

FRONT DRIVE

Australia's National Magazine

For Citroën Owners And Enthusiasts



January/February 2018 Vol 41 No 6

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 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.

Annual membership is \$55. For overseas membership add \$17.50.

MEETINGS

Club meetings are held on the fourth Wednesday of every month [except December] at 7.30 pm. The venue is the Frog Hollow Reserve Rooms, Fordham Ave., Camberwell. Melway 60, B3

DEADLINE

The deadline for the next edition of 'Front Drive' is Thursday March 1.

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COVER IMAGE

French Style/Citroën Style, cover image of the Citroën SM brochure, a product of the Agence Delpire. See Page 22

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| SECRETARY | Ted Cross (03) 9819 2208 [H] secretary@citroenclassic.org.au |
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| ASSETS CUSTODIANS | Max Lewis and Ted Cross |
| ICCR REPRESENTATIVE | Ted Cross (03) 9819 2208 [H] |

CLUB PERMITS

Club Permit applications to Vicroads must be accompanied by a RWC (pre 1949 cars can be inspected by a club safety officer), ownership validation and Vicroads forms endorsed by the club including financial validation.

New Permit holders must supply the club with approved photos, club permit number and expiry date.

Club permit renewals can be sent to PO Box 52 Balwyn, Victoria. 3103 with a stamped return envelope or signed at club meetings/events if the appropriate officers are present.

SUPPORT

| | |
|--------------|--------------------|
| AOMC | LIASON OFFICER |
| Ted Cross | [03] 9819 2208 [H] |
| Russell Wade | [03] 9570 3486 [H] |

| | |
|-------------------------------|--------------------|
| CLUB PERMIT & SAFETY OFFICERS | |
| Russell Wade | [03] 9570 3486 [H] |
| Peter Boyle | [03] 9470 8080 [H] |

| | |
|-----------|--|
| LIBRARIAN | Kay Belcourt |
| | librarian@citroenclassic.org.au |

| | |
|-------------------------|--|
| FOR SPARE PARTS & TOOLS | |
| Contact | Lance Wearne |
| | (07) 3351 8327(H) |
| | spareparts@citroenclassic.org.au |
| | (If you phone, please do so at a reasonable hour). |

| | |
|-----------|--|
| CLUB SHOP | Kay & Robert Belcourt. |
| | clubshop@citroenclassic.org.au |
| | For Citroën models, memorabilia and other items. |

| | |
|--------------|--|
| OTHER CLUBS. | |
| Vic. | www.citcarclubvic.org.au |
| NSW | www.citroencarclub.org.au |
| QLD. | www.citroenclubqld.org |
| SA. | http://clubcitroensa.com |
| WA. | www.citroenwa.com |
| Tas. | www.citroentas.org |

LIFE MEMBERS

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

| | |
|-------------|------|
| Jack Weaver | 1991 |
| Peter Boyle | 2003 |
| Rob Little | 2012 |
| Ted Cross | 2012 |
| Brian Wade | 2017 |
| Sue Bryant | 2017 |



ED SED

Hi Readers,

Another great year coming up. I have tried to move the newsletters forward to come out closer to the designated dates, ie Jan/Feb issue out late Jan early Feb, and to have the March/April issue out before the AGM on Saturday 24th, since the March/April issue will mark 40 years of the Club's existence (last year we celebrated 40 years of Front Drive, as the Newsletter/Magazine preceded the Club CCOCA).

Any contributions for this special issue would be greatly appreciated, as would images of early events/people. Reproducing images from early magazines is not practical, because of the poor print quality by today's standards.

The Theme of this issue is Citroën Style/French Style and it features a good deal of their advertising, because although Citroën cars had their quirks they were not always the epitome of style. The SM is featured because it was a bait/drawcard vehicle to lure buyers into the showrooms. It was at the time seen as a failure because its sales were limited due to the 1973 Arab oil embargo which quadrupled the crude oil price overnight. With hindsight the Citroën SM is now seen as the Halo car it should have been from the start.

Late last year on the Club website and by email, Bruce Stringer informed you of a Sale of part of the reserve collection of the Citroën Conservatoire on Sunday December 10th 2017.

You may be glad you did not jump on a plane and rush over to the Auction as European Collectors seemed a touch over-enthusiastic, for example the Tubyk concept van with no interior (page 37) sold for €36,000. You can see the results by Googling, "citroen heritage auction" and most sites have a link to the Auction House.

Russell Wade. Editor.

PS. The French Rapido caravan article promised in the last issue could not be fitted in this issue. Still to come.



Acting PREZ SEZ

Hello All,

Well, the festive season has been and gone for another year. Let's hope 2018 is going to be a healthy and trouble-free year for all of us.

The first few months of the year look to be a busy time for we Citroën enthusiasts. Firstly, the Raid in a Day, a joint activity with CCCV for 2CV owners on 20th January, then February 25th is the RACV Classic Showcase out at Yarra Glen Race Course together with the Citroën Concourse & especially celebrating the 70th Birthday of the 2CV marque. Let's see if we can display lots and lots of them!!

At the general meeting on February 28th we have a guest speaker Atillio Kermac from METEC (Metropolitan Traffic Education Centre Inc.) who will be talking to us about new road rules (implemented but not greatly advertised), tyre technology & maintenance, and other topics of interest. Please come along as it should be a very informative evening, and **also advise Robert Belcourt of your attendance on 0439 798 079 or truocleb306@gmail.com by Mon 26th February.**

On February 11th the New Zealand Raid begins. A number of our members (and their cars) will be participating and therefore will be unable to attend some events but we hope they have a fabulous time. The Raid concludes March 19th.

At the end of March some members from Melbourne will be traveling on Teddies Terrific Tour up to the Cit-in in Dalby (Queensland) and then Ian Steele has organised a post Cit-in run which if it is anything like the last one he did, should be loads of fun and laughter seeing countryside that one may not normally travel through.

April 22th is the visit to the Stokes Collection organised by Lee Dennes and advertised elsewhere in this magazine, so please support this outing.

continued p 6





Acting PREZ SEZ continued

Robert and I will be away for the January 24 BBQ at Frog Hollow but I hope it will be nice weather and an enjoyable event.

Cheers for now

Happy times with your Citroëns.

Kay



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ACTIVITIES

FEBRUARY

- Sunday 25 RACV Classic Showcase. Yarra Glen Racecourse.
- CCOCA and CCCV have organised for 50 spaces at this year's event It is hoped that along with other Citroën models there will be a large representation of 2CV's on display.
- Contact. Ian Downie. blueduck1949@gmail.com for further information and registration. (see flyer page 8)
- Monday 26 NOTE, this date is the cut off date (RSVP) for the Stokes Collection tour on April 22 (see page 12/13)
- Wednesday 28 General Meeting at Frog Hollow.
- Guest Speaker. Attilio Kermac, who is a driving instructor, will inform us on the latest road rules and legislation. (see page 9)
- Contact. Robert Belcourt 0439 798 079 truocleb306@gmail.com

MARCH

- Saturday 24 AGM and Club 40th Birthday Dinner. Date and venue TBC.
- March 26 Teddies Terrific Tour. Contact Helen Cross. crossfam@ozemail.com.au
- Friday 30 Cit-in Dalby QLD

APRIL

- Monday 2 Steeley's B Tour. Contact Steely justcits@gmail.com

RACV

Proudly Presented by
THE ASSOCIATION OF
MOTORING CLUBS



Classic Showcase

Yarra Glen Racecourse, Armstrong Avenue, Yarra Glen

Sunday 25th February 2018

AC
Allard
Alvis
Armstrong Siddeley
Aston Martin
Austin
Austin Healey
Austin Healey Sprite
Austin 7
Audi
Bentley
Bristol
Cortina
Daimler
Ford
Humber
Invicta
Jaguar
Jensen
Jowett
Land Rover
Lanchester
Lamborghini
Lotus
MG
Mini
Morris
Morris Minor
Riley
Rolls Royce
Rover
Singer
Standard
Standard Vanguard
Sunbeam Talbot
Talbot
Triumph
Vauxhall
Wolseley
Zephyr, Zodiac

Citroen will be there for!

70 years of 2CV's.
So all you 2CV owners make the extra effort.

2018 Citroen Concours.
Yes this is new.. lets do it.
RSVP Ian Downie
blueduck1949@gmail.com

Celebrating Seventy years of the Land Rover
Seventy years of the Morris Minor
Seventy years of the Jaguar XK 120
Sixty years of the Austin Healey Sprite
Fifty years of the Peugeot 402

Display cars \$15.00 all 2CV's \$6
Spectators \$8.00 RACV cash holders \$6
Children free

Gates open:
Display cars at 9.00am
Spectators 10.00am
Club displays encouraged.

For more info contact 03 9890 0524
www.aomc.asn.au/classicshowcase2018
fb.com/infoaomc

Alfa Romeo
Auto Union
BMW
Borgward
Citroën
Delage
Delahaye
Excelsior
Ferrari
Fiat
Karmann Ghia
Goggomobil
Lancia
Maserati
Mercedes-Benz
Opel
Peugeot
Renault
Skoda
Tatra
Volvo
Unic
Volkswagen

• **Childrens' entertainment**
• **Music**
• **Trophies**
• **Vendors**

MONTH FEBRUARY



EVENT: Guest Speaker Attilio Kermac

WHEN: Wednesday 28 February

TIME: 7.30pm

WHERE: Frog Hollow Reserve Rooms

COST: Nil

RSVP: Preferred Monday 26 February

Robert Belcourt 0439 798 079 truocle306@gmail.com

Attilio is a private Driving Instructor and works on an occasional basis for METEC.

METEC is the Metropolitan Traffic Education Centre Inc. Driver Education and Training Centre.

He will discuss amongst other topics, some Road Law updates, the Graduated Licensing System, tyre technology and maintenance.

There will also be some Road Safety videos shown for your interest.

This will be a very informative evening, not only for new drivers but also for those of us who are experienced lifetime drivers. Road Rules are evolving daily so a timely refresher is always welcome.

TEDDIES TERRIFIC TOUR

MONTH March

DAY 1 Monday 26th March 2018

Melbourne to Deniliquin

ACCOMMODATION

Riverside Caravan Park phone (03) 5881 1284

<http://www.deniliquinriversidecaravanpark.com.au/>

Contact person - Shelley

At the time of writing there were 13 cabins available

DINNER - Deniliquin RSL

.....

DAY 2 Tuesday 27th March 2018

Deniliquin to Forbes NSW via Hay

ACCOMMODATION -

Forbes Country Club Caravan Park phone (02) 6852 1957

Contact person Nick

https://www.tripadvisor.com.au/Hotel_Review-g488320-d10954414-Reviews-Country_Club_Caravan_Park-Forbes_New_South_Wales.html

Town and Country Motor Inn phone 02 6852 3444

<http://forbesmotel.net.au/accommodation/>

Contact person Marissa

DINNER - Forbes Golf Club

Day 3 continued on the next page.....

DAY 3 Wednesday 28th March 2018

Forbes to Pilliga NSW

ACCOMMODATION -

Barkala Farm stay is a working Australian farm and also the home of the famous Pilliga Pottery. Phone [02 6842 2239](tel:0268422239)

There are several different options of accommodation on the farm.

Contact Rani or Maria

DINNER - At Barkala on the property, possibly as many pizzas as you can eat for \$20 per person - or something else - to be sorted out closer to the date.

<http://www.barkalafarmstay.com.au/farmstay-accomodatio>

.....

DAY 4 Thursday 29th March 2018

Pilliga NSW to Texas Queensland

ACCOMMODATION -

Stockman Hotel phone 07 4653 1310

It is a country pub - 8 bedrooms upstairs and 5 motel rooms as well across the yard.

Contact Amanda

DINNER - in the hotel dining room.

https://www.tripadvisor.com.au/Restaurant_Review-g580485-d12290539-Reviews-Stockman_Hotel-Texas_Queensland.html

More accommodation across the road at Texas Motel, 10 motel rooms - phone

(07) 4653 1300

Contact Eve

.....

DAY 5 Friday 30th March 2018

Texas To Dalby, ready to start CITIN 2018

Teddie's Terrific Tour / Helen's Happy Holiday is over for another year!

STOKES COLLECTION

MONTH **April**

Many antique experts regard the Stokes Collection as one of the greatest private collections of porcelain, furniture and art in Australia, and equal to many that can be seen overseas.

It is not open to the public and therefore requires payment in advance, hence the early RSVP date.

Bookings close: 26 February 2018

The guided tour is of a 2-hour duration and after a BYO picnic lunch in the Gardens we are free to wander the Forest Glade Gardens. If the weather is inclement we will seek out another venue.

Visit their website to see what a treat we are in for.

- EVENT:** Visit to The Stokes Collection
<https://thestokescollection.com.au/#stokescollection1>
- WHEN:** Sunday 22 April
- TIME:** Tour starts 10.00 am
- WHERE:** The Stokes Collection is situated in the Forest Glade Gardens
816 Mount Macedon Road, Mount Macedon, Victoria
- COST:** \$30 per person This fee includes a tour of both the Collection and Forest Glade Gardens.
- BRING:** A picnic lunch and chairs
- RSVP:** Monday 26 February
- BOOKINGS:** Essential Sue Bryant
- CONTACT:** General Enquiries Lee Dennes 0438 286 181
Payment Sue Bryant 0412 518 849

Bookings close: 26 February 2018

See next page for Registration Form.

Stokes Collection - Registration Form

Bookings close: 26 February 2018

Name _____
Address _____
Suburb _____ Post Code. _____
E-mail _____

Registration fees are \$30.00 per adult

Names attending including yourself

| | |
|-------|--|
| | |
| | |
| | |
| TOTAL | |

Payment:

1. I have enclosed cheque payable to Citroën Classic Owners Club of Australia Inc.

2. I authorise CCOCA to charge my credit card with \$_____
Card Type: Visa / Master (circle)

Name on card: _____

Card No: _____ Exp. Date: _____

Signed: _____

Mail completed form to: CCOCA Treasurer: Sue Bryant P.O. Box 459, Yarra Glen Vic 3775
treasurer@citroenclassic.org.au

Any refunds will be at the discretion of the organisers.

The Post Cit-in Tour - the B Tour - is being arranged by Ian Steele as per message below.

G'day to all who are coming to the 2018 Cit-in at Dalby Qld. I have been asked to organise the 'Après Cit-in tour'. It has been noted that several people want info. on the tour, I hope this will suffice for the time being.

After organising the last one in 2011 from Stanthorpe there was a problem deciding where to run this tour. The problem wasn't finding somewhere to go, rather it was trying to get somewhere within a practical distance as Qld. is such a vast state.

Helen & I just did a trip to Cape York, we travelled 12k. km, didn't leave the state, & only covered a fraction of it. Probably 1,500km. of the 12km. was, admittedly extra we did while setting the 'Après Cit-in Tour'. On the way home while were in the chosen area & not wanting to run the tour on main roads there was lots of back tracking. For example we went to the small town of Injune 3 times, normally a blink is enough to miss it.

So, I hear you ask where is it going? Carnarvon Gorge, & up to through the gem fields of Rubyvale, Sapphire & Anakie, which are near Emerald, Who's gonna be shouted the biggest mounted gem stone by a loving spouse? That's where, then back to our place near Maleny. You will cover quite a vast variety of terrain en route & nights could be starting to get cool, days still warm though.

I have chosen a name for the run, "B Tour", here's Bloody why. There is. Beer, Bulls, Beef, Brigalow trees, Brolgas, Big Bulls, Big Bulls with Big Balls, Bad language, Bloodwood trees, Bulldozers, Big Bulldozers, Brumby's, Big Boots, Bottle trees, Bustards, they're Birds, Box trees, Brumby's, Bad roads, Burgers, Big Burgers with Big chunks of Burnt Beef on 'em, Big B doubles called road trains, Bunya trees, araucaria Bidwilli, Bad Breath, Both types of Bullshit, Bottle Brush trees and Bouncing on Big Bumps, Toyotas, lots of Toyota Land-cruisers & some Bastard running the show.

The B Tour will be, I think at this stage, about 10 days covering approx. 2200km. We will traverse over quite a few good dirt roads, though there are alternative sealed roads in all cases. Of course, once we get to the stage where we aren't tied to a timetable it could be extended. Also, if somebody is running out of time they can do a runner & leave anytime.

I have been to Carnarvon Gorge a few times & done quite a few of the day walks, an overnigher once. One of the most spectacular walks is only a couple of hours return. There isn't any camping in the National Park, unless of course you are out o'night. We will be staying a few k's from the park where there are cabins & camping with plenty of space.

A lot of collating is yet to be done on my notes so of course there will be more of these emails with places we're staying & ph.#'s so you can make ya bookings.

That's it till next time, hope to see ya's in Dalby. Any questions please email me.

justcits@gmail.com

keep 'em up n pumping, Steeley

CHIT CHAT TUESDAY

Chit-chat Tuesday continues the first Tuesday of every month at the Blue Bay Café, McCrae opposite the lighthouse from 10.30 am onwards. This is a low-key "DIY" event for like-minded Citroen owners to meet and chat.

Contact: Warwick Spinaze 0407 016 719

MONTH ONGOING

EVENT: BOY'S DAY OUT
WHEN: The fourth Thursday each month and the third Thursday in December.
TIME: 10.30 am for 11.30 departure.
 Leaving from 1/29 Everist Rd, Ocean Grove Industrial Estate
WHERE: Portarlington Golf Club
COST: Lunch is \$10-\$12, plus drinks
BOOKINGS: Not Essential
BRING: An interesting car
CONTACT: Mike Killingsworth 0417 552 446



The "Boy's Day Out" is designed for blokes to get together and talk about cars or anything else to their heart's content. We meet at Mike's shed and embark on a short drive around the Bellarine, stopping on the grass at Portarlington for a chat before proceeding to the Golf Club for lunch. There we have a private room and conduct a raffle (tickets are free) for a magnum of wine and maybe a dinner voucher. After lunch everyone is free to travel home at their leisure.

It's definitely designed for the boys rather than couples and the only other requirement is to bring an interesting car (we're not pedantic about that - just don't want a procession of SUVs!) We do get some interesting cars of all ages. The definition of interesting may be shape, age (very new or old), rarity, performance etc. Or maybe just an old Holden Statesman with a wardrobe tied to its roof!! Of course ANY Citroen is welcome!

MONTH NOVEMBER

2 CV High Country Huts Adventure

12th- 16th November 2018

As part of the 70th Celebration of the 2CV Ken & Chris Johnson have organized a 5-day get-together for 2CVs in the High Country around the Licola area in Victoria.

This will possibly include a day either side of these dates depending on where you live.

You will need to be able to **self-cater everything** once up the mountains.

Remembering it can be very cold and wet as well as hot and dry!

There is a **limit of 15 vehicles** due to the size of the campsite.

The trip is within the Alpine National Park and is subject to their regulations re the size of the party.

Therefore, the first 15 cars – that also means a limit of 4 persons per car- that fully commit can be part of the trip.

It is very important and fair if **only those truly committed** give their names and vehicle registration information to Ken and Chris by the **1st Nov 2018**.

Contact Ken & Chris for more information to help you decide if a High Country Huts Adventure is your thing!

Contact: **Chris and Ken Johnson 0488 992 714**

More details are available on the CCOCA website and will appear in Front Drive at a later date.



CHRISTMAS BBQ

10-12-2017 Thanks to the BBQ Chefs Peter and Kate Maloney and Salad Table Chef Helen Cross and anyone else who assisted including the Weather Gods, a great day.



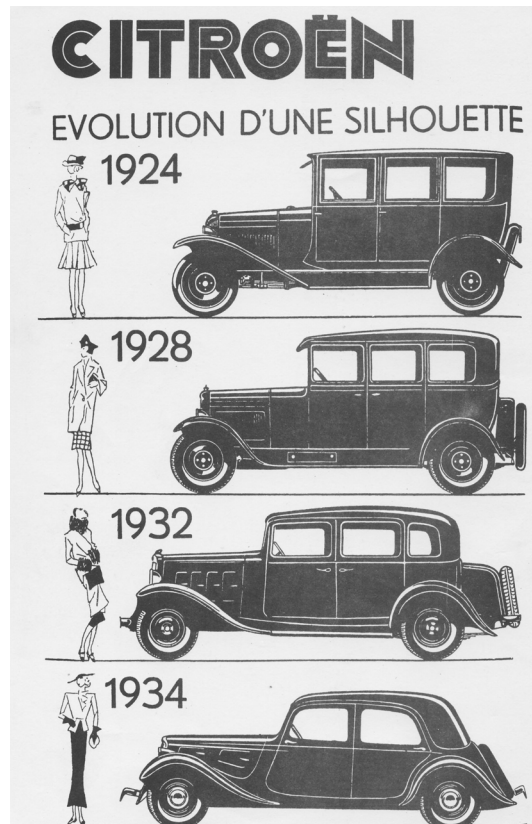
CITROËN STYLE FIRST ERA

In 1919 when André Citroën began producing cars under his own name, he took his inspiration from Henry Ford. This meant lower priced cars for more people; simple, light and made of good materials, ensuring better than average durability for the era. At that time many cars were sold as a running chassis, thus requiring the buyer, who typically knew little or nothing about cars, to choose body style, type of hood, number of spare wheels, number and style of lights, horn etc etc.

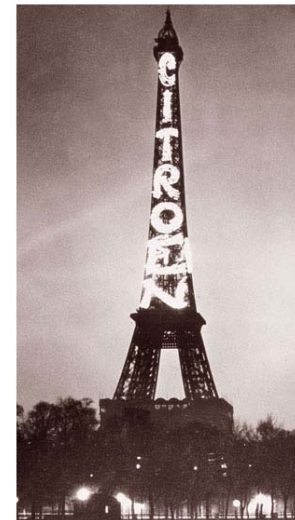
Like the Japanese here in Australia, who in the late sixties included many things normally considered optional extras such as heaters, radios, demisters, wheel trims etc etc. André included many of the optional extras of the time as standard equipment such as starter, hood, lights, spare wheel, horn and tools etc.



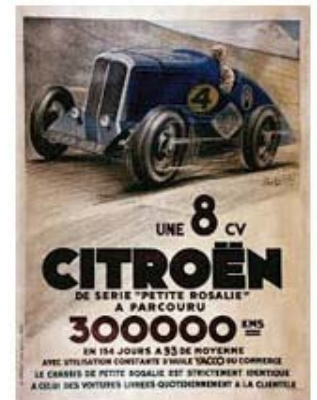
Practicality (as shown on the lower right image, previous page) not style, was high on the agenda for the cars and advertising, but André must surely have majored in psychology as his next promotional tricks were the "stunts". These included the Chenilles (caterpillars or more correctly Citroën-Kegresse-Hinstin half tracks) making epic trips to Africa and the Sahara as well as trips North towards the Arctic and, last used by the Austrian Postal Service for winter duties in 1948.



This "drive away deal" was a novelty at the time and gave Citroën a jump start that others soon followed. The question is, what style did the Citroën cars have before the traction in 1934? See left and below.

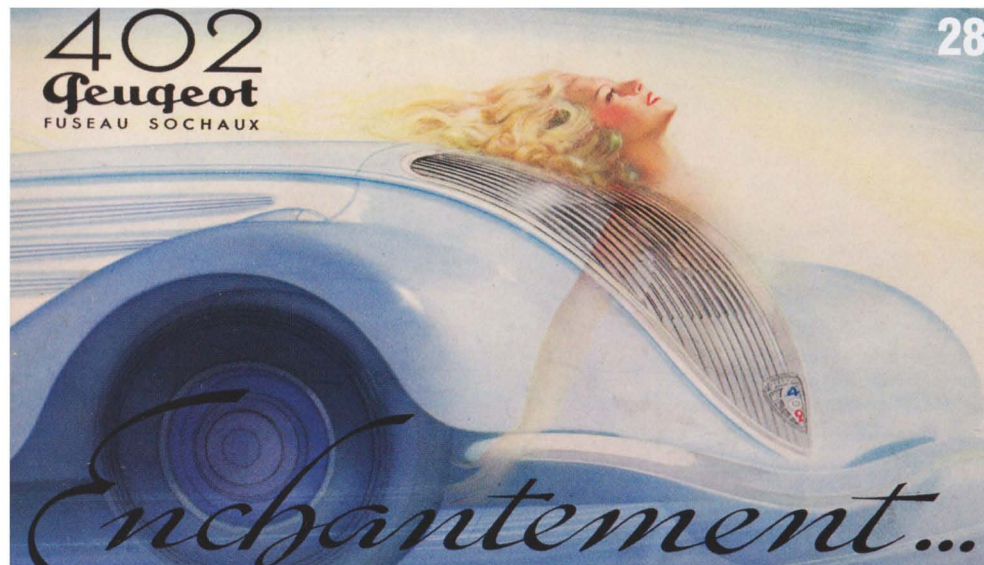


Of course the best remembered stunt was putting his name on the Eiffel Tower with 250,000 light bulbs, which supposedly guided Charles Linberg to Paris at the end of his Transatlantic flight on May 21, 1927. Other tricks to bring his name/cars to people's attention were the endurance runs, particularly the Petite Rosalie, Citroën Paris taxis and the enameled road signs that he had installed where there were no signs.



In the thirties Citroën style followed the Art Deco trend with it's advertising. Some might say, with the introduction of the Traction Avant in 1934, Citroën finally caught up with fashion.

After André lost the company to Michelin following the 1934 introduction of the Traction, the style of advertising became very restrained. This was partly because Citroën (the company) was like the "one trick pony" in that they only had one model to sell, and also because the advertising budget was very restricted under Michelin. This was unlike their rival Peugeot, who had a range of stylish and up-to-date looking cars (see advert on next page) in the 202, 302 and 402 that had comparatively old-fashioned oily bits.



When introduced after WWII, the 2CV did not lend itself to stylish advertising as shown in this 1948 advertisement, and the DS, which only sold in relatively small numbers in France, had it's advertising budget constrained by post-war austerity.

LA 7

CITROËN

VOITURE DE CONCEPTION ENTièrement NOUVELLE

TRACTION PAR ROUES AVANT • "MOTEUR FLOTTANT"
ROUES INDÉPENDANTES • FREINS HYDRAULIQUES
SUSPENSION PAR BARRES DE TORSION
CARROSSERIE "TOUT ACIER" MONOCOQUE
VOITURE INTÉGRALEMENT AÉRODYNAMIQUE
VITESSE : 100 KM. À L'HEURE • POIDS : 900 KG.
CONSOMMATION : 9 LITRES AUX 100 KILOMÈTRES

LA VOITURE LA PLUS MODERNE ET LA PLUS ÉCONOMIQUE

PRIX : 17.700 ₣

L'achèvement des nouvelles Unions de Javel vient de porter au plus haut degré la perfection et la puissance des Unions Citroën : 4000 imprimantes, 10000 machines-outils nouvelles, qui assurent le total de 17.000.000 de pièces fabriquées par une force motrice de 60.000 CV, concentrent leurs efforts et leurs immenses possibilités à fabriquer à la cadence de 650 voitures par jour, les 8-10-15 CV et la nouvelle 7 Citroën à traction avant. C'est grâce à leur supériorité industrielle que les Unions Citroën peuvent offrir à un prix surprenant de bon marché cette 7 CV de conception entièrement nouvelle, qui dépasse en qualité, en confort et en élégance les voitures les plus modernes et les mieux construites.



Le démarrage à commande mécanique se manœuvre du siège du conducteur. Il ne nécessite pas d'accus qui coûtent cher, sont lourds et demandent de l'entretien.

Direction douce à crémaillère.
4 points seulement à graisser.
Toit découvrable.

..

Son prix serait de : **185.000 francs**, sur la base des salaires et des prix en août 1948.

Livraison : Courant 1949.
S'informer auprès des Concessionnaires et Agents
CITROËN.

LA 2 CV CITROËN

Traction Avant

C'est un moyen de transport pratique, confortable et de qualité pour tous ceux qui ont à se déplacer.

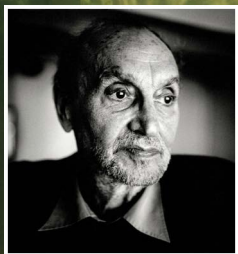
C'est une vraie voiture avec 4 vraies places et 4 portes.

Elle transporte 4 personnes et 50 kg de bagages à 60 km/h.

Elle est économique de fonctionnement et économique d'entretien.

Elle consomme, suivant la vitesse, de 4 à 5 litres d'essence aux 100 km.

CITROËN STYLE SECOND ERA

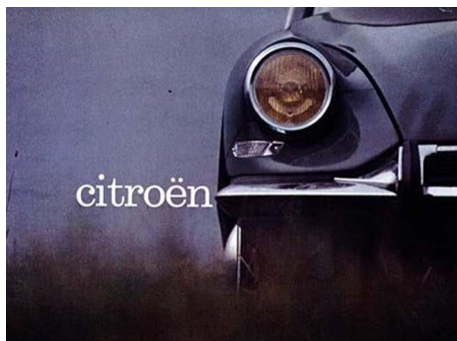


24-1-1926 to 26-9-2017

Robert Delpire An example of his work with the DS and right, one of his first efforts with the new AMI brochure, and one of his last efforts, the 2CV brochure, lower right.



Publisher Robert Delpire was hired by Citroën initially (in 1960) to produce the In-house magazine "Le Double Chevron", intended for Citroën dealers. His Agence Delpire was later contracted to assist/re-vamp the in-house Citroën Advertising Department in moving the image of Citroën to a more prominent place in the public's perception. The ads on these pages have been used because they have been specifically attributed to Robert Delpire.



ami

Citroën





This article was not intended to feature the Citroën SM, but it has to be included, since it was originally intended as a "drawcard car" to lure the customers into the showrooms and was featured in more stylish advertisements than the lesser Citroëns. Since these images were made for the release of the SM in 1970 they date back 48 to 49 years when France was an even more male dominated country than it is now. For the wealthy customers considering buying an SM the notion of a car to take "the mistress" to the south of France for the weekend was alive and well. In fact the idea of a mistress continues to this day, although it is hard to see the smile on the face of the previous Prime Minister Francois Hollande (because of the helmet) as he takes a Scooter Taxi for a rendezvous with Julie Gayet as seen in this French newspaper front page from a couple of years ago.

Other French Style advertisements continued to use attractive women to ensnare the guys who être excité, such as the ad below with the Citroën monogrammed keys and a DS.



CITROËN STYLE CONTINUES ON

In 1976 Michelin sold Citroën to Peugeot. Around the same time Robert Delpire sold Agence Delpire to RSCG, but by then Robert's influence had permeated the Citroën style.

In about 1980 (after things had settled down following the merger with Peugeot) Citroën were able to convince their boss (PSA) to spend more on promoting the brand. The highlight (?) of all this was, that only Citroën, in true Citroën style, would produce what is now considered to be one of the most outrageous, expensive and over-the-top advertisements ever. The Agence RSCG also had a contract with the French Government Department Of Spin, so it is probable that the French equivalent of a few bottles of Grange changed hands, together with a nudge and a wink and bingo, the Agence had an Aircraft Carrier for the day. They must also have had something better than bottles of wine and winks because they were able to secure the use of a Nuclear Submarine for the day as well.

On the opposite page are images of the Citroën Visa GTI leaving the Aircraft Carrier and emerging from the depths on the deck of the Nuclear Submarine. If you can spare a minute of your life you can see this unusual 60 second ad by instructing Mr Google to find "Citroën Visa GTI 1985-88 commercial", there is no mention of how many Visa GTI's were destroyed producing this ad.



From around 1990 well known female personalities were used as a hook in the advertisements, some stylish, some wierd. In the latter category were the Grace Jones ads such as the one for the Citroën CX GTI Turbo shown on the left. Below this ad also in the wierd category is Claudia Schiffer seemingly resting her head on an inflated air bag (in an accident your head impacts with the air bag face first). There were many other ads associating glamour and the Xsara, most featuring Claudia. Remember, the Xsara was one of the biggest sellers in the Citroën range at the time (around 2000).

In 1999 Citroën paid a huge sum of money (undisclosed) to aquire the rights to use the Picasso name and associate their vehicles with Picasso's works. Pablo Picasso was originally linked with Citroën in around 1960 when he painted on a Citroën DS, his painting "The Wreaths of Peace". Middle right.

Note, there were many Picasso variants in France/Europe that we did not see, the most popular was the Xsara Picasso, shown in the 3 images below. This was only a 5 seater but in French Style the rear seat could be removed easily to take your produce to the local village market one day each week, and it was a much more stylish family car for the other 6 days of the week than a Citroën Berlingo van. There was a steady demand, with 1.7 million produced over a very long production run, 1999 to 2010.

For the new millenium Citroën cut back it's advertising budget and worked towards a simplified branding strategy, ie "C" followed by a numeral denoting the size of the vehicle that continues to this day.



CITROËN STYLE OUTSIDE FRANCE



French style did not always translate well in other countries.

Upper left is American Style, the Citroën SM in California. Note the different headlights.

Lower left is Italian Style with the Citroën DS on the prowl, ready to pinch her bottom?



Below: This advert from Israel, for the Citroën Cactus, reads as follows, "SOME KISSES WILL LEAVE YOU WITH A SCRATCH". This ad is commonly referred to as "the scratch".



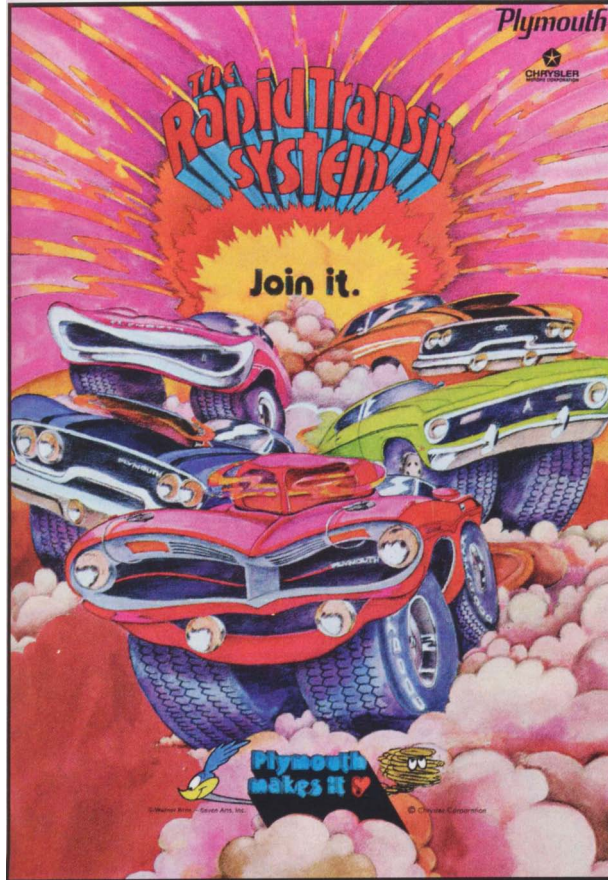
You may think these advertisements for the C3 take Style to an extreme, but they were very important because the C3 was Citroën's best seller, ie it paid the bills and without the C3, Citroën would just be history by now.

The English ad above says "LOOK CAREFULLY AND YOU MAY SEE SIDES OF BEEF NEAR THE CAR. NEW C3 GETS YOUR ATTENTION".

The advert below from Eastern Europe says "CITROËN C3 BUILT TO TEMPT".



WHAT CITROËN STYLE MISSED



During the late 60s and early 70s, when interesting substances were being sampled (they say if you remember the 60s and 70s you weren't there), the Americans took advertising style to a different level.

Chrysler, who were struggling to maintain sales took things to extremes with this Plymouth ad (upper left).

John Lennon (and son Julian) took British Style to another level with this effort on his Rolls Royce Phantom V, not one of the cheap Silver Clouds.

Thankfully, French Style was almost totally above all this nonsense, although the image of the Dyane (right) shows that some were seduced by the colours. The very 70s Ford Escort van (upper right) shows Aussie Style was also bewitched by the colours.

Finally, a confession. During the late 70s to early 80s your editor attempted to ruin/bugger up French Style/Citroën Style by replacing the nice brown interior of my 2CV with something more in keeping with the era. The front seats and door cards were also done but it was fitted with front seat covers. The headrests were from a Citroën GS (the one the late Roger Brundle was fitting with a 2CV body) fitted into sockets welded into the 2CV seat frames.



CITROËN STYLE 1981 BROCHURE



Showing the new 2CV to Nanna.



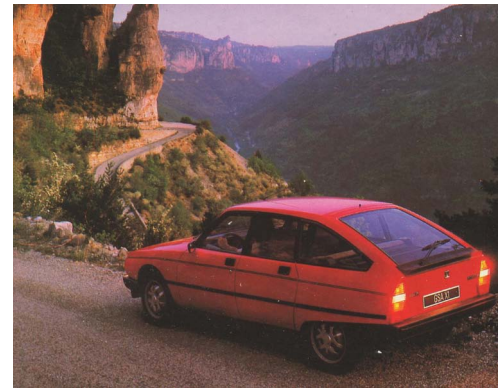
2 cylinder LN for pottering around the old cobblestoned village.

In the late 70s-80s, with a constrained budget, the Citroën Style advertisements were aimed at the prospective customers of specific cars as denoted by these images taken from the brochure shown above. Of course some others may interpret the social status of these images differently.

Below. A Visa Special (cheapest Visa) parked at the modern factory.



Below. A Visa GT blasting along the motorway.



Above. The GSA XI Sports, perfect for that hilly winding road away from home.



Above. GSA Estates, taking you on that weekend camping trip.

Below. CX Pallas as the Business Mans Express, rushing home in the twilight.



Below. A CX diesel down on the Lavender farm in Provence.

Below. A CX Safari at work down on the farm.



Below. The 8 seat CX Familiale perfect for taking the large family to the beach.



FRENCH STYLE TO AN OUTSIDER



Having met up with a few friends and relatives over the holidays and last year, they all asked me what I am doing to keep out of mischief. One answer was, knocking together a Car Club Newsletter, and when being shown a few samples, they, as Non-Car people, pick Rob Little's car (above) as the most elegant example of French Style, because, unlike you and I, they are totally unfamiliar with Tractions and 2CVs. Well done Rob.

Upper right. Contrasting French Style, Bugatti and HVan, Citroën Concours 2017.

Lower right. Acting President, Kay having a touch of French Style envy.

Below. Image courtesy Andrew Cunningham, Vietnam 2007.

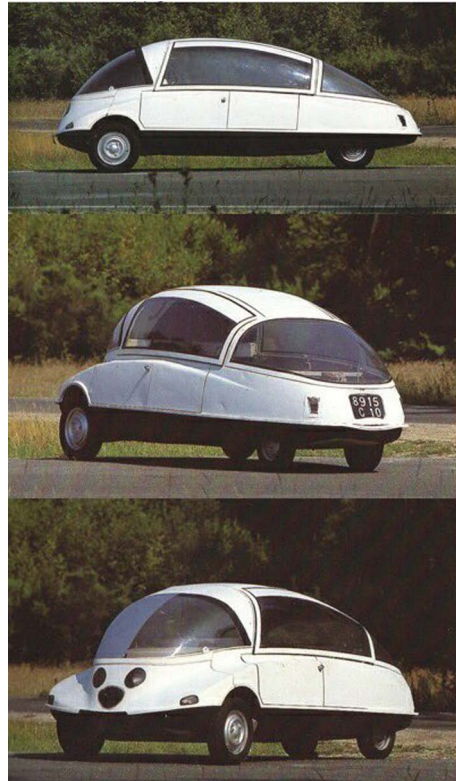
SINO FRENCH STYLE



FRENCH STYLE NEARER HOME



FRENCH STYLE/CITROËN STYLE FAUX PAS



After the DS of 1955 the Citroën Design team may have felt they could do no wrong, so they sharpened their pencils and came up with the Citroën C10 Coccinelle in 1956, shown left. Below is the Coccinelle, the 7 spot Lady Bug.



One might say that the 1986 Citroën Eole (left) almost looks normal. Citroën Style, perhaps an updated CX wagon? In addition, just to prove this is not a Citroën mocking page, I have included an image of the 1958 Renault 900 (below). I think you might agree, it too looks fairly normal.



The Citroën Commercials did not escape the "style" treatment, on the right is the 2010 Tubyk inspired by the TUB van (above), front view shown with the Citroën tractor, (right). Below is the Citroën Cityrama bus. You might be thinking "Hope they only built one of them". Note the proboscis.



Below is the 1980 Citroën Karin, (SM derivative) also known as the "Menage-a-trois" car, ie three seats across, driver in the middle, wife on one side and mistress on the other. The tumblehome (slope of the side windows) means the passengers would always be leaning/snuggling against the driver due to lack of headroom.





Above. Citroën Cityrama buses cluttering up the Parisian streets, note the weird red hoop over the back.



Below and left.

The "not so normal" Renault 900 front, rear and interior views, and the white one has subtle differences showing that they may well have made more than one prototype.



FRENCH STYLE AS THE FRENCH DO IT



I am not trying to discourage attempts at French Style Downunder, but these images courtesy La Traction Universal (the French Traction Club) show, top left, chocolates laid on the table chevron style as are the wine glasses with the hors d'oeuvres, upper right. Lower left, shows how to sell your spare Citroën engines (in chevron formation) at a French Swap Meet.

The middle right image is after the wedding of the mature French couple (the groom is centre front and the bride is in the lower left corner, under the large cream hat with red band). French Poodles for good luck?

The lower right is the French Style of an outdoor table setup (for the French equivalent of a barbeque?)



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