cars that stand apart by their creativity, intelligent design and build quality, embodying the very best of Citroën. The new product line will buoy Citroën's new spirit of 'Créative Technologie'.

The new line will also have a new naming system. Like the main range vehicles, which carry

the letter C and a number, and, like the MPVs, which sport the Picasso signature, the new models will feature a special name: the DS line.

DS stood and continues to stand for a new approach to automobiles and the future.

The Marque is drawing on its DNA to strengthen the positioning of its new product line, baptising these three distinctive vehicles DS3, DS4 and DS5.

FEBRUARY 2009: A NEW ERA. CITROËN PLAYS A STARRING ROLE.

✧ Citroën on celluloid

Citroën is presenting its first film, 'A new era: Citroën reinvents', directed by Tristan Aurouët and Thomas Potez, to its entire international network on 4 and 5 February.

The film is a detective story, featuring the disappearance of DS INSIDE orchestrated by WRC champ Sébastien Loeb. Running at nearly 20 minutes, it takes the wraps off Citroën's entire transformation project, covering the new identity, new customer relations and the new product line.

Citroën has always enjoyed a special relationship with the cinema. Audiences in the thirties got to travel to unknown lands thanks to Léon Poirier's films of the Croisière Noire and Croisière Jaune.

For his first feature-length film, Renaissance, in 2006, Christian Volckmann gave a starring

RE-INVENTING CITROËN

role to a Citroën car, developed with Citroën's styling centre on the basis of the AirDream concept car.

Today Citroën's connection with the world of cinema is based on numerous partnerships, the

most recent for the film *Envoyés Très Spéciaux*. Released in France on 21 January 2009, it features legendary Citroëns, including the SM Maserati, 2 CV, AZ, Ami 6, DS, C4 Picasso visiospace and C6.

Gad Elmaleh's upcoming film, *Coco*, gives the Citroën C6 a leading role. And Jean-Pierre Jeunet's next release, *Micmacs à Tire-Larigot*, due out in autumn 2009, casts the spotlight on an array of Citroën models.

✂ Citroën at 42 Champs Elysées

Each season at C_42 sheds new and spectacular light on the world of Citroën. C_42 has become one of the trendiest destinations on the Champs-Élysées, drawing some two million visitors since opening in September 2007.

The Marque's international showcase has now been completely transformed for a very special season. The interior is illuminated by a 20-metre high screen revealing Citroën's new brand image. Each floor of this outstanding building takes visitors on a sensory tour of the new brand baseline, 'Créative Technologie'.

With the C-Cactus concept car, displayed on the ground floor in an electric version sporting the new chevrons, Citroën is exploring new design paths. Through maximum weight reduction, new architecture and new materials, the Marque is pointing to a new kind of mobility, one that is

responsible and optimistic.

An interactive experience awaits visitors on the first floor, where they get to take an urban journey using Stop & Start micro-hybrid technology, which reduces fuel consumption and CO₂ emissions by more than 10% while improving acoustic comfort.

On the second floor, show-goers can configure their very own Citroën using a 'multi-touch' table, gaining fuller insight into the Marque's colours and materials universe.

Also on display are a Citroën C5, fitted with intelligent traction control technology, and a Citroën C3 Picasso, the latest expression of the Marque's creativity. Visitors also get to experience a panoramic vision of the C4 Picasso with an onboard camera.

Arriving on the top floor, visitors are treated to a range of sensory experiences focused on well-being in the Citroën Lounge, while taking in a magnificent view over the Champs-Élysées. The Citroën Lounge puts on a happy hour every Thursday, Friday and Saturday from 5 pm to 7 pm. ✂



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31/05

Over four generations of large car, Citroën have managed to retain common characteristics while moving with and even ahead of the times. The skill of their designers has been to incorporate essential

form of the wing line are not hard to see. But there are quite a few other elements of the Citroën design language that can be found recurring on the marque's flagship vehicles. The one that inspired me to write this is a small detail

on my XM: the rear panel is a neat bit of industrial design in its own

right. I like the way the bodyside curves around to meet the framing shut-line of the panel. But as well as being consistent with the XM's well-resolved design language, the tail panel evokes gently but clearly the tail of the original Goddess, even if the materials and context are quite dissimilar: the DS uses metal and chrome; the XM uses metal and a variety of plastics; the

DS's tail is essentially a development of the bumpers while on the XM the tail panel houses the license plate, lamps and bootlid handle. Less alert designers could have missed the inspiration to be found in the trapezoid finishing the DS's tapering tail or they could have amplified some other characteristic. Not only does the XM recall the DS's tail-features but even the angle of the bootlid shutlines have a meaning. They refer to the CX's shutlines which taper downwards. I only noticed this detail when preparing the visuals for this investigation. The C6 prefers a deeper nod to the DS and even to the Traction Avant with its rounded residual third volume of the boot; the tail lights at first seem to be a design unto themselves but

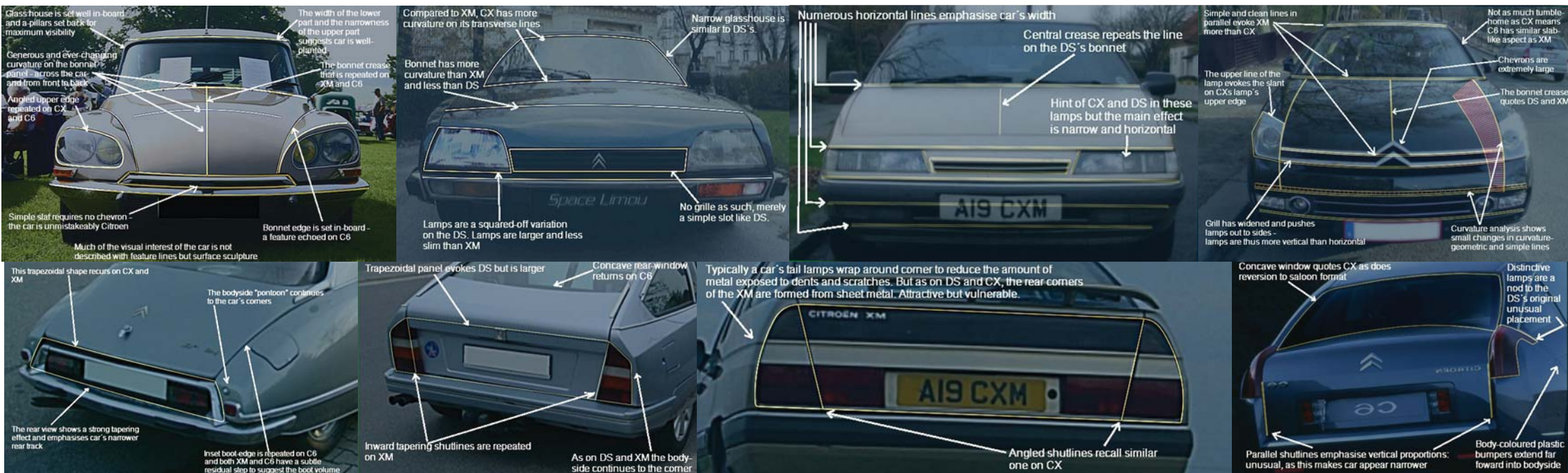
actually they respect the imaginative strangeness of the DS's high-mounted indicators. They also solve the problem of the junction of the huge plastic bumper moulding, the metal body side and the base of the roofline arc. From this example we can understand that design is the use of aesthetics in pursuit of the resolution of engineering problems.

While this is small study is necessarily better able to show the linear and proportional characteristics, we should not forget the third dimension. When seen in the metal, the DS and CX are distinguished from the XM and C6 in that they have far more of what designers call tumble-home which is the inward curving of the car above the shoulder line. The

CHANGE & CONTINUITY

Citroën visual cues into cars that embody changing engineering possibilities, evolving tastes and ever more complex packaging requirements.

On its large cars Citroën's form language has been developed with remarkable intelligence. Overt design cues such as the falling roofline, the proportions of the front and rear overhangs and the



glass houses of the elder two cars are more distinctly separate from the lower body. By pushing the windows outboard, the designers of the XM and its successor have been able to liberate more shoulder room but at the expense of pure

style. Also harder to see in small photos is the way that the DS, CX and XM taper in plan view.

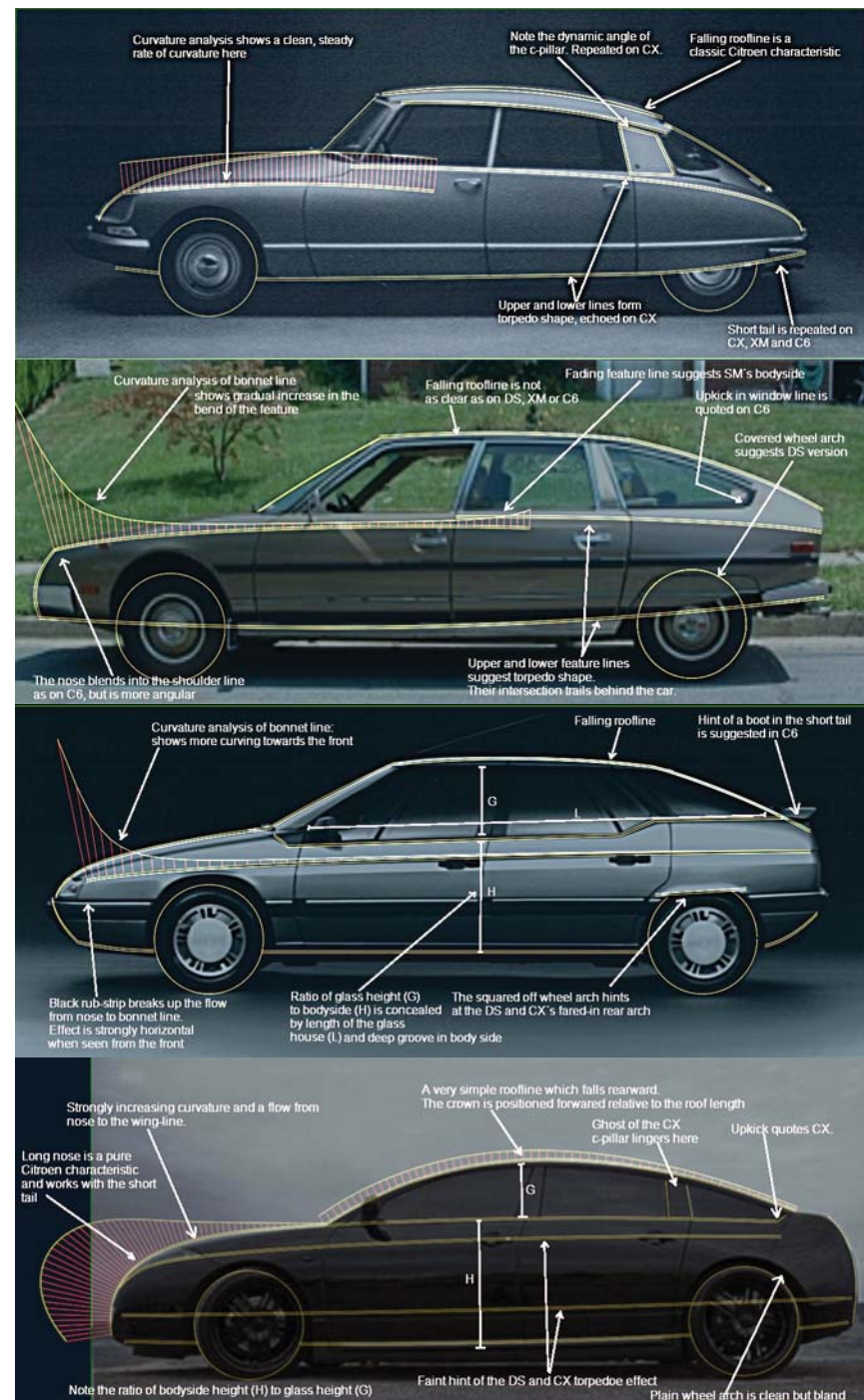
Finally, the surfaces between the feature lines deserve a mention, these being where each car best expresses its era and its individual character. The DS's surfaces are lushly sculptural, chang-

ing and flowing continuously. The CX has a certain Italianate quality, with shallow and slowly increasing curvature. The XM is a product of its times, being composed of what appear to be wilfully flat panels. The C6 employs rigorous geometry but fuller surfaces. I have used a CAD package to analyse the curvature characteristics of some of the lines. The "curvature fence" describes the rate of change of curvature. A higher fence indicates more curvature. When this is used on the C6 one can see that the car's frontal lines are all made up of sections of circles: constant radii meeting at neat intersections. On the bodyside the torpedo-like lines defining the car's side show more dynamism. And that is the technical side. The art has been how it has been put together on these fascinating examples of automotive design.

This article, originally titled 'Change and Continuity in Citroën Design', by Richard Herriot was first published in 'The Citroënian' and is reprinted with the permission of the Citroën Car Club of the United Kingdom.



CHANGE & CONTINUITY



The last time a survey was conducted to find the world's most beautiful car, the E-type Jaguar triumphed and it was a result with which few car fanciers could argue.

But a new poll among a jury

JAGUAR GIVES WAY

of the world's top car designers has come up with a very different result and placed the legendary E-type in a lowly seventh position — a result that is sure to lead to some heated discussion when car lovers get together over a beer.

The latest winner — as chosen by some of the great names in car design — was the Citroën DS.

The UK-based *Classic & Sports Car* magazine sought the views of a 20-strong jury of the

world's leading car designers to nominate the most gorgeous

'The group designer of the Century Giorgetto Giugiaro — the man behind the Maserati Bora, VW Golf, Fiat Panda and Lotus Esprit — to current Jaguar design chief Ian Callum the creator of the Jaguar XF — and each picked their

top three cars.

In order, the top 10 most beautiful cars were the Citroën DS, the Jaguar XK120, Ferrari's 275GTB, the classic Cord 810/812, the Ferrari 250GT Lusso, the short-wheelbase Ferrari 250GT, the E-type, the Lamborghini Miura and cars nine and 10 were two from Lotus — the Elan and the 1957 Elite.

'Classic & Sports Car' editor James Elliott describes the

Citroën DS as benchmark design. 'But we were still astonished that it came out on top when you look at the sexiness — and value, of some of its rivals. Apart from the Mini, it's by far the most affordable car to get any nominations at all, which probably means it's a great investment,' he said.

'I don't think anyone has ever asked this many great designers what their views are, so who better to pick the official winner even if they all missed my favourite, the Alfa Romeo T33 Stradale?' he added.

Judge Giorgetto Giugiaro describes the DS as 'the only example of a car really conceived 'outside the box'. It is just impossible to imitate.'

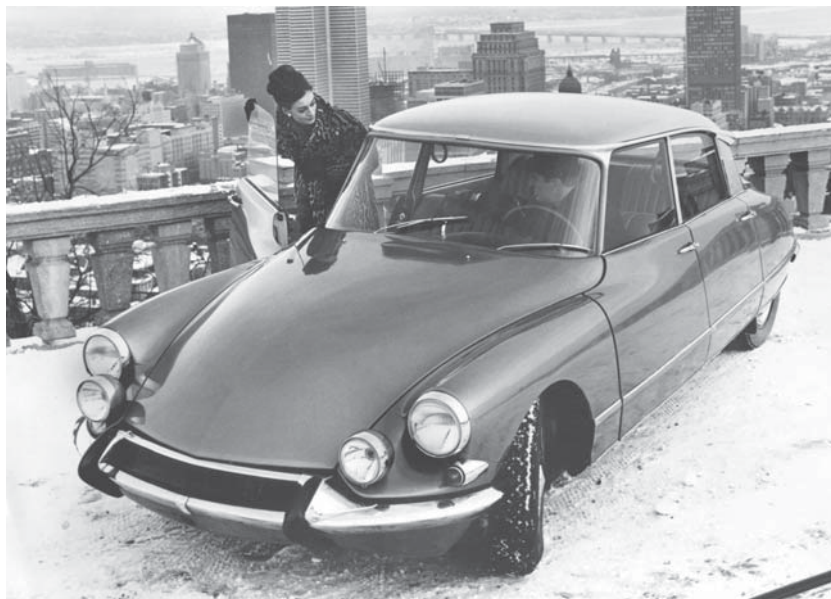
Former Pininfarina design

chief and the man behind Ferrari's Daytona, Dino and 308GTB, Leonardo Fioravanti, says the Citroën was a real road car that, at its time and perhaps still now, has represented the 'dream' in its extreme progress.

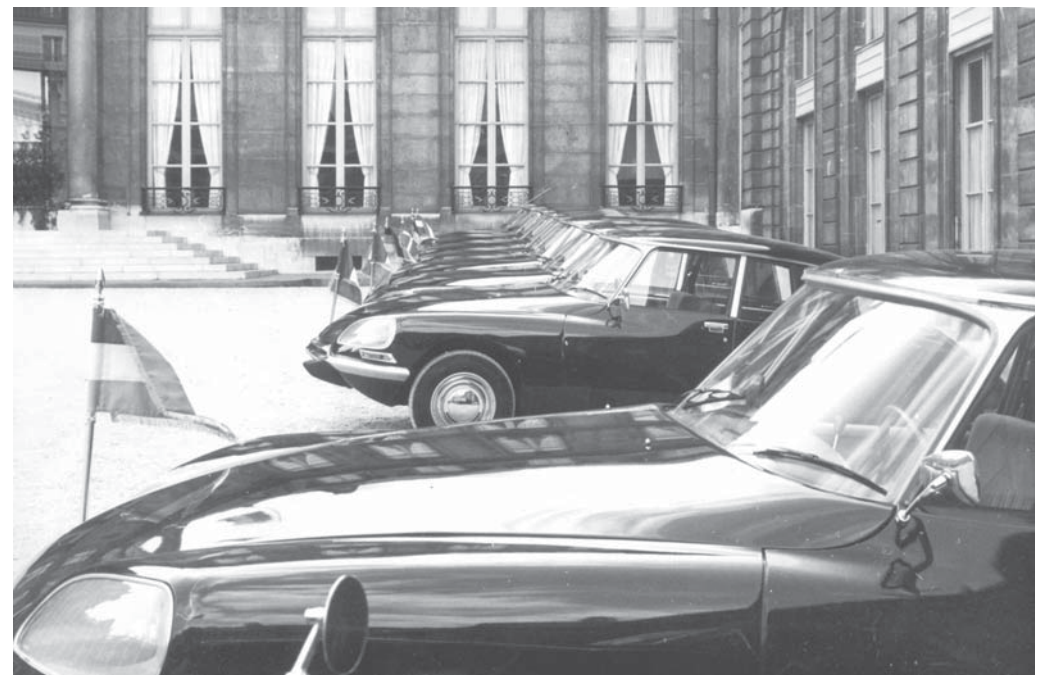
Peter Stevens — the designer behind the remarkable McLaren F1 and second-generation Lotus Esprit — said 'I have always considered the fact that this car was first drawn in 1955 to be extraordinary.'

As well as its revolutionary design, under the car's skin there was a complex self-levelling suspension system and power steering, clutch and brakes.

This article by Ian Crawford, first appeared in 'The Ballarat Courier' on Friday February 20, 2009.



We always knew the DS was the world's most beautiful car — it has now been confirmed by a jury of the world's premier automotive designers.



In less than a decade, Citroën has established itself as one of today's most innovative brands in terms of design. With the launch of the remarkable new C3 Picasso just around the corner, we talked to Jean-Pierre Ploué,

MANAGING SUCCESS

director of the marque's Centre de Creation, to get a picture of his approach to management.

No two design teams are run the same way, as each brand firmly believes that its own organisational model is the best.

When Jean-Pierre Ploué took over the helm of Citroën design in December 1999, he had his work cut out for him. Ploué was not even forty years old at the time. He had a reputation as an outstanding designer, but many doubted his abilities to run a business, define strategies, manage individuals and convince boards of directors. The sceptics stood back and waited for the young designer to stumble in one of the many pitfalls of management.

Nine years later, however, Citroën is acknowledged throughout the world as a pioneer in automotive design, and Jean-Pierre Ploué now has a string of indisputable successes under his belt, such as the C4 Picasso and the C5, as well as a number of stunning concepts, such as the C-Metisse and C-Cactus, to prove his detractors wrong.

Ploué met us at the height of summer, just after the publication of the first official photos of the C3 Picasso, a bold new offering for the compact monospace segment. Just a few months earlier, he had been awarded the coveted title of 'Man of the Year 2008' by Le Journal de l'Automobile. In the hallowed halls

of the Automobile Club de France, Jean-Pierre Ploué could not hide his emotions. His success in the car industry has not changed him, and he is just as spontaneous, meticulous, determined and respected as ever, in spite of an endlessly growing workload.

Before his arrival at the Citroën design headquarters at Vélizy, Ploué had risen quickly through the design ranks of Renault, Volkswagen and Ford. This was all precious experience that helped make him the well-rounded designer that he is today. 'My experience at Renault taught me a sense of creativity, my time at Volkswagen gave me a taste of perfectionism and my short period at Ford taught me to understand the client.' And these skills in the three key areas of innovation, quality and marketing are precisely what have set him apart from the rest.

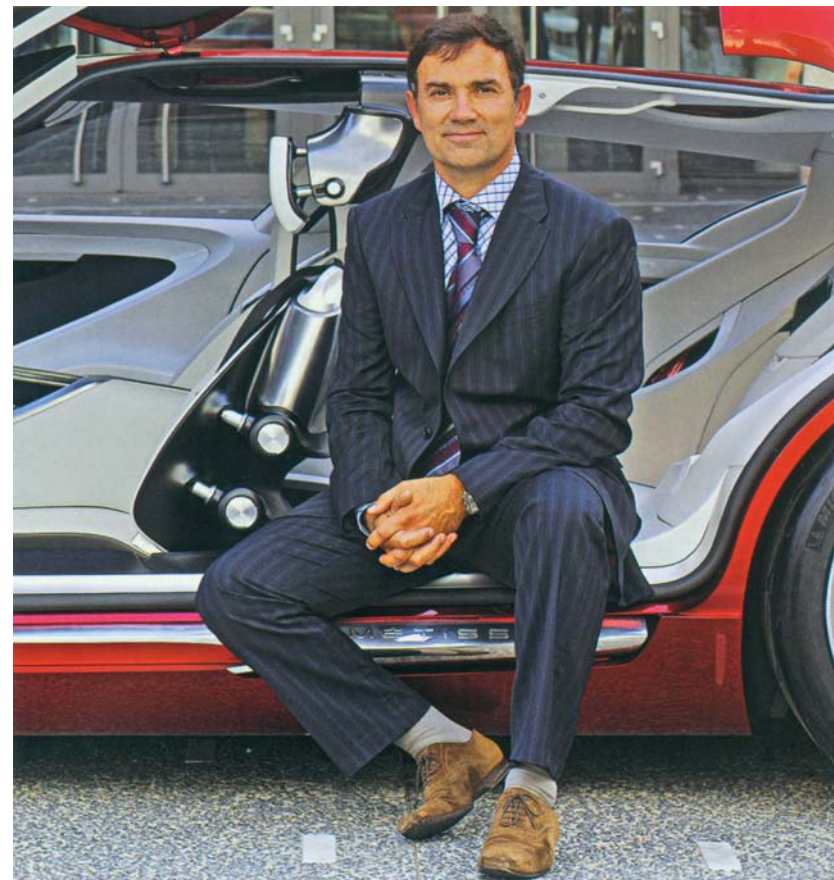
Citroën is riding on the crest of success today. The remarkable response to the marque's most recent creations has bolstered the influence of design within the company and, like Claude Satinet before him, Jean-Pierre Ploué can count

on the wholehearted support of Citroën's current president, Gilles Michel. The essence of Citroën design can be summed up as avoiding routine to maintain passion. This is why the product development directors are not bound to a rigid role and are not dedicated to a single platform or activity. No one is limited to a single area and all the designers are protean, redefining their responsibilities at every new project. Jean-Pierre Ploué believes that being tied down to a single discipline is the worst enemy of creativity and that

shifting between different jobs is a remarkable stimulus for the team, as they are constantly faced with new challenges.

Each product development director supervises the development of the style in concert with other divisions, such as marketing, production and engineering. This organisational model allows for a condition of 'permanent evolution' — a fundamental prerequisite for the creation of strong products.

Alongside the four product development directors are three other directors answering to Jean-



Pierre Ploué: one in charge of project progress, one in charge of concept cars and one heading tasks' [an area including CAD, industrial design and colour and trim]. The latter of these is a reason for particular pride for Jean-Pierre Ploué:

Nearby the little town, situated a hundred kilometres or so north-west of Paris, is Citroën's test track complex. Here, in the open countryside, the brand's designers prefer to view their models in a realistic environment with natural light, which is much more effective than a sterile presentation

platform within the confines of a studio. They can even see their shapes in motion, as the models are powered and remotely controlled, and compare then against potential rivals.

If necessary, the designers can tweak a curve, a shape or a highlight in the nearby modelling workshop. Because, as Jean-Pierre Ploué likes to say, 'the success of a style is essentially founded on a mastery of balance.'

For the team as a whole, however, the success of Citroën design is based first and foremost on the quality of human relations, enthusiasm and the culture of one of the strongest brand images in the car industry. And these values are more than just words, they are a way of life.

© This interview by Serge Bellu, and the accompanying photograph, first appeared in 'Auto&Design' number '172, September/October 2008' and is reprinted with the express permission of the publisher. This article may not be reproduced without the permission of the original publisher.

Every car should be surprising. To describe the inception of the latest product of Citroën's Centre de Creation, design director Jean Pierre Ploué starts from the very beginning of the project, leaving the car itself — hidden under a sheet in the middle of the great presentation room — until last. The sheet will only be lifted after he and Carlo Bonzanigo, director of design cooperation for Citroën and head of the project, have taken us through the concepts, brand values and choices that led to the definition of the car which, for the time being, they call A58.

'At the base of it all is the concept of style', continues Ploué with typical enthusiasm. 'We wanted to create a very compact car that was more 'volumic' than a traditional MPV, something solid, simple and effective, with an adventurous streak.' The outline of the hidden

car, which looks rather tall given its footprint, with a markedly upright glasshouse, seems to imply that these goals were achieved. What is clear is that this car does not have the typically oval silhouette of an MPV. Ploué confirms our impressions: 'When we started the A58 project, we had already designed the five and seven seat versions

MANAGING SUCCESS

'I believe that the definition of a wheel or a headlight is just as important as the overall shape, and this is what sets Citroën apart from the competition.' On a practical level, Citroën's designers are assisted by the innovative 'Tarus' computerised milling machine; which significantly speeds up the transition from idea to three dimensions.

Jean-Pierre Ploué is responsible for orchestrating many changes in the Citroën design system. One of these was establishing an outpost in the ADN centre at Vélizy in 2004, creating a closer tie with the Peugeot team. This vicinity, however, has not resulted in cross-pollination, and each studio retains its autonomy, methods and organisation — in other words, its integrity. In recent years, the PSA group, and Citroën in particular, has invested heavily in going global. To secure a foothold in China, where Citroën has played a pioneering role, a studio was inaugurated in Shanghai this spring. Of all the satellite studios, however, Ploué is most proud of the one at La Ferté-Vidame.

Non-CONFORMIST



of the C4 Picasso, and we didn't want to just do a scaled down version of that car. We wanted to break the mould and create a different morphology.'

In the background, images of the initial concepts and research

Non-CONFORMIST

sketches play on the large screen on the wall, hinting at a two box shape, with a short, rounded bonnet and a full yet dynamic body. There are also references to the history of the brand, such as the 2CV and DS, but only to emphasise the unique identity of each model. As Carlo Bonzanigo explains: 'a recurring theme in Citroën cars is the pursuit of a very distinctive morphology, with a character that is clear and identifiable yet coherent with the concept of the vehicle. There is never a generic style applied wholesale across the range - each concept remains strong. The C2 and C3, for example, work on different levels: the C2 is younger, more urban and architectural, while the C3, with its rounded shapes, is friendlier and more conducive to sharing. No one, however, would ever say that either wasn't a Citroën.'

It's time to lift the sheet. Underneath is the C3 Picasso, and it is genuinely surprising. Basic in form yet sophisticated in detail, with its direct style, the car conveys its vocation as an eclectic and flexible vehicle, with lots of

functional interior space, while its urban utility looks express robustness. 'Simplicity was our watchword', continues Bonzanigo. 'The styling language had to reveal the character of the car without the need for explanation: what you see is what you get - a sort of uncomplicated best friend, a bit like your dog, who follows you and adapts to your needs.'

Seen closer up, the C3 Picasso reveals a degree of design sophistication that goes well beyond the functional advantages offered by the car's excellent ratio between external size and internal space. 'The travelling box theme was effective but a little too aggressive. This is why we offset the linearity of the volumes with broad radius curves', notes Ploué as he points out one of the design's strong suits - the panoramic windscreen. 'We call the screen, which consists of three elements, a triptyque, like the Gothic art form, as the glass extends laterally, allowing the slender A pillars to visually disappear.'

The effect even continues inside the car, as the front pillars are imperceptible from the driver's seat. Luminosity [the leitmotif of other Picasso models] predominates in a cabin defined by flowing modern forms on a par with the best offerings of product design which, in keeping with Citroën traditions, follow a horizontal layout. New materials with three

dimensional textures appeal to the eye and to the touch. The door panel is one of Carlo Bonzanigo's favourite features: 'With a design inspired by the nautilus shell, it is poetic and effective, yet it is also extremely efficient, as it can hold a one and a half litre bottle'. And reconciling form and function is a sign of good design.

A simple design, but with sophisticated lines, in tune with contemporary product design themes. The designers even went so far as to visualise the C3 Picasso in the modern domestic setting shown here [designed entirely by them]. A car expressing a modern way of thinking, intended to appeal to a less conformist consumer.

Solid and functional, the design draws from some SUV cues, but without the genre's excesses and arrogance. The scuff strips

will also be available painted in body colour, creating an effect already visible on the black version [right]. Measuring 4.08 m in length, 1.73 m in width and standing 1.62 tall, the C3 Picasso can swallow an impressive 500 litres of cargo under the parcel shelf, even with all five seats occupied. The car has one of the largest glazed surface areas in the segment, measuring up to 4.52 m with the optional panoramic roof. ✂

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The solution chosen for the dash consists of a wingelement seemingly suspended above the base structure in an effect created by two longitudinal concave insets.



TED CROSS - PRESIDENT

I have not been able to drive any of my toys for the last month or so. During the 2CV raid to WA last August I injured my

FLEET FOLLIES

shoulder half way through the event. I have just gone into hospital for a re-construction of the offending bicep tendon which was damaged. This resulted in the tendon being cut and shortened and re-attached to the bone. A rather painful procedure which has been spectacularly successful to date. As a result, the Cross fleet of Citroëns has been left idle for most of the last few months. However, I hope to try driving again soon and plan to be fully mobile by Easter and back behind the wheel.

The BX 16V has been brought home to Hawthorn to be cleaned out and polished and will soon be for sale in the magazine and elsewhere. This is a fine example of the mighty 16V and has low kms also. I hope that I can find a good new home for this car.

The D Special is still at my sister's property in the Yarra Valley and we started it up at Christmas but the main return oil line has split and needs replacing. I have the parts I need but the bush fires have stopped me returning for the repairs to be undertaken.

This car will then come back to Melbourne and take the space of the BX. It has a noisy rear bearing in the gearbox to repair this year. I have a spare 5-speed gearbox, which may be a better option.

I have helped some Club members with some surplus early 2CV body panels and am currently preparing a rolling chassis for the 1954 2CV AU Forgonette project. Peter Boyle has very kindly offered to co-ordinate the repairs and welding of new parts into the body which he and Leigh Mason saved about 20 years ago. This is a labour of love for a few of us as there can only be a small handful of these original Slough-built vans left in the world. I am bust trying to lose some weight so that I can eventually squeeze behind the steering wheel.

As always the 2CVs and Traction Big 6 just sit patiently waiting for their next outing. Both of these models rarely need any attention and are perfect hobby cars to own. Conversely, the later model cars with their hydro-pneumatic suspensions always seem to need something fixed or oil leaks stopped.

My Solexes are growing in number and are becoming a bit of a compulsion, but strangely they are a perfect low maintenance toy to have in the corner of the garage. No oil leaks, no registration, hardly anything to go wrong – all you need is a bike helmet and

to be a bit wacky.
Cheers Ted Cross



LEIGH MILES – EDITOR

Anyone who has been to my place in the last few months [well, actually since before I went to Europe in September last year, will have noticed that the CX does not appear to have moved. They would be right – it has not! However, a couple of weeks ago I determined that it could do with a wash and getting out in it again. It started easily [the joys of trickle chargers for the fleet owner], however by the time the car was on the street, so was all the LHM. A major LHM line had split wide open. So, instead of a wash the car was flat-bedded away in a state of dreadfulness. Knowing my luck, it will have been seen by half my friends, all of whom will take great delight in discussing Citroën reliability. Frankly, it is my own fault for the leaving the car undriven for so long.

You may remember a couple of editions ago I wrote on the matter of old tyres. Having extolled to you the perils of driving on old tyres I went in search of four replacement tyres. Now, as expected there is no stock of Michelin TRX of the appropriate dimensions available in Australia. However, I still the original 13" steel wheels and decided to return the car to its original specification. Do you think it is possible to locate 135 x 13 tyres – in any brand? Not a bit of it. These days,

'narrow' tyres seem to start at 165 and these will not fit inside the rear guards, with their integral putative spats.

So, it looks like an import-job and if that is the case I may as well try my luck at locating the TRX spec. In that case I will get two sets – the tyres on the GT Cabriolet are also TRX and I do not have Imperial rims as an alternative.

After a good deal of 'talk', I have finally embarked on the task of looking for a replacement for the Xantia V6 as my 'everyday' driver. [NB: I was very specific in using the word 'everyday', as distinct from 'every day'. I regard the GSA, CX, BX and indeed various Visas as being suitable for driving every day... the Xantia is extremely everyday as far as I am concerned.] Of course, everyday brings with it the guarantee it will start, get me both to and from an outing; you know all the things a car is supposed to do. The Xantia is all of those things.

So, what are the important criteria? A set base which not only goes up and down, but that you can change the angle as well, automatic [or more correctly, only two pedals], front wheel drive, preferably diesel and of course all the safety features which these days should be standard and are described by indecipherable TLAs [Three Letter Acronyms]. I also see no reason to boost the Federal Government's income by paying the 'luxury car tax'.

FLEET FOLLIES

With a preference for comfort over outright handling [read firm suspension and hard seats], I did begin by eliminating anything German. It does not leave an especially large list. Top spec Citroën C4, poverty pack C5 [the Exclusive attracts LCT], top or bottom spec Renault Laguna... the Ford Mondeo misses on the seat base issue, the Mazda 6 diesel is manual only, the other Japanese

marques are petrol only. Hyundai, and other Koreans are offering automatic diesels and while every new model offers improved ride quality over its predecessor, they do still have a way to go to catch the Japanese – never mind the Europeans. I have still to visit Alfa Romeo, whose 159 1.9JDT might fit the bill. More to come on this matter, I am certain.

Leigh F Miles



FOR SALE

1 9 8 7

2 C V

1 9 7 4

D Y A N E



Buttermilk yellow with blue and green striped [with thin yellow dividing line] matt roof. With Robri front mudguard trim. This is a particularly cheerful-looking deuch, one of the nicest of the 15 or so I've had in the last 20 years. It has a galvanised chassis, excellent floor, etc, good Ecosse grey upholstery, stereo, rear shelf from Club Cassis and is in very good condition. It has been very reliable, and economical, on my usual driving around south England and down to the Mediterranean, and since then as my daily drive including a weekly 300km commute on a very hilly route. Has 81,950 miles on the clock. Registered number AT 67 QN. Will be re-registered in March. \$12,500ono. Car is on the NSW south coast. Contact Eric Wiseman 04 1490 5411 or, preferably ewiseman@netspeed.com.au. [32/08]



Reluctant sale, car is fully registered until 25.5.09 & housed in Brisbane. Reg. 571KBC, Chassis No. CB7CB0499. Owners Manual, 123 ignition, 2 new tyres 59,700km. Price not negotiable. \$6500.00. Intended to make it a Raid car but have bought a DS. Opted for the soft option. Contact Bruce Stringer. 04 1234 2706 or [03] 5250 2727 [32/07]

WANTED

BIG 15 BUMPERS

Bumpers – front and rear for my Slough-built Light 15. These are the straight British bumper with overriders. Contact Barry Nichols [02] 4988 6316 or email barry.nichols@live.com.au [32/08]

The annual French Car festival, Victoria is being held at Docklands this year and it will be a wonderful year to show off our Citroëns. Due to space constraints CCCV and CCOCA members have been allocated up to twenty five reserved sites each although there will be some further adjoining places available for late-comers.

So for this year only you will need to reserve your site in advance with either CCCV via the FCF website [www.frenchcarfestivalvic.org.au] or CCOCA directly on the prepared registration form.

This event will be just before the CCOCA pre CitIn Tour to McLaren Vale and the opportunity exists for all Australian Citroën club members to join both events on the way to SA.

We will need some club volunteers for Marshalling duties so please give Ted Cross a call on

04 0059 2208 if you feel you can assist us showcase our cars at this important event. All enquiries also to Ted Cross.

☞ Pre booking is essential to obtain a reserved central position

☞ Booking forms available from

FRENCH CAR FESTIVAL

CCCV ,CCOCA ,FCF website

☞ \$5-00 per vehicle entry fee [payable on the day]

☞ Deadline for bookings 27 March 2009

☞ Access and Marshalling details to be provided later

☞ Entry to begin 09:15 sharp and be completed by 10:00

☞ Vehicles can only exit from 15:00

☞ 'Drip-protection' a condition of entry and owner's responsibility

☞ Please confirm when you have pre-booked also to Ted Cross



Melbourne
French Car Festival
Sunday April 5 '09
Waterfront City Docklands
10am to 3pm

Celebrating 90 years of Citroën
110 years of Renault
75 years of the Citroën Traction Avant
60 years of Peugeot 203

Enquiries Peter Dekker 04 2570 3899
Rob Belcourt 04 1128 8153



**CITROËN CLASSIC OWNERS
CLUB OF AUSTRALIA**
Australia's National Citroën Car Club