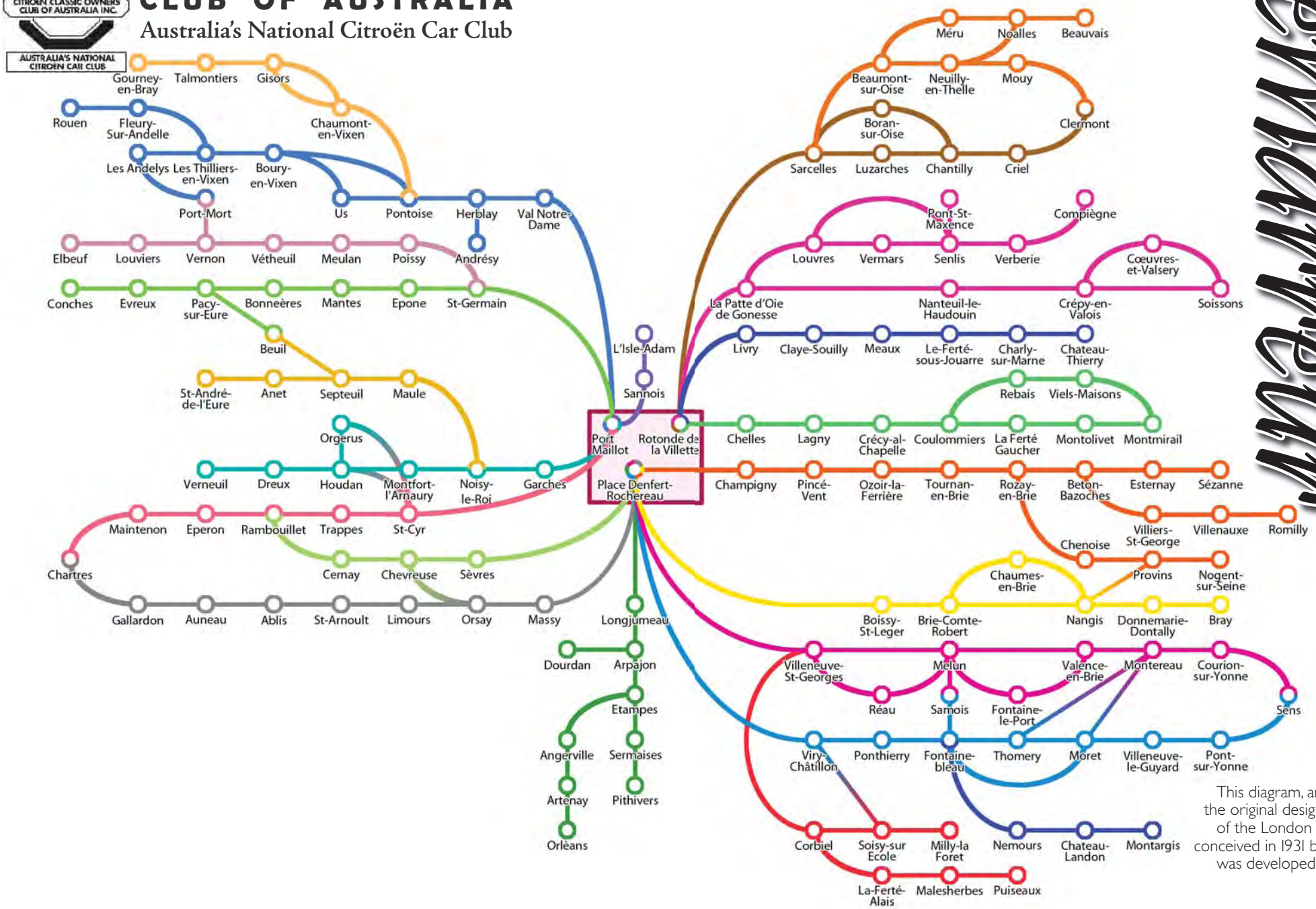
CITROËN CLASSIC OWNERS' CLUB OF AUSTRALIA
Australia's National Citroën Car Club

March 2021 Vol 1 No 4
Buses and Other Magical Mystery Tours

Gallimaufry

Australia's National Internet Magazine for Citroën Owners and Enthusiasts



This diagram, an evolution of the original design for the map of the London Underground conceived in 1931 by Harry Beck, was developed by the editor.

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.

Life Members

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

Sue Bryant	2017
Brian Wade	2017
Rob Little	2012
Ted Cross	2012
Peter Boyle	2003
Jack Weaver	1991
Nance Clark	1984

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Membership

Annual Membership is $35 and printed editions of 'Front Drive' are posted to Australian addresses for an additional $45 per year.

Meetings

Club meetings are held on the fourth Wednesday of every month [except December] at 7:30pm. The venue is the Frog Hollow Reserve Rooms, Fordham Ave., Camberwell.

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Cover Image

The cover image is version of Citroën's 1933 Paris bus route map in the style of the London Underground. It is based on the original map which appears on page 17 and was created by the Editor.

Deadline

The deadline for the next edition of 'Front Drive' is Wednesday, March 17, and for the next edition of 'démaurreur' is Monday, 19 April.

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Contributors

Contributors to this edition of 'Front Drive' include Alan Brown, Benoît Gruhier, Al Haas, Andre Leroux, Julian Marsh and Paul Roberts,

Citroëning

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.

FOR SPARE PARTS & TOOLS

Contact Lance Wearne. Phone: 0424 054 724 [if you do phone, please do so at a reasonable hour] or spareparts@citroenclassic.org.au

CLUB SHOP

For Citroën models, memorabilia and other items contact Kay Belcourt at clubshop@citroenclassic.org.au

OTHER CLUBS

Vic www.citcarclubvic.org.au
NSW www.citroencarclub.org.au
QLD www.citroenclubqld.org
SA www.clubcitroensa.com
WA www.citroenwa.org.au
Tas www.citroentas.org

Ed Sed

I do have to start by saying buses, Citroën or otherwise, are probably not everyone's field of interest. I almost wrote 'anyone's', rather than 'everyone's', but thought better of it.

As part of doing my research for the last edition of démarreur, all about Citroën's commercial vehicles, I hit upon a real treasure-trove of information about Citroën's buses.

Well not just about their buses, but about Citroën's [and indeed Renault's] investment in a significant quasi-public transport network which spanned France from the 1930s to the mid-'70s.

But there is so much to it than just the establishment of the network. Once you start digging you discover that the French Government in the 1930s did their level best to protect the inefficient rail network from these bus lines. While the rail network was not nationalised, and the SNCF [*Société Nationale des Chemins de Fer Français*] created, until January 1938 legislation to control and limit the expansion of the competitive bus networks started in 1934.

In 1938 the SNCF operated at a loss of F2.6billion. In addition the French taxpayer footed the bill for a F38billion Reconstruction Fund and a F33billion Modernisation and Equipment Fund… no doubt both were desperately needed to re-equip the railway to face the new decade.

In order to help balance the budget, fares were increased. Between in 1937 and 1938 first class fares rose by 38% and third class fares by 65% and freight rates by 25%. It also removed the F½billion subsidy it provided in reduced rates to the post office.

Operating revenues rose by F2.9million, to F15.6million. Operating costs rose even faster ~ by F3.5million, to F18.2million. A deficit of F1.17million, or about €557million in today's values.

In 2019 the operating loss of the SNCF was €614million.

The French Government is now very seriously looking at privatization of the railways.

Plus ça change, plus c'est la même chose.

But there are more than buses this time around. Those with a good memory might recall that as part of the original launch

Continued on page 6

Prez Sez

Welcome to another special edition from me. Leigh, our Editor, has been busy once again. I am currently working out how to keep him in Australia after the COVID travel rules are eased. We need him more in Australia than in the UK. Leigh has a special focus for this magazine which I hope you will enjoy.

The CIT-IN in Bendigo is still proceeding at this time and I have no reason to think it will not be a great success. Both CCCV and CCOCA have worked very well together and our final numbers will be around 170. I wish to personally thank everyone who is joining us and having the faith to register and support the national meeting of clubs. Please don't forget the Post-CIT-IN run is still open to all-comers and you don't have to have been at the CIT-IN to join us. Details are in this magazine or on our website.

CIT-INs have been running since 1969, so we have a proud history to preserve and foster on-going goodwill between the Citroën clubs of Australia. This year will be very special as it will have the direct support of PCA/Citroën Australia and we are anticipating a surprise guest and a special guest speaker. The details are still a secret.

2021 is my year to complete my two Citroën restorations. These projects have been interrupted by recurring lockdowns in Melbourne. My 1954 2CV Slough Van has been painted since 2019 and is waiting for Peter Fosselius to return to Australia and complete the engine and install it. Then it can be re-assembled. My Dyane project managed to get painted during the first 2020 lockdown and I have left the paint harden off. I am now ready to re-assemble it too.

The two projects can be done side by side. This appeals to me because I can swap from one to another as I wait for something or get tired of working on one component of the vehicle. That is my theory any way. Let me know if you think that there is a better way.

We have had several new members over the last month, and I wish to welcome them again to CCOCA. Looking at who is joining CCOCA recently, I can see Traction owners predominate, but we also have new

Continued on page 6

Ed Sed

Continued from page 4

of the XM, at least one car was shipped across the Atlantic for a *photothèque.* A selection of the pictures were published in Alberto Martinez and Maurice Sauzay's book 'Citroën XM', available from the Club's library. It might appear that after it's '15minutes of fame' the car may have had a rather disastrous end of life experience. Or did it?

Then again, Citroën's departure from the States was equally unfortunate. Our exposé of Citroën in the USA starts on page 37.

And our French correspondent, Alan Brown, has contributed a new article for us.

Enjoy

Leigh F Miles ~ Editor

Prez Sez

Continued from page 5

members with DS, C2 and 2CVs. This wide variety of models is a feature of our club and 40% of our membership is located around Australia.

Our AGM is due in a few weeks. We are going to run another Zoom event. The previous AGM was delayed and was only conducted in late 2020 so you should all be experienced. It is vital we get a quorum and conduct a fresh election. Tim Cottrell will be in touch with you very soon with details. There are some official guidelines and timelines that must be met to make the event legal. So please help us to make this AGM a success.

Cheers,

Ted ~ President

A-Tractions

Please note: For all events you will be required to provide names, email addresses and phone numbers of attendees to the Event Contact as per Covid Contact Tracing Regulations. Please check the Club's website for the latest information or contact the organiser prior to travelling to any listed event.

WHEN: Saturday, March 6 2021
TIME: Car entry from 9:00 to 10:00
WHERE: Trey Bit Reserve, Jetty Rd., Sandringham
COST: $5 per car
BOOKINGS: Not Required [See below]
BRING: Everything you need for a picnic in the sun
CONTACT: Dave Rogers [CCCV]

2021 Citroën Concours d'Elegance

0422 229 484
drogers11@gmail.com

While COVID-19 means the best-laid plans can be de-railed we expect Big Shot Café & Bar [the 'H-Van Man'] will be in attendance.

Timing of the Day:

8:00 to 9:00: Event set-up
9:00 to 10:00: Display cars arrive
11:00: Open to the public
14:00: Award Ceremony
15:00 to 15:30: Car departures
15:30 to 16:30: Event pack-up.

Safety marshalling of cars will be undertaken on both arrival and departure

Classes will be:

- Traction Arrière
- Traction Avant
- A-Series [2CV, Dyane, Ami]
- D-Series, G-Series [ID/DS, GS/GSA]
- X-Series [AX, BX, CX, Xantia, Xsara]
- C-Series [C2, C3, C4, C5, C6]
- DS Brand
- Popular Choice

Registration

- All club members and officials attending will be required to register at the club marquee in a log of attendance including their phone number.
- All persons exhibiting a car will be required to register their attendance including their phone number.
- Members of the public attending and visiting the club marquees to discuss the event will be requested to register and leave their phone numbers in the COVID register.
- The cars will be parked with a gap of 3m between cars to allow for social distancing of people inspecting the cars.

Keep an eye open for more details closer to the date.

Joint Meeting with CCCV: Guest Speaker, Jon Faine AM

WHEN Thursday, 18 March
TIME: 8:00pm
WHERE: Vintage Drivers' Club Rooms, 8/41 Norcal Rd., Nunawading
Melway 48, G11
COST: Free
BOOKINGS: Essential by Monday, 15 March

A-Tractions

CONTACT: Lee Dennes, 04 3828 6181
l.dennes@bigpond.net.au

This event is now full, but Lee has created a waiting list.

Jon is a Melbourne lawyer, broadcaster, writer and public speaker who was the Morning Presenter for over 20 years on ABC Radio Melbourne until Oct 2019.

Jon bought his first Light 15 in 1975 when he was a student, and has pretty much had either a Traction, 2CV or DS ~ sometimes all three ~ ever since. He will speak on a range of topics that will keep us thoroughly entertained throughout the evening. There will be something for everyone including good old media gossip and his 'Cheaper than a Shrink' notion, which is how he approaches playing with old Citroën cars.

www.jonfaine.com

NB: Please note the change of venue, date and time for this meeting.

2021 Annual General Meeting

WHEN: Wednesday, 24 March
TIME: 7:30pm
CONTACT: Tim Cottrell, 0416 009 297
secretary@citroenclassic.org.au
Ted Cross
[03] 9819 2208
president@citroenclassic.org.au

After the undoubted success of the delayed 2020 AGM your Committee has decided that we should once again hold the Club's Annual General Meeting as a virtual event, using Zoom. Oh, and of course the whole matter of COVID makes Zoom a far safer approach to hosting the AGM.

Zoom allows a far wider cross-section of our members to participate in, and to be heard at, the AGM.

In March you will receive an email with a link to the combined Proxy/Nomination Form. Follow the link, complete and submit the form.

Chit Chat Tuesday

WHEN: 1st Tuesday
2 March
6 April
4 May
TIME: 10:00am
WHERE: Laneway Espresso Café, Dromana
COST: Cheap Eats
BOOKING: Not required
CONTACT: Warwick Spinaze 04 0701 6719.

Laneway Espresso Café ~ next door to the Dromana Hotel, 167 Nepean H'way, Dromana. Easy to find, plenty of parking, under-cover seating if weather wet. This is a low key 'DIY' event for like minded Citroën owners to meet and chat.

- Proxy Form
  For the AGM to proceed, a quorum of 10% of members [about 30] must be present, in person or by proxy. Please complete the Proxy Form by Tuesday, 16 March. This is the Club's preferred way to achieve our quorum.
- Nomination Form
  This is part of the same form as the Proxy. You only need to complete this if you wish to nominate any member to a Committee or Support position. The form will not need to be signed by the seconder or the nominee. The President is prepared to second all nominations. The Club will contact nominees to ensure their willingness to be nominated. Nomination Forms must also be submitted by Tuesday, 16 March.
- Committee Reports
  Committee and Support Officer Reports for the 2021 AGM will sent to you closer to the date. If after reading these reports you wish for a question to be raised on your behalf, contact the Secretary who will table your question. It,

A-Tractions

and the reply, will be included in the minutes circulated to members.

• APRIL

Cit-In 2021, Bendigo

WHEN Friday, 2 to Monday, 5 April
WHERE: Bendigo
COST: $290pp
5-18yo: $145
BOOKINGS: Now closed
CONTACT:
www.citcarclub.org.au
www.citroenclassic.org.au

The National CIT-IN April 2021, jointly organised by CCCV and CCOCA, will be held in the beautiful country town of Bendigo. The full event program has been posted on the CCOCA Website www.citroenclassic.org.au.

Post Bendigo Cit-In Run 2021

WHEN: Monday 5 to Thursday 15 April
WHERE: Central Victoria and Western District
FROM: Bendigo
TO: Horsham
VIA: Ballarat, Lorne, Warrnambool, Hamilton and Halls Gap
COST: TBA, see below
BOOKINGS: Expressions of interest being taken now
CONTACT: Brian James
[03] 9728 5526
0427 534 014
brianjamesphotography@bigpond.com with 'PostCit-In' as the subject

Entry Fee: The actual entry fee is a TBA right now. There may be a small entry fee to cover some included meals, but no bookings have been made to date given the COVID-19 situation. If there is a small fee, participants will be advised, and this will be collected as cash in Bendigo.

Accommodation Expenses: All entrants are responsible for booking their accommodation and all other expenses. Full details are here.

Bookings Open: Expressions of interest will be taken now.

Bookings Close: Again, COVID-19 has made planning difficult but adequate advance warning of booking closure will be provided.

- Day 1 Monday, 5 April
  Bendigo to Ballarat 154km
  • Accommodation Eureka Stockade Holiday Park [2 nts]
  [03] 5331 2281
- Day 2: Tuesday, 6 April
  In Ballarat.
- Day 3: Wednesday, 7 April
  Ballarat to Lorne 158km
  • Lorne Foreshore Caravan Park. [2 nights]
  [03] 5289 1382
  lorne@gorcc.com.au
- Day 4: Thursday, 8 April
  Lorne and surrounds.
- Day 5: Friday, 9 April.
  Lorne to Warrnambool 207km
  • Warrnambool Holiday Park & Motel [2 nights]
  [03] 5562 5031
  info@whpark.com.au
- Day 6: Saturday, 10 April
  Warrnambool and surrounds.
- Day 7: Sunday, 11 April
  Warr'bool to Hamilton 116km
  • Lake Hamilton Motor Village & Caravan Park. [2 nights]
  info@lakehamilton.com.au
- Day 8: Monday, 12 April
  Hamilton and surrounds.
- Day 9: Tuesday, 13 April
  Hamilton to Halls Gap 96km
  • Halls Gap Gardens Caravan Park. [1 night]
  [03] 5356 4244
  stay@hallsgapgardenscaravanpark.com.au

Castlemaine's main street

Volcanic rock formations, Tower Hill, Warrnambool

The Great Ocean Road, one of the world's greatest drives

Sovereign Hill, Ballarat

Poco Gelato; the finest in Port Fairy

Maldon Vintage Machinery Museum

A-Tractions

- Day 10: Wednesday, 14 April
  Halls Gap to Horsham
  80km
  - Horsham Riverside Caravan Park.
    [1 night]
    [03] 5382 3476
    horsham@southerncross-parks.com.au
- Day 11: Thursday, 15 April
  We all head home.
- Total distance 811km

• May

44th Historic Winton

WHEN: Saturday, 22 & Sunday 23, May
TIME: 8:00am to 4:30pm
WHERE: Winton Motor Raceway, 41 Fox St., Winton,
COST: TBC
BOOKINGS: Advisable
BRING: Everything you need for a great day out
CONTACT: www.historicwinton.org/contact

Historic Winton is Australia's largest and most popular all-historic motor race meeting. Enjoy a weekend of non-stop racing featuring over 400 historic racing cars and motorbikes from the 1920s to the 1980s as well as a huge array of veteran, vintage, rare and unusual vehicles on display. Historic Winton is conducted by the Austin 7 Club Inc. with assistance from the Historic Motorcycle Racing Association of Victoria.

Early Warning

• November

RACV Alpine Trial Centenary

WHEN Saturday, 20 to Saturday, 27 November
FROM: RACV Nobel Park
TO: RACV Goldfields Resort, Ballarat
COST: Participants: $350pp
BOOKINGS: Essential
CONTACT: Glenda Chivers, 0431 709 248
racvalpinetrialcentenary@vdc.org.au

RACV ALPINE TRIAL
CENTENARY
20-27 NOVEMBER 2021

In 2021 RACV will celebrate the centenary of the RACV Alpine Trials, events that were significant milestones in Australian automotive history. To commemorate those milestones, RACV, along with the Vintage Drivers Club, will be organising an event recreating the original 1921 Alpine Trial. The RACV Alpine Trial Centenary event will follow, as closely as practicable, the route of the 1921 RACV 1,000 Mile Reliability Trial

A maximum of 100 vehicles will be permitted to enter, with preference given to vehicles that competed in the original events and to other vehicles manufactured during the period of the trials: 1921-1926.

Entries will be accepted in 3 Tiers. Preference for acceptance will be in the order of these tiers.

TIER 1: Vehicles that actually contested any of the four RACV events.

TIER 2: Vehicles of the same make and model as the original contestants of the trials.

TIER 3a: Other vehicles manufactured between 1921-1926.

TIER 3b: Vintage vehicles up to 1930.

CCOCA members will be interested to know that in 1921 four Citroëns participated. The drivers were H Curtis, WG McDonald, Miss K Braithwaite and William Dixon who was a late entry and did not finish. Curtis' car is listed as 9.41hp, while the others are 8.59hp. It would be great to see a Citroën or two participate in the Centenary Trial.

Keen to participate? You can read more about the event and download the registration form here: www.vintagedriversclub.com.au/racv-alpine-trial

Don't own a suitable 'period car'? You can still see the cars that participate. The planned route is:

Day 1: Noble Park to Taralgon
Day 2: Taralgon to Lakes Entrance
Day 3: Lakes Entrance to Wodonga
Day 4: Wodonga to Bright
Day 5: Bright to Mt Buffalo, Harrietville and return to Bright
Day 6: Bright to Mansfield
Day 7: Mansfield to Healesville
Day 8: Healesville to Ballarat, finishing at Creswick

2CV WORLD MEETING 2021 REGION DELÉMONT

27.7. - 1.8.21

The organizing committee has officially cancelled the World Meeting of the Friends of the 2CV in 2021, which was to be held from 27 July to 1 August in the Delémont region in Switzerland.

It was after studying all the possible options and with a heavy heart that the decision was taken. The COVID-19 pandemic brings us to our knees. It's not enough to take our foot off the accelerator, we have to brake hard.

The sanitary conditions do not allow us to organise this event as we would like to do, while respecting everybody's health. We studied several alternatives, but none of them convinced us. We wish to keep the essence of the event intact, with its warmth, its sociality and its vibrancy. There also remains a great uncertainty as to whether all the friends of the 2CV from abroad would be able to visit us or whether they would be prevented by complications in crossing borders. The world meeting must be and remain a meeting for Everyone.

As it is, the risk is simply too great for an event on such a scale and it is now the last moment to cancel it.

The cancellation is final for 2021. A postponement has yet to be decided. Active discussions will be held with numerous partners over the next few weeks.

On behalf of the organising committee of the World Meeting of the Friends of the 2CV, the President, Willi Brändli.

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Citroën's Transports of Delight

THE GREAT CITROËN BUS & COACH NETWORK: 1931 TO 1977

André Citroën started the first series production of motor cars in 1919 by converting his former arms factory. Until then the car had been the prerogative of the wealthy and he intended to spread its use to other social classes. He pioneered the modern concept of creating a sales and services network that complemented the motor car. Citroën's mandate was characteristically demanding and characteristically simple: to produce an all-new design for a 10hp car that would be better equipped, more robust and less costly to produce than any rival product at the time.

From the middle of the 19th century the growth of the railway meant people had found it easier to travel. During the 1914-1918 war, the army trained many men as drivers and mechanics. In rural areas the bus was less expensive than the train and could reach further into the countryside.

Being convinced of the supremacy of road transport, André Citroën decided to manufacture complete buses as well as cars. He adopted a new pioneering American technique with a metal frame assembled with electric welding. By 1931 he had also decided to create a bus operating company to offer ease of transport to a greater number of people [and provide a market for his buses, typically a Type C6GI 22 or 23-seater, at the time].

The 1930s

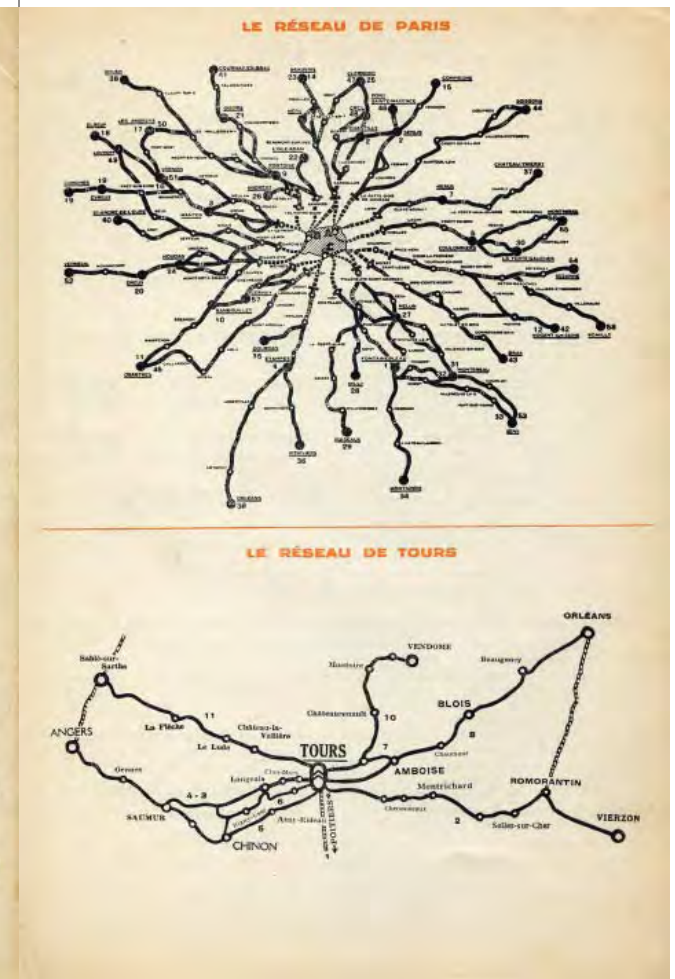
Founded in October 1931 by the well known car manufacturing company during difficult economic times, *Transports Citroën* was established as an interurban bus and coach operator. André Citroën also launched a taxicab company in Paris but that did not last long.

As well as providing a ready market for the parent company's passenger transport vehicles ~ and an opportunity to showcase them to others ~ the new enterprise set about developing both local and long distance services in several parts of France. It is suggested that André Citroën had been much impressed by the Green Line coach network after a visit to London, and saw that something similar could be established around Paris.

Prior to this time the motor coach in France had been viewed principally as being of use for tourism and excursion purposes, catering for the holiday maker rather than being employed in point to point journeys for the benefit of the regular traveller. It was Citroën that effected this change of use and the initial network of radial routes from Paris [see map left] started in 1932 and exceeded expectations becoming a great success, to the extent that the size of the fleet had to be quadrupled for the second season in 1933.

Success came quickly and confirmed the correctness of Citroën's views and shortly after the bus network covered a large part of French territory and for several generations the operations of *Transports Citroën* were closely involved in the daily lives of French people.

The bus stop signs marked with the double chevron became a meeting point and the beige and brown buses accompanied the changing circumstances of their lives, at the mercy of events, be they daily or exceptional, be they happy or sad.



Maps of the 1933 Transports Citroën networks of Caen, Paris and Tours

Citroën's Transports of Delight

It could be that *Transports Citroën* acted quickly with good foresight before the pending law [introduced from 1934 onwards] for the co-ordination of transport. This tended to favour the railways and constrain bus operators from introducing additional routes. So Citroën asked his concessionaires to start bus routes and helped to finance their establishment in many provincial cities around the country.

The biggest companies operated two to three hundred vehicles. Amongst the new routes Grenoble was linked to Lyon every half hour and Lyon to Saint-Etienne every hour. And of course the buses were great publicity for the company's products and motor cars.

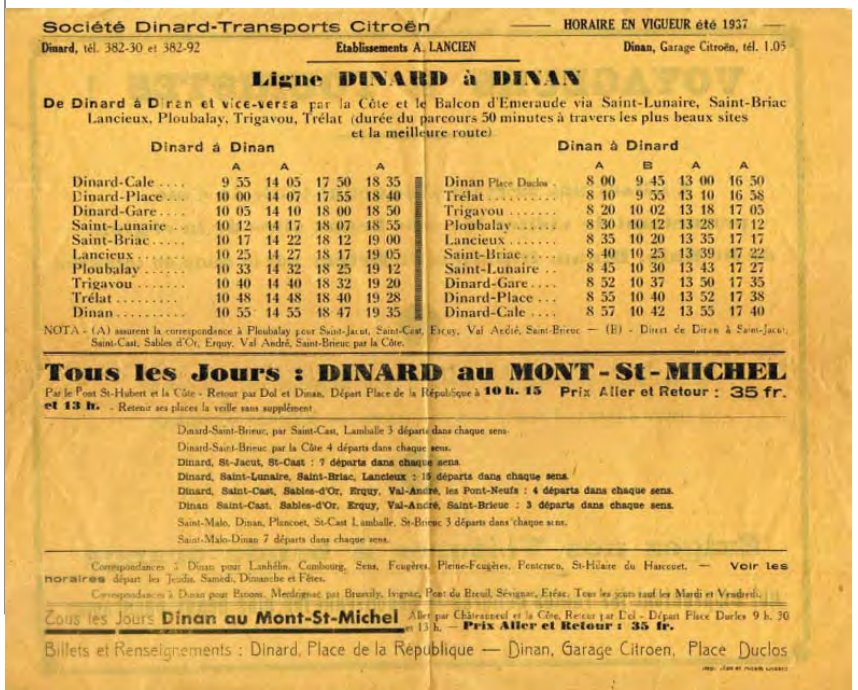
In 1931 Michelin commenced publication of a timetable book '*l'Indicateur des autobus et des autocars*' which was followed in 1933 by '*l'Indicateur officiel des transports routiers Quillet*'. The Quillet publication seems to have been short-lived however with only four or five issues.

Paul Joseph was appointed director-general and the first Citroën route to operate in the Paris area, was a half-hourly service to Versailles. All was ready to commence on 18 Febuary, 1932 with twelve Citroën C6GI 22-seater buses but on February 17 the start had to be delayed because of objections about competition with their own Versailles route from the Paris transport authority [STCRP].

M Mariage the director of the STCRP had Citroën's authorisation annulled by the Minister of Public Works. Agreement was eventually reached on avoiding competition, and the operation of the light brown with orange band liveried vehicles around suburban Paris started in Au-

1 & 2] Both side of a Transports Citroën ticket from Lyon dating from 1932
3] Both this and #2 show that a tax was levied on tickets at the time.
4] A later ticket for the transport of goods.
5] A later ticket for the transport of newspapers [presse]
These are from the collection of Thomas Salazar.

A timetable from 1937 showing four trips each day for the 33km trip between Dinan and Dinard in Normandy. According to Google the trip today will take you 59minutes. Citroën's bus, with eight intermediate stops took exactly one minute longer!



Société Dinard-Transports Citroën — HORAIRE EN VIGUEUR été 1937

Dinard, tél. 382-30 et 382-92 — Etablissements A. LANCIEN — Dinan, Garage Citroën, tél. 1.05

Ligne DINARD à DINAN

De Dinard à Dinan et vice-versa par la Côte et le Balcon d'Emeraude via Saint-Lunaire, Saint-Briac Lancieux, Ploubalay, Trigavou, Trélat (durée du parcours 50 minutes à travers les plus beaux sites et la meilleure route)

Dinard à Dinan	A	A	A		Dinan à Dinard	A	B	A	A
Dinard-Cale	9 55	14 05	17 50	18 35	Dinan Place Duclos	8 00	9 45	13 00	16 50
Dinard-Place	10 00	14 07	17 55	18 40	Trélat	8 10	9 55	13 10	16 58
Dinard-Gare	10 05	14 10	18 00	18 50	Trigavou	8 20	10 02	13 18	17 05
Saint-Lunaire	10 12	14 17	18 07	18 55	Ploubalay	8 30	10 12	13 28	17 12
Saint-Briac	10 17	14 22	18 12	19 00	Lancieux	8 35	10 20	13 35	17 17
Lancieux	10 25	14 27	18 17	19 05	Saint-Briac	8 40	10 25	13 39	17 22
Ploubalay	10 33	14 32	18 25	19 12	Saint-Lunaire	8 45	10 30	13 43	17 27
Trigavou	10 40	14 40	18 32	19 20	Dinard-Gare	8 52	10 37	13 50	17 35
Trélat	10 48	14 48	18 40	19 28	Dinard-Place	8 55	10 40	13 52	17 38
Dinan	10 55	14 55	18 47	19 35	Dinard-Cale	8 57	10 42	13 55	17 40

NOTA - (A) assurent la correspondance à Ploubalay pour Saint-Jacut, Saint-Cast, Erquy, Val André, Saint-Brieuc — (B) - Direct de Dinan à Saint-Jacut, Saint-Cast, Sables d'Or, Erquy, Val André, Saint-Brieuc par la Côte.

Tous les Jours : DINARD au MONT-St-MICHEL

Par le Pont St-Hubert et la Côte - Retour par Dol et Dinan, Départ Place de la République à **10 h. 15** et **13 h.** - Retenir ses places la veille sans supplément — **Prix Aller et Retour : 35 fr.**

Dinard-Saint-Brieuc, par Saint-Cast, Lamballe 3 départs dans chaque sens.
Dinard-Saint-Brieuc par la Côte 4 départs dans chaque sens.
Dinard, St-Jacut, St-Cast : 7 départs dans chaque sens.
Dinard, Saint-Lunaire, Saint-Briac, Lancieux : 15 départs dans chaque sens.
Dinard, Saint-Cast, Sables-d'Or, Erquy, Val-Ancré, les Pont-Neufs : 4 départs dans chaque sens.
Dinan Saint-Cast, Sables-d'Or, Erquy, Val-Ancré, Saint-Brieuc : 3 départs dans chaque sens.
Saint-Malo, Dinan, Plancoet, St-Cast Lamballe, St-Brieuc 3 départs dans chaque sens.
Saint-Malo-Dinan 7 départs dans chaque sens.

Correspondances à Dinan pour Lanhélin, Combourg, Sens, Fougères, Pleine-Fougères, Fontevrault, St-Hilaire du Harcouet. — **Voir les horaires** départ les Jeudis, Samedi, Dimanche et Fêtes.
Correspondances à Dinan pour Broons, Merdrignac par Broualy, Ivignac, Pont du Breuil, Sévignac, Erée. Tous les jours sauf les Mardi et Vendredi.

Tous les Jours **Dinan au Mont-St-Michel** Aller par Châteauneuf et la Côte, Retour par Dol - Départ Place Duclos 9 h. 30 et 15 h. — **Prix Aller et Retour : 35 fr.**

Billets et Renseignements : Dinard, Place de la République — Dinan, Garage Citroen, Place Duclos

Citroën's Transports of Delight

gust 1932 [but not to Versailles!].

So it was that the first Citroën routes actually started a long way away from Paris in Lyon in June 1932 [nine lines, with the very first to Bourg-en-Bresse, from an operating base at 41 Rue du Lieutenant-Colonel Girard in Lyon]; followed by the networks at Bordeaux [started 8 June, but ceded to the Citram company (established in 1919) by the end of the year]; then Nantes [started 13 July, six lines, the first route to Le Croisic] and Strasbourg as the year progressed.

The first route from Paris began on 28 August, from the Place de la Concorde to Fontainebleau. This was soon followed by routes to Creil and Mantes in September, whilst October saw the start of a route to Chartres. By the end of 1932 there were 52 lines across the first four networks, totalling 3,716km of route transporting 15,900 passengers daily and covering 70,585km a day.

The expansion of the Paris network was rapid: in December 1932 there were 19 routes totalling 1,400km, running 40,000km a day, four months later in April 1933 there were 48. Within a range of about 100km most of the principle town of the Ile de France were linked to the capital.

Citroën ventured also into longer distance routes:

- Paris to Dijon [310km]
- Paris to Lille [240km]
- Paris to Reims [160km]
- Paris to Amiens [140km]
- Paris to Lisieux [180km]
- Paris to Tours [230km]

For both Renault and Citroën there were protective restrictions on the sections of route nearest to Paris.

With the increasing number of routes, the Place de la Concorde terminus in central Paris became impractical and was replaced in mid-1933 by three peripheral termini at:

- Porte Maillot [Boulevard Gouvion Saint-Cyr]
- Rotonde de la Villette
- Place Denfert-Rochereau [Rue Froideveaux]. In 1939 this was replaced by Bastille [on the corner of the Quai de la Rapée].

Routes from Villette were operated from a garage in the nearby Rue Louis Blanc [near the Gare de l'Est]. Routes from the other two departure points were operated from the Rue d'Alsace garage in Levallois, next to the central workshops. The head office was established at 17 Boulevard des Capucines in Paris.

The rival Renault company also started routes in the Paris area from the end of 1932. Their blue liveried buses with white band, typically 6-cylinder diesels with 32 seats, were to remain primarily concentrated on the greater Paris area, often in fierce competition with Citroën.

After the second season's operations an amicable arrangement was made between the two rival companies as there was plenty of scope and custom for both.

From the famous factories on the Quai du Javel in Paris growth had been rapid and 800 steel-bodied 22 seater Citroën model C6GI were delivered between 1931 and 1933. A larger vehicle with 29 seats [Type 45] followed at the end of 1933 and was used principally for the long distance routes from Paris

As with many French rural operators, the carriage of parcels [*messageries*] played an im-

Getting ready for the day on routes 4 and 12 ~ two Transports Citroën type C6GI buses at the Levallois garage and workshops in Paris in 1931.

Citroën's Transports of Delight

portant part in the operations.

1933 saw the Citroën networks of Angers, Lille and Mulhouse commence running. The light brown over dark brown liveried vehicles spread further and by June 1933 there were 126 different routes totalling nearly 25,000km, of which over 9,700km were directly operated by subsidiaries, the balance by concessionaires.

The Citroën networks were carrying 36,000 passengers daily, and the Paris suburban network numbered 58 lines.

The concessionaire Lahaiville of Verdun and Bar-le-Duc started two networks based on those towns in 1933, operating as *Rapides de la Meuse ~ Société Meusienne des Transports Citroën*. Within a couple of years Citroën was in financial difficulty and the Meuse operation passed to the CFTA [*Chemins de Fer et Transport Automobile*] local rail company.

Ever the publicist, Citroën placed full-page advertisments to promote the success of the new Type 45 coach in the Monte Carlo Rally.

Bus services were heavily curtailed during the war and then in 1945 operation of Rapides de la Meuse passed to SGTD, who had already been present as bus operators in the département of Meuse since 1929.

In 1934 Citroën entered a Type 45 coach in that year's Monte Carlo Rally, and ran the 2,456km from Warsaw through Frankfurt to Monte Carlo in 59½ hours; the driver was François Lecot.

Some of the networks established around the country were run by directly owned subsidiaries whilst others were operated by concessionaires associated with Citroën [an example of the latter being CTAC, *Compagnie Armoricaine de Transports Citroën*, in Bretagne, with Citroën and SCF involved from formation in 1933 to 1941].

Amongst other towns with Citroën networks at this time were Amiens, Nancy, Reims and Troyes.

Short-Lived

Some early Citroën networks were short lived, running only for a few years under the manufacturers banner before continuing under other ownership.

In Rouen the local concessionaire Ménager set up the *Compagnie Normande d'Autobus* [CNA], in March 1932. By the end of that year 61 vehicles were in operation, but financial difficulties arose in paying for buses on order and ownership passed to M Lireux two years later. The fleet, now including Renault buses as well, changed hands again in 1937 when CNA was sold to SGTD [*Société Générale des Transports Départementaux* ~ a substantial provincial bus operator across France, with a presence in 25 départements by 1945].

Similarly at Caen where *Transports Citroën ~ Réseau de Caen* was established in October 1932. This was very quickly renamed *Rapides de Normandie ~ Cars Citroën* but also passed under SGTD control in 1936 and was merged into *Les*

For low-traffic urban lines, Citroën offered this version of its small C6G1 coach in the early 1930s, which formed the first fleet of Citroën Transport. Citroën built about 4,000 to 4,500 buses and coaches of this model. In 1932, the City of Lourdes's Public Transport Network operated this C6G1. It was restored in 1965, entered the Le Musée des transports urbains de France the following year. https://amtuir.org/le-musee-des-transports-urbains/les-collections/lourdes-au-citroen-c6g1-2-1932-tcvl/.

Citroën's Transports of Delight

Courriers Normands in January 1937. Another similar operation was MATTEI at Marseilles.

Financial Difficulties

In reality André Citroën was an expansionist businessman rather than an accountant. Indeed, the Citroën firm had financial problems since its inception. Gains made during the production of wartime munitions were not sufficient to cover investments, with 90% of earnings being spent on taxes.

The sales of the first cars had certainly helped to relieve, for a time, the financial position of Citroën, but the constant and rapid growth of the firm generated many expenses.

Financial problems loomed in December 1934, and Citroën filed for bankruptcy.

The enterprise had grown too quickly and over-reached itself, not recouping the heavy investment in production lines for the new Traction Avant car. The intervention of the Michelin company in January 1935 saved the day and through restructuring and austerity the Citroën marque survived. Pierre Michelin became managing director. André Citroën retired at this time at the age of 56 and died just a few months later in July. Following Pierre Michelin's death in 1937 Pierre Boulanger took over and remained in control until his death in 1950.

Some of the associated regional networks left the Citroën fold over the years, including the Bordeaux, Rennes and Nancy networks; the latter ceded to *Rapides de Lorraine*. Others such as Tours became *Rapides de Touraine*, *Rapides de Poitou*, *Rapides de Bourgogne*, *Rapides de la Meuse* [this latter acquired by the SGTD group in 1945]. Bordeaux had in fact been ceded to Citram at the end of 1932 after only a few months of operation by Citroën, in exchange for an agreement to provide 1,000 vehicles over a ten year period.

The Poitou operation changed from *Transports Citroën du Poitou* to *Les Rapides du Poitou* in April 1933. [Still based in Poitiers today, since 2001 *Rapides du Poitou* has been associated with the FAST group].

The change in Bourgogne came in 1934 and the operations of *Rapides de Bourgogne* continuing to be focused still on the Yonne département.

1934 was the year of greatest activity with some 800 buses operating over some 300 routes. But some of the routes did not last for many years however because of their enforced withdrawal as part of the road-rail co-ordination policies progressively imposed on bus and coach operators from 1934 onwards by various colours of government to protect the railways.

In 1934 the law for the Co-ordination of Rail and Road services put the brakes on the expansion of *Transports Citroën* by imposing new restraints: the alteration and introduction of routes was submitted to a process of public authorisation, with the objective of avoiding duplication between road services and SNCF rail services. In 1937 the near 'nationalisation' of the almost bankrupt railways to form state monopoly SNCF occured.

By then the few golden prewar years of bus and coach operation had passed. This upset mattered badly for bus and coach operators with power

Registration of Buses & Coaches October 1938 to September 1939

Brand	No.	Share [%]
Renault	520	30.5
Citroën	513	30.1
Berliet	258	15.5
Saurier	94	5.5
Isobloc	92	5.4
Rochet Schneider	32	1.9
Delahaye	31	1.8
Panhard	25	1.5
Other	139	8.2
Total	1,704	

Paris 1945, Place Jaures, near la Rotonde de la Villette: two Transports Citroën buses ready for departure. The second vehicle is going to Chartres.

Citroën's Transports of Delight

being transferred to departmental prefects, with the cancelling or withdrawal of services [or not] left in their hands.

After the War

Operations were inevitably difficult and disorganised during the war years, some networks being in the occupied zone, others in the part governed by the Vichy regime. Many vehicles were requisitioned and those that continued in operation had to be fuelled by gas produced by burning wood or charcoal. The difficulties of day-to-day operation during the occupation were not inconsiderable. After the war some vehicles were found in Holland and Portugal.

The principal networks were brought back into operation and by the early 1950s those networks ~ although slimmer in routes ~ were prospering. These were good years. But before many years later the circle of decline would start to set in with the growth of the private car and the move in population from country to town.

By 1948 the Type 45 was becoming the standard vehicle across the networks, reaching a level of 850 vehicles. The 45 was diesel-engined but still with 29 seats. The model 47 of 1959 with forward control enabled an uplift to a seating capacity of 36.

The year 1951 saw 141 routes in total in the thirteen different subsidiary networks. However as the 1950s progressed the vehicles operated by Transports Citroën were becoming more and more old fashioned, being still direct descendents of the original pre-war models. These outdated coaches with their hard suspension contributed to a loss of passengers, who compared them unfavourably with the more comfortable models of other operators and manufacturers.

By 1965 there were 182 routes in operation, and it was not until that year that the model T60 arrived, offering a greater deal of comfort and better suspension. With a six cylinder diesel-engine and bodywork by Heuliez, the model T60 became the emblem of the company, appearing on publicity and in timetables, proudly declaring the 18,000km of routes and the 8,000 communities then served.

The livery, which was original-

Transports Citroën in action in the 1960s in Fontainebleau, with traditional livery of light brown over dark brown. This was their first route from Paris in 1932. [photo from the TN4HBAR collection of Jean-Paul Machuré]

Top: Two buses of *Transports Citroën* parked at Place Stalingrad in Paris, near la Rotonde de la Villette terminus. Bottom: A *Transports Citroën* bus proceeds along the RN3 going to Claye-Souilly. The new livery incorporates a red band around the middle of the vehicle. [undated photos from the TN4HBAR collection of Jean-Paul Machuré]

Citroën's Transports of Delight

ly brown with an orange band, later chestnut brown with red band and bluish grey pavilion, changed again to a white body with carmine red band.

In 1967 Citroën was merged with Berliet, and the last T60 was delivered to the Strasbourg network in 1970.

With the growing impact of the private car the rural bus was in decline. Nationally the length of all operators' regular bus services fell from 436,500km in 1962 to 398,680km in 1971. In the same timeframe the length of special schools services jumped from 116,900km to 511,000km.

Perhaps this contributed to changes whereby tourism activities [which had been almost nonexistent for Citroën until now] started to become increasingly important.

Each of the networks launched this new activity which required more sophisticated equipment than the buses of the regular routes. Transports Citroën turned to Berliet, an affiliated company, who provided the Cruisair 3 coach. In 1971 coaches came from Magirus-Deutz, followed in 1975 by an order for Verney TD5 coaches.

1974 saw renaming as T*ransports Citroën ~ CITER* and a network of travel agencies was set up under the *CITER* name [the first had been opened in Paris in 1967.]

Reductions in bus and coach operations took place in the 1970s. The Lille and Mulhouse networks were disposed of and there were cutbacks in the Paris area too, with the Charenton network based on Paris-Bastille passing to *Cars Verts* about 1970, leaving the two remaining networks based on Paris-Villette and Paris-Maillot. At the time the latter still included longer routes of some three hours duration as far as Rouen, Elbeuf, Evreux and Senonches. By 1976 only three routes were still in operation in the Lille area.

Change continued and in April 1977, after 45years, *Transports Citroën* was taken over by CFIT [*Compagnie Française et Industrielle de Transports*]. CFIT was at the time jointly owned by the Michelin company and the Verney group [SCF]. Yves-Michel Verney became President and Director-General.

The Citroën networks were co-ordinated and integrated with those of Verney, which latter group found the Nantes network [which was retitled *Compagnie des Transports de l'Atlantique*] and the Angers network [which was retitled as *Compagnie des Autocars d'Anjou*] very useful additions to its own existing substantial operations across the west of France, neatly filling gaps in the interurban network. Replacement vehicles were now to be Verney's own products rather than those of Citroën or Berliet.

The chain of CITER travel agencies was similarly integrated with those of *Tourisme Verney* and were renamed *Nord-Sud Voyages*. The name CITER was retained for self-drive hire cars.

Thus in the late 1970s *Transports Citroën* faded away as a bus operator rather than coming to a definite end. The actual *Transports Citroën* company *per se* ceased to exist from 15 December 1978 when it was subsumed into GEFCO, a Peugeot subsidiary. Its only remaining activities at the time were self-drive hire and the transportation of new cars.

During the 1980s the travel agencies *Nord-Sud-Voyages* became *Tourisme Verney Distribution*. In 1990 the Verney family bought out the Michelin interest and became fully independent again, although in 2002 they became part of the Connex group, which then later formed part of Veolia, with its wide range of international transport operations.

Peter Roberts. http://www.countrybus.co.uk/citroen.htm

A panoramic view of Strasbourg station with *Transports Citroën* buses awaiting their duties. [undated photos from the TN4HBAR collection of Jean-Paul Machuré]

A Passenger's Recollections

I am not a specialist but I can talk about my personal experience as a regular passenger of the Lille network as a child or a teenager. I lived in Sains-en-Gohelle [see the map], exactly where lines 20 [Malo-Arras] and 26 [Lille-Bruay] crossed. Malo-les-Bains is where most of the Dunkirk 1940 fighting took place and is now part of Dunkirk. Fares [with Citroën] were dearer than for the same journey with the '*Autobus Artésiens*' ~ a large [and still existing] bus company based in Béthune ~ and I remember having to pay F0.45 instead of F0.40 for the same 5km trip, but Citroën buses had an excellent reputation for regularity and reliability, at least in the north of France. Their drivers had to wear a neat uniform, light brown, to match with their vehicle colours, and a cap.

Running on time must have been a real challenge, given the length of the lines: even nowadays the 100km journey between Malo and Arras [line 20] would take more than 2hours on much improved roads… and in a modern saloon! Drivers had to strictly abide by the company regulations and for instance would not accept to set you down closer to your home even if you tried to 'tip' them. That was very much in line with the image of Citroën then, under the strict rule of Michelin and the management of the very efficient but very stern Pierre Boulanger.

It is also important to know that the passenger service was complemented by a parcel delivery service: '*Messageries Citroën*'. Actually I think that the exact name of the transport company was: '*Société des Transports et Messageries Citroën*'. Most stops were cleverly situated in front of the village café where the driver could pick up or deliver parcels from or for the local population or businesses. Hence the luggage rack on the roof and the rear ladder and/or the booted buses [Type 47 for instance] or the luggage space behind the driver's seat.

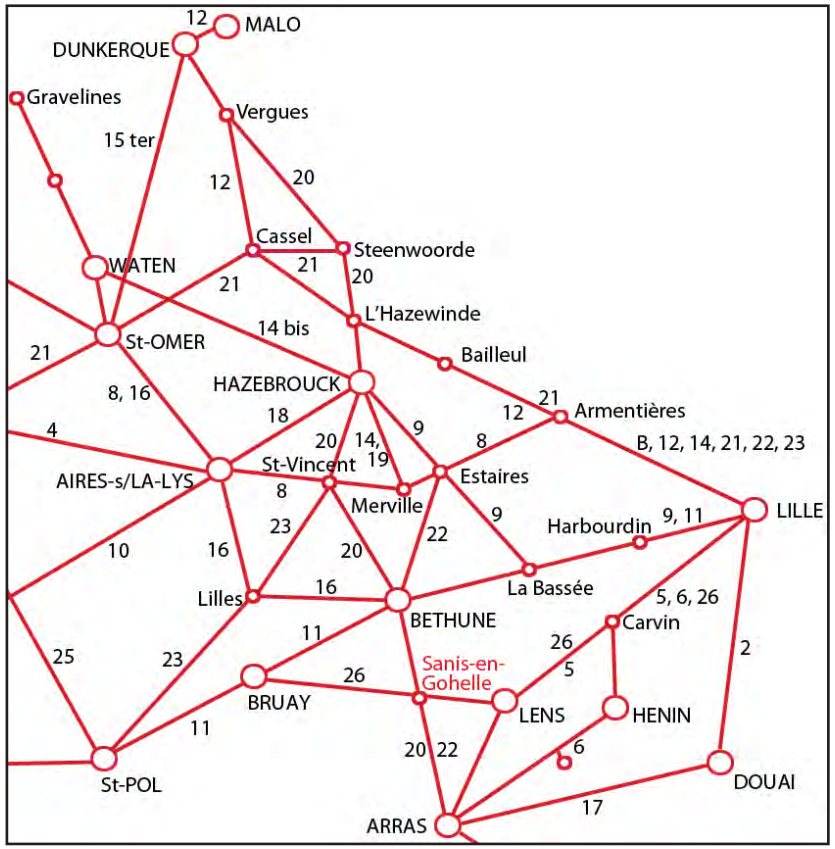
Unlike virtually all post-war French buses and coaches ~ including the ubiquitous Renault, Chausson or later Berliet buses and coaches ~ Citroën buses were not based on chassis specifically designed for passenger transport but on heavy Citroën lorry chassis, hence the lack of suspension comfort and the often very jerky rides. Their hardly sound-insulated front engine did not contribute to our comfort! But at least they were on time.

In the late '50s or early '60s, [the exact date can be easily checked I suppose] the great novelty was the new colour scheme: the traditional dark/light brown livery was suddenly replaced by a bright white with a dark red strip running under the windows: how much lighter, much more modern, much more in line with the times! That change had to be publicized otherwise the traditional country user would have refused to board such different buses! Drivers kept their brown uniforms… and their caps!

The other great change came a few years later when the Type 47 with Currus bodywork was progressively replaced by the Type 60. Forty-five years later, I still remember vividly my shock when I saw my first 'Type 60' with its square, much taller, much more modern, Heuliez coachwork At last adults could stand comfortably inside. The cabin which included the engine compartment and the longer chassis increased the capacity to around 40/45 passengers.

My favourite seat was that bench running along the engine cover, above the right-handside front wheel, between the huge windscreen and the folding door. The bench could hardly seat three and there was little legroom, but the huge windscreen offered a commanding view on the road.

And then came the hydro-pneumatic suspension [that novelty was proudly advertised on the side windows as the 'suspension de la DS']. The Heuliez coachwork was unchanged, and the vehicle was still based on a crude lorry chassis but the hydro-pneumatic suspension radically changed the ride and put Citroën buses ahead of their ri-



A Passenger's Recollections

vals.

Also the seats were very deep, very soft and you sort of dived into them like in a British sofa! The bright red seat covers were also a nice change from the traditional brown velvet and brought a touch of luxury to the interior. I loved them and particularly appreciated that new comfort on the Béthune to Arras or Lens to Arras very bumpy A-roads [long sections were still cobbled in the mid-'60s!]. But as with the very comfortable Citroën DS ~ or later the Renault 16 ~ there were people who would easily get sick, so soft was the ride: among them my mum!

When Citroën was bought by Berliet, their lorry department lost its independence and those superb buses were progressively replaced by Berliet Randonnée coaches. The colour scheme changed again for white and dark/light orange and eventually Berliet sold the Transport company to the Verney bus lines.

I hope that these memories will meet your interest.

The author's name is not credited on the website.

www.countrybus.co.uk/citroen.htm

French Coaching Concerns...

Defeat Repressive Conditions

SOME QUEER ASPECTS OF FRENCH PASSENGER TRANSPORT, AND A DESCRIPTION OF THE CITROËN AND RENAULT CONCERNS' PIONEERING IN THE BUSINESS

Reference has been made in a previous article regarding the restrictive practices introduced by the French Government to limit the competition faced by the railways from other forms of public transport, in particular the bus companies. This level of restriction increased following the effective nationalisation of the railways under the umbrella of *Société Nationale des Chemins de fer Français* [SNCF] in 1938 in which the Government held a 51% share. The necessary legislation had been passed the prior year.

This article was published in February 1938 in the English 'Commercial Motor' magazine and attempts to explain the then-current situation faced by Citroën and their competitors.
Leigh F Miles ~ Editor.

France is a country of eternal paradox. Although it may lead the world in many branches of pure science and mechanics, practical application of ideas often lags behind technical progress. The French are regarded, rightly or wrongly, as a logical and common-sense people, yet on the mechanical side of modern life, the country's development is curiously erratic.

Take, for instance, motor traction on the railways. No other country has, during recent years, seen anything like so rapid an expansion on the use of motor-

This Dutch postcard shows a Citroën bus on the road over the drainage locks at Den Oever in 1936

French Coaching Concerns...

driven railcars. To France, as well, belongs the honour of putting the first really big [3,400kW] Diesel locomotives into regular main-line service. Yet, on the other hand, passenger transport by road has been first neglected and then, when about to expand, crushed by repressive legislation to such an extent that small countries like Belgium or Holland, are ahead of France in the use of motor coaches.

Citroën's Initiative

Only a little more than five years ago the motor coach as a means for regular public transport was, to all intents and purposes, unknown in France and it is due entirely to the initiative of the late André Citroën that France possesses today a fairly comprehensive system of road transport. Citroën was a far-seeing pioneer whose value to his country may someday be much more appreciated.

André Citroën's opening-up of the Sahara to motor vehicles and the work of Citroën in French Indo-China and elsewhere may be mentioned in passing, as a proof of his unremitting labour for the French Colonial Empire, but it is in France itself that his efforts are most apparent today.

Right up to 1933, motor coaches were used in France almost solely for tourist and excursion purposes. Big railway concerns ran seasonal services such as the Alpine and Pyrenean circuits, and these exist today in a greatly improved form. They catered, however, for the holiday-maker, rather than for the business traveller.

After many visits to England and a close study of operating conditions associated with British passenger services which had seen several years of steady development, Citroën started, rather tentatively, a series of radial coach lines from Paris in the autumn of 1932.

Results exceeded even his optimistic anticipations, for the public rose *en masse* to the idea and during the 1933 season the Citroën coach fleet was more than quadrupled.

Citroën decided to concentrate on the coach business, but as the original Automobiles Citroën concern had certain financial troubles at that particular time, he prudently formed a separate company.

Business went ahead so rapidly that in its second season the parent concern, Transports Citroën, had nearly 100 radial coach lines working in the Paris district, whilst subsidiary Citroën coach undertakings had been launched with success in nearly all the larger provincial cities of France. The Renault Co, Cit-

A Renault bus in Toulon in the 1930s awaiting departure for Marseille. www.countrybus.co.uk/images/Renault_Toulon.jpg

The only surviving example of its kind in the UK and one of the very few left in the world, this 1926 Citroën B12 Taxi was found in 2002 in a chicken shed on a farm just outside Paris. https://classics.honestjohn.co.uk/top-10s/top-10-ten-classics-to-celebrate-citroens-centenary/

French Coaching Concerns...

roën's keenest rival in all fields of business, felt that it had to do something, and was remarkably quick in making up for lost time.

Renault coaches were produced in large numbers and Renault services started up everywhere in direct competition with Transports Citroën. An amicable arrangement was soon established, however, between Renault and Citroën, as it was obvious, after the second year's working, that there was plenty of scope for both operators.

In the case of radial coach services from Paris, the public took to road transport with such enthusiasm that both concerns soon found themselves overwhelmed with passengers, especially during weekends and at the morning and evening peak hours. Supplementary coaches were put into service to deal with these rush periods, but, in the meantime, a curious parasitic industry sprang up ~ that of the 'collective cab'.

Between 1,500 and 2,000 owner-driven taxicabs now operate on the collective system from the various 'gates' of Paris. The number may sound large, but it must be remembered that Paris is the world's best cab-served city. Until quite recently there were over 20,000 taxis in regular service, but bad times have reduced the number to about 18,000. It should be noted, however, that 90% of these cabs are roomy, up-to-date vehicles which offer an unusually high standard of comfort.

Taxi owners-drivers working on the collective system 'double' the Citroën and Renault coach services on their shorter lines, extending to 30 or 40km from the capital, and passengers, four or five at a time, are carried at coach rates.

Many thousands of Paris workpeople use the cabs during morning and evening traffic peak hours, and a Government with votes to think about has hesitated to make any move, although urged to do so by the coach companies.

This is a rather peculiar situation, in view of the fact that these cabs actually function as coaches, although they are exempt from all the harassing restrictions under which coach operators struggle. In this factor we have the reason for the cessation in France of all further progress in passenger transport by road ~ for the time being, at any rate.

The Rail-Road Co-ordination Bill drawn up some time ago in favour of bankrupt railway concerns, which were becoming a burden on the State, upset matters badly for coach and bus concerns. Their position is even worse now that the railways have all been nationalized. Under the Co-ordination Act, departmental Prefects received, in transport matters, somewhat despotic and arbitrary powers, and the granting, withdrawing or cancelling of passenger services has been left entirely in their hands.

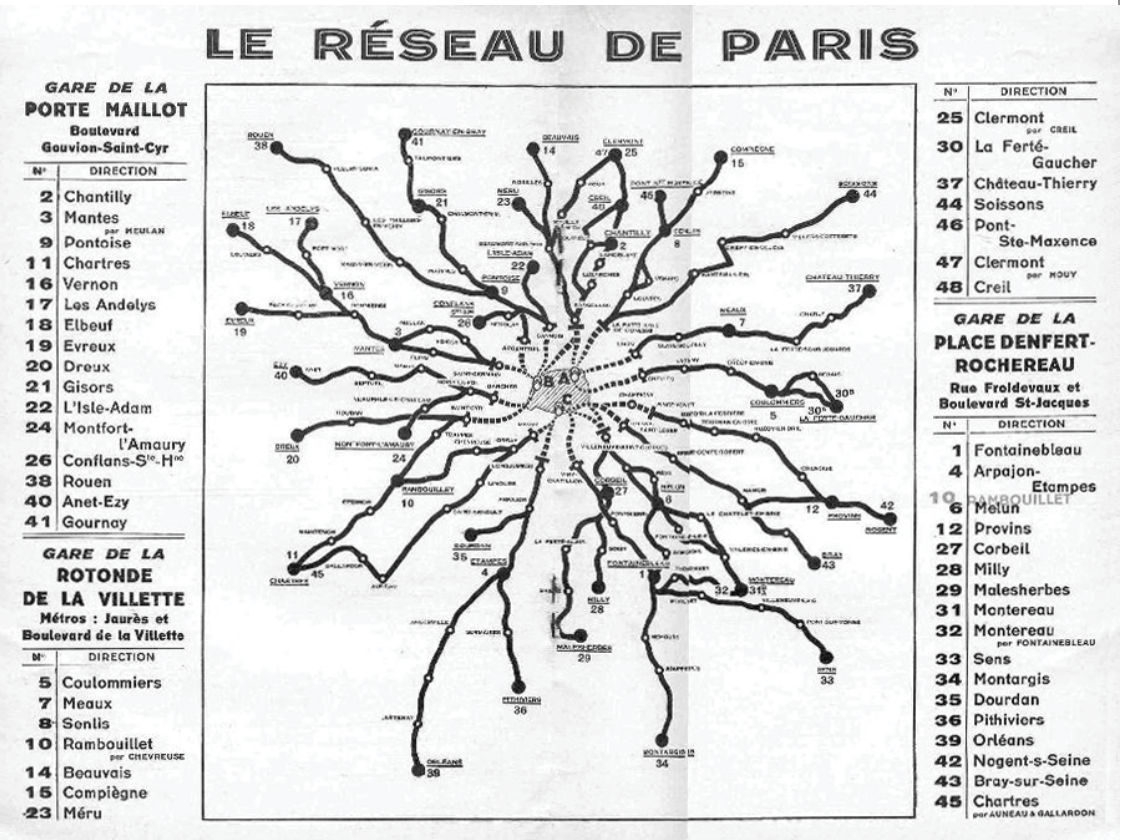
In a brief period this system has, not unnaturally, led to abuse and favouritism. Persons receiving departmental coach or bus concessions have taken to farming them out to sub-contractors. In such cases the concessionaire does absolutely no work at all; he simply takes a monthly profit from his subcontractor. This kind of 'racketeering' is already the subject of fresh legislation now before the Chamber of Deputies.

In spite of all the legal obstacles put in their way, however, both Transports Citroën and Renault still manage to serve the public and carry on gamely with the vast network of services which they have gradually spread all over France, to the immense benefit of several million people.

A Radial-route System

A glance at the accompanying map will show the importance of Transports Citroën's radial system from Paris. Most of the lines shown are duplicated

This map is actually of Renault's routes, but it is the best the Editor could find to show the dotted line routes referred to in the article. www.countrybus.co.uk/images/citroen/c1933a.jpg



French Coaching Concerns...

by Renaults, which also operate other services independently. Dotted lines on the map show sections in the suburban district of Paris where passengers may not be picked up or set down. This is by arrangement with the Paris municipal bus concern, known as the TCRP, and is intended to avoid any possible competition with suburban bus lines. In actual fact, the rule is hardly necessary, as coaches are usually full, whether entering or leaving the French capital.

The map shows only the shorter radial services from Paris, although some of these extend 100 or 130km out, but many long-distance lines are in operation, such as Paris-Dijon, Paris-Lille, Paris-Rheims, Paris-Tours etc. These link up with further radial services from the provincial cities mentioned.

At present, in France, the powers-that-be hamper the activities of the coach companies but, in spite of this, the services are splendidly maintained and run like clockwork. Most of the coaches are 16-18-seaters, but those on long-distance lines of 160km or more are usually 22-seaters.

The recent heavy increase in taxation on '*poids lourd*' [grade B] petrol has hit coach concerns badly, for although practically all French heavy goods road-transport vehicles now run on oil fuel, the coaches are still petrol driven.

In this connection it is of value to note that some interest is being taken in the producer-gas vehicle. Whilst in England the oil engine is definitely established as the power unit of both the goods vehicle and the passenger machine, the coaches in France, as mentioned, are still almost exclusively petrol driven. The gasogene, however, is by no means being ignored. *Cacun a son gout.*

There is a concerted movement in France now against any further vindictive anti-road legislation, and it is gaining strength daily, so that it may be allowed to develop a little more freely.

Some of the more enlightened minds now governing the great national railway merger are gradually coming to the conclusion that country coach services are more likely to act as railway passenger feeders than as undesirable competitors.

This article is taken from 'Commercial Motor' magazine and was written in February 1938. The author is not credited. Unfortunately the pictures that were used in the original article, or at least the copy available on line, were not of sufficient quality to be reproduced here. The article is reproduced from the website www.countrybus.co.uk/frenchbuses2.htm

Histoire d'amour aux États-Unis

I was rather surprised, when researching the Citroën Méhari for the last edition of 'Front Drive' to discover that Citroën had officially imported that model to the USA. It certainly sparked my interest, and hopefully yours.

I think we all know that none of the three French majors had a particularly successful American career. Renault tried with the Dauphine and later, through its tie-up with American Motors with models such as the 9 and 21 and Peugeot sent a number of models 'State-side' following the end of the Second World War.

Peugeot, as the producer of the most main-stream cars of the three [although Renault's 9 and 21 could not be called anything other than main-stream… well, perhaps worthy, but dull might apply] probably had the greatest chance of breaking into this notoriously conservative market.

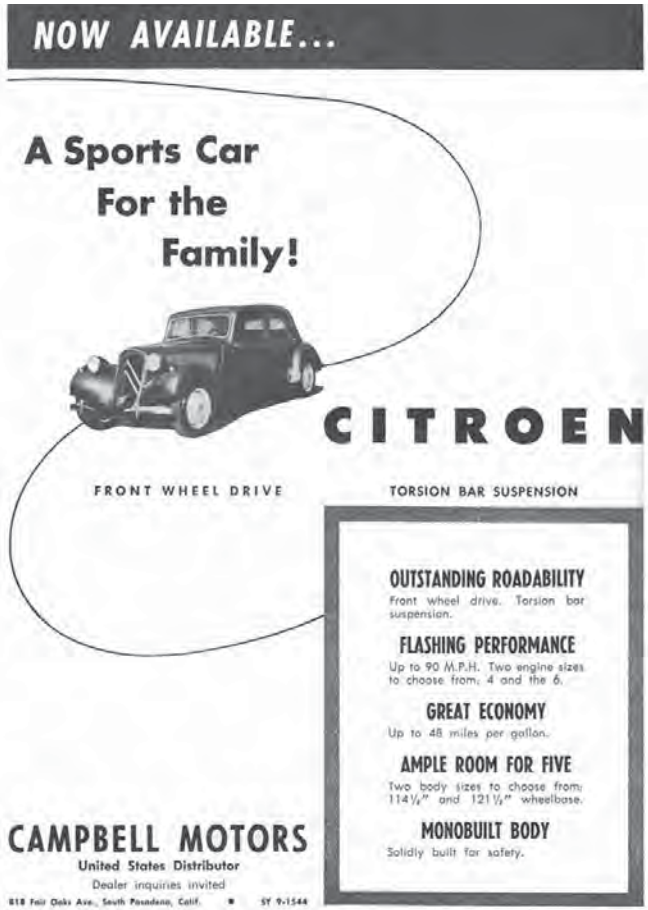
But, Citroën certainly gave it their best shot over the years.

Preamble

During the 1920s and 1930s, the manufacturer of Quai de Javel tried to sell its automobiles in North America, through the importer Foreign Motors Corporation of New York. A few rare press advertisements and black-and-white brochures bear witness to this era.

Apart from this pre-war attempt, a few independents imported Citroën's Traction Avant from France. The Challenger Motor Car Co in Los Angeles offered the 11CV Légère for $895 and the Campbell Motors garage in South Pasadena, California were among those mavericks. The few brochures distributed were directly inspired by those issued by Citroën's UK subsidiary.

Shortly after the War, a few rare Tractions were to be seen in the USA, most having been



Histoire d'amour aux États-Unis

imported by GIs who having liberated France, fell in love with these cars. But the official importation really only began with the DS.

At the beginning of the 1950s, the Citroën Export Department was divided into Export Europe under the control of M Hospital and Louis Garbes and la Grande Exportation under the control of Michel Koundadzé with assistance from Claude Alain Sarre, André Noël and Alfred Lucas.

One of their inspectors, Michel Paradis was sent to the West Coast of the USA. There he developed the idea of importing some thirty or so Tractions despite the total lack of any service infrastructure. Only two or three were in fact sold and Paradis used the services of an expatriate Belgian garage owner, Albert Bonfond who became the boss of the Citroën after sales department for the West Coast, the business being situated in Los Angeles. The remaining cars disappeared.

During the same decade, many French expatriates in the United States regularly returned to France to spend their holidays. In the United States, in a few years, the automobile had become a common consumer good, and it was no longer a matter of doing without, even when they returned to France for sometime. For this clientele with substantial financial resources and for American tourists for whom this might be of interest, Michelin, owner of Citroën, created in 1952 a company called 'Citroën Car Corporation', a subsidiary of the American company Technical Research which was run by Arthur Lowenstein and Jean Ostheimer [the latter being the person whose claim led to André Citroën's business being put into liquidation in 1934]. The role of the Citroën Car Corporation was to sell cars to American tourists in France.

This structure sold these casual visitors the car they needed for their travels in France. After receiving the order, which contractually provided for a guarantee of re-purchase by Citroën, the car was delivered on arrival on the national territory, with a registration of TT plates, which allowed them to move freely in Europe.

When they went back to the United States, Citroën could take over the export of the car if they wanted to keep it, or simply buy it back. The case was economically interesting in the latter case, because until the mid-1950s, the demand for automobiles in France was such that a near-new second-hand car, immediately available, sold for more than a new car, that would available at some time in the future. From 1954 on, the parent company published an annual brochure for these potential buyers.

The Arrival of Charles Buchet

The Citroën Car Corporation was to be the launchpad for Citroën's operations in the USA. The man given the task was Charles Buchet, who had joined Citroën in 1952 in Commerce but who quickly moved into the Export department. He left for the USA in March 1954.

His first task was to locate the missing Tractions and with the assistance of Armand Garnier, he found each and every one although some were in a piteous state. Some were still under Customs' control, having been abandoned at the port since the cost of storage soon reduced the value of the cars to zero.

Charles Buchet set about reviving the Citroën Car Corporation by making the sale and buy back system better and more attractive. Indeed the financial system he created is that of lease and buy back still practised by the likes of Europcar and Hertz. The monies earned allowed the financing of the infrastructure that would become Citroën USA who would import cars into the USA. The DS would be

Excerpts from the 1955 Citroën brochure for American tourists in France, extolling the merits of the Citroën Overseas Delivery Plan

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the product.

Charles Buchet set off for New York at the wheel of a 15 Six ~ one of those reclaimed from the docks. He also performed this drive in a 2CV which he had had sent over from France and he often swore that he would have had more success with this car than with the DS! His boss suggested that the car's plain grey paint be replaced with something more to American tastes - a shrimp pink! Buchet's compromise was a light green paintwork ~ a particularly popular colour amongst Detroit's products that year. This car was used in monochrome pictures in the Company's product brochure 'The sensational multi-purpose car'.

Buchet was going to prepare for the official arrival of the brand in the United States which would materialize with the presentation of the DS at the New York Motor Show in 1956.

Citroën Cars Corporation

Setting up Citroën Cars Corporation in the United States proved to be very difficult as they started with nothing.

However an east coast headquarters was established in New York and then the west coast headquarters in Los Angeles.

The complete infrastructure of these headquarters had to be created, a sales department, a repair and parts department, personnel had to be hired and trained, not on just any car but the DS 19.

There were no repair or parts manuals in the beginning, in any language ~ never mind English! A dealer network also needed to be created and trained for this vast country.

Buchet started with an office on 5th Avenue in New York City, this was in the same building where Air France had their offices. Both headquarters had their share of problems but the east coast was at a major disadvantage due to their premises.

Once the DS had officially been announced in Paris it meant that the New York headquarters would have to expand; not only did they need a showroom but a workshop would also be an immediate necessity.

They ended up with a nice showroom at 300 Park Avenue and a totally inadequate workshop located in Long Island. Not only were these repair facilities too small but the parking situation was nonexistent. The technical man in charge on the east coast was Michel Rappellini who was under the direction of Charles Buchet.

In the west the situation was the opposite; they ended up with a nice premises on Wilshire Boulevard in upscale Beverly Hills in Los Angeles. The offices, showroom, repair and parts facilities were all in one location. The commercial director for the western division was Armand Garnier and the engineer was Claude Braux. Albert Bonfond was hired as service manager in 1956.

In the beginning both the east and the western headquarters had issues to deal with, as did the rest of the world where the vehicle was marketed. One needs to remember that this was a brand new vehicle with technical advances well ahead of its time. Of course this would bring plenty of new problems as the DS went through its growing pains. In regards to the North American continent, not only being vast in size but also very different in climate, the eastern portion of the US dealt with severe winter conditions, which affected the D-Series vehicles technically and structurally while the west was dealing with dashboards warping in the mid-day sun! Although the east and west had different issues to deal with, the situation was the same, they both still had to create a dealer network and be able to support that network.

There were only a handful of people within the Citroën Cars Corporation network who even had a slight inclination of how this new DS operated. Luckily some assistance was on the way ~ Paris sent four young gentlemen who had been working with the DS at the Quai de Javel, Paul Baert and Jacques Berteau went to New York and Claude Guyot and Hubert Villedanné went to Los Angeles to spend six months in the US to get things rolling. Once things did get going both headquarters did establish a technical support team to train and assist new dealers. To get new dealers was always a challenge, you had those who signed up for a year or two then dropped Citroën for a more lucrative and less challenging make and those who stayed on till the bitter end.

Panhard accompanied the DS on American soil for a few months, without success

A CAR IS A MUST IN EUROPE...

THIS ADVERTISEMENT IS OF PRIME IMPORTANCE TO EVERYONE PLANNING TO GO TO EUROPE THIS YEAR:

You know what a car means to you *here . . . Abroad*, it will mean even more. There are so many places to go, so many things to see and yet the time is so short. *Only a car of your own* will give you the complete freedom you deserve for your vacation.

CITROËN DS19
Comfort with Elegance, Safety with Performance

CITROËN SERVICE IS AVAILABLE ALL OVER EUROPE AND IN THE UNITED STATES

THE PANHARD: 5 Passenger Sedan one of the best selling cars in France today! Combines Three Cars in One!
1. Comfort of a Large Car (183 inches)
2. Economy of a Small Car (40 m.p.g.)
3. Performance of a Sports Car
(Six-time winner of the Le Mans 24-hour Race.)

CITROËN — one of the greatest names in automobiles, offers you the possibility of having a car delivered to you DIRECTLY FROM THE FACTORY, brand new, with all necessary documents. *Order your car here, and have it ready for you anywhere in Europe.* Also, this is the cheapest way to travel because the factory repurchases the car in dollars at a guaranteed price. CITROEN has a car for every budget.

CITROËN DS 19 is one of the cars you can buy and bring back to the U. S. for further savings. It is the only car to feature as standard equipment, hydraulic transmission, disc power brakes, power steering and the unique CITROMATIC® air-oil suspension. Also available is the PANHARD 5 Passenger Sedan, one of today's best sellers in France, and the extraordinary CITROËN "2CV" 4-door 4-seater, the most economical car in the world.

FOR FREE BOOKLET, *"Europe Geographic Plan," write or visit the factory showrooms today!*

CITROËN
CARS CORPORATION
300 PARK AVENUE, NEW YORK 22, N. Y. • EL 5-2872
8423 WILSHIRE BLVD., BEVERLY HILLS, CALIF. • OL 3-4745
S. A. ANDRE CITROEN, 133 QUAI DE JAVEL, PARIS 15, FRANCE

Histoire d'amour aux États-Unis

In addition to the DS, which was slowly taking off commercially, and to develop a little its product offer, from 1957 Charles Buchet decided to import a few hundred Panhard. This was to allow Citroën dealers to increase their sales volumes and put some butter in the spinach. But the Panhard proved too fragile in the eyes of the American clientele. The experiment was not prolonged due to lack of commercial success.

For obvious reasons of profitability, Citroën dealers still represented several European or American brands. The marque's limited range did not allow them to ensure a satisfactory and sustainable economic balance.

Citroën DS

In France, the presentation of the DS at the Paris Motor Show in October 1955 had an international impact. She arrived in the United States in the summer of 1956, with her first exhibition at the International Automotive Show in New York. The public was amazed by the aesthetics of the car and its technical peculiarities. In a country traditionally conservative and nationalist, the presence of a car without a grille, which goes up and down, was perplexing. However, the same level of fanaticism was not achieved as in France.

Claude Braux drove the first DS 19, chassis #129, to arrive in New York. He drove to Chicago in sub-zero temperatures in January of 1956 along with Luigi Chinetti the Ferrari importer for the US and three times winner of the 24 heure du Mans. The first DS was to be exhibited at the 48th Chicago Auto Show.

Excerpts from the Citroën DS 19 catalogue, US market, 1956. This document is almost identical to the one issued by Citroën Cars Ltd in England

The American-style DS differed very little from the French version. There were the adoption of white headlights, independent circular taillights and specific flashing lights. At the very beginning, these modifications were made when the cars arrived in the United States, but soon it was factory that took care of them on the assembly line.

Actress Jayne Mansfield attended the opening of the Citroën showroom in New York

The advertisements described the car as "typically French ... So unquestionably Citroën ... combining the performance of the sports car with the luxury of the limousine." The press kit referred to "the dream car of tomorrow, on the road today". Citroën tried to attract the attention of potential dealers by proclaiming that "the DS 19 was the car capable of generating more sales than any other known imported car".

For dealers, it was not easy to entrust the steering wheel of a DS to a potential customer. The way in which gears were changed had nothing to do with what was happening in the United States. The driver also had cause for concern when he observed the small mushroom that acted as a brake pedal. This pedal had nothing to do with that of a classic American car, closer to the dimensions of a tennis racket.

Citroën set up its American headquarters and showroom on Park Avenue in New York at the end of 1956. While DS sales struggled to take off in small provincial towns, New York was quite different. This was mainly due to the presence of a clientele of lawyers, doctors, artists, intellectuals… which from a socio-economic point of view was well above average. This audience was willing to ride differently, even if it had to bear all the disadvantages.

The ID, a more economical model, completed the range in 1957. That year, an ID was worth $2,600 and a DS $3,500. This rate placed the ID at the level of an American mid-range Ford, Chevrolet… , while the DS joined the highest-end; Buick, Chrysler, Mercury… without reaching the price of Cadillacs and other Lincolns.

The US administration did not give any gifts to the DS. Spokes

Histoire d'amour aux États-Unis

were put in its wheels by refusing to approve the oil of the hydraulic system! Perhaps it could be seen as a form of protectionism? Instead, it imposed a similar American product. But this one did not have the required chemical characteristics, and chewed through the seals, regularly breaking down the DS! Near Citroën's New York workshops DSs with hydraulic failure were piling up in the street.

This hydraulic fluid problem was catastrophic for Citroën, which set out in search of an oil produced in the United States, which did not destroy the joints and leak. But the fluid that seemed suitably liquid in San Francisco, froze in Boston, blocking the gearbox. The Javel engineers seconded on site discovered other weaknesses on the DS: the electric harness took on water, the paints tarnished, the plastics cracked, the steel rusted…

The fitting of tyres was another source of grief. Only one type of tyre was suitable for the DS; it was a very specific Michelin tyre… of course. The sales contract stipulated that the warranty could only be maintained if the car continued to drive on Michelin tyres. The only difficulty was the lack of supply of these famous tyres on US soil. This had clearly not been anticipated.

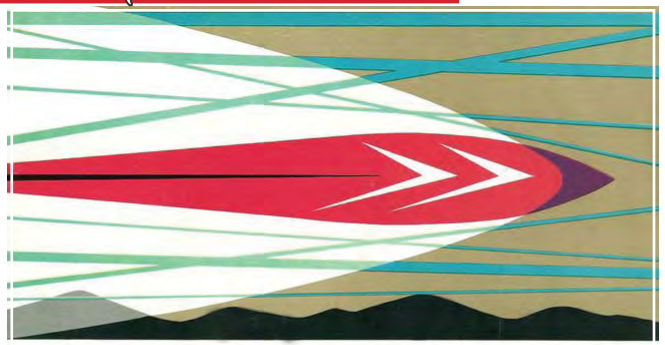
Citroën had big ambitions in the United States, but in Javel they did not take the time to analyse the consumption patterns of Americans, nor to observe their way of driving. They were not very concerned about the follow-up and maintenance of their car, which for an automobile as sophisticated as the DS, could only lead to disaster.

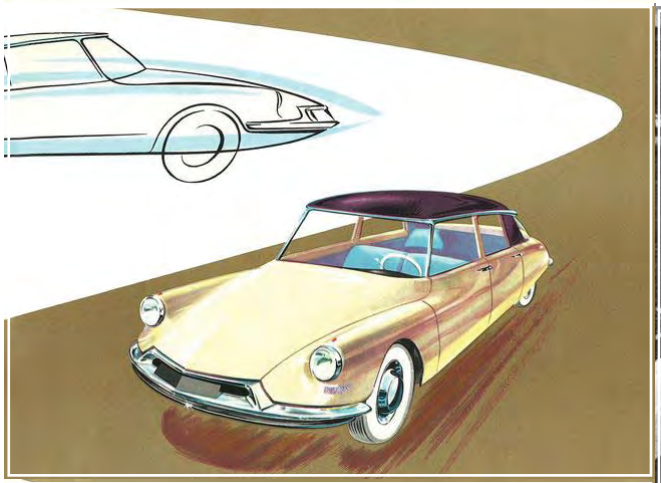
To remedy the early problems with the DS, a team of 'flying mechanics' was hastily assembled. A few mechanics were always ready to respond to all requests from customers who had broken down. In workshop cars, they did not hesitate to travel several hundred kilometres to restore the DS to working order.

In practice, it turned out that the selected dealers had not really been trained in the maintenance or repair of the DS. The tasks to be performed had nothing to do with the work done on a Chevrolet or Ford. Too often, the DS stayed for many months in the car parks of the dealers, waiting to be repaired with spare parts that were also struggling to arrive from France.

The French, accustomed since the end of the war to what the national manufacturers agreed to sell them, were lenient. The mind set was quite different in the States. The American clientele was extremely demanding. After several months of waiting, cars destined for the USA received more care when they were assembled in France.

Fortunately, step by step, the Citroën network was going to be structured. The spare parts arrived by air, and were stored in two warehouses, one in New





Excerpts from the Citroën DS 19 catalogue, US market, 1957 ~ This document is almost identical to that released by Citroën in France.

There is no shortage of respect shown for the Citroën DSs which are taken by rail to the loading dock. Source Auto Journal number 223 of June 1, 1959

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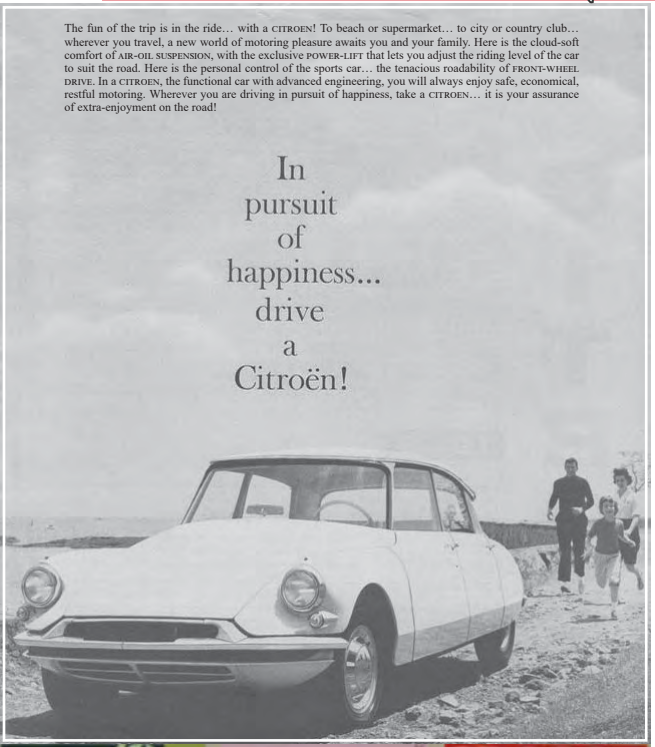

A US advertising leaflet from 1958. compared with the very high design aesthetic and production values of Citroën's European brochures designed by Robert Delpire.

York, the other in Los Angeles. Technicians continued to travel from agency to agency to assist mechanics in vehicle repairs. An in-house training school was even established, where for a week, and at Citroën's expense, the mechanics were trained in the intricacies of French technique.

The Auto Journal's correspondent in the United States, Bob Mitchell, described Citroën's positioning in the US market in issue 190 of January 15, 1958:

'Citroën presents three models, the DS 19, the 2CV and finally the Dyna Panhard. There is a great deal of emphasis at Citroën on this distinction, which implies a different competitive sector than Renault. Unfortunately, the sales figures are not comparable, nor are the commercial effort.

The DS 19 [570 cars registered in the first nine months of June 1957] is, let's not forget, a luxury car. Even in the United States it ranks at $3,500 in the category of expensive cars. It cannot compete with the Jaguar or the Mercedes, sought after especially in convertible models. Its foreign rival would be the Rover…

Now that air suspension has been introduced on some US models, there is a tendency to show more interest in the DS 19. From the point of view of the organization of the market, Citroën continues its penetration of the United States, being mainly focused for the time being on the east and west coasts, and on the Great Lakes region.

The 2CV overlooked here by its manufacturer should do better. It sold 150 in New York in 1957, more than double on the Pacific coast. Its price of about $1,500 is far too high.'

Citroën Car Corporation made extensive use of 'out-takes' from automotive magazines to tout the merits of ID and DS. It was at least proof that the manufacturer did not fear the judgments of specialized journalists… provided these items are reproduced in full. Real advertising catalogues, like the European brochures produced by Robert Delpire, were rather rare. The print media were usually limited to a few slips or leaflets that were not always very flattering in appearance. This practice contrasted with the luxury of brochures published by American manufacturers.

Some excerpts from these 'out takes':

Motor Trend, 1956

'Some passers-by ask if this is the new Studebaker. The resemblance, however, does not extend beyond the front. The profile and rear of the DS are unique to it.'

Advertisement on the back of a 'pulled apart' from 1960

Motor Trend, 1957

'This car has a design so far ahead of its time that if it wasn't built by Citroën, it probably wouldn't be taken seriously, and relegated to the dream car category.'

The Motor, 1958

'Even taking into account a relatively high purchase price that is the inevitable lot of cars bearing import taxes, the

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ID 19 is a safe bet for the driver who first wants to travel long distances quickly, without fatigue.'

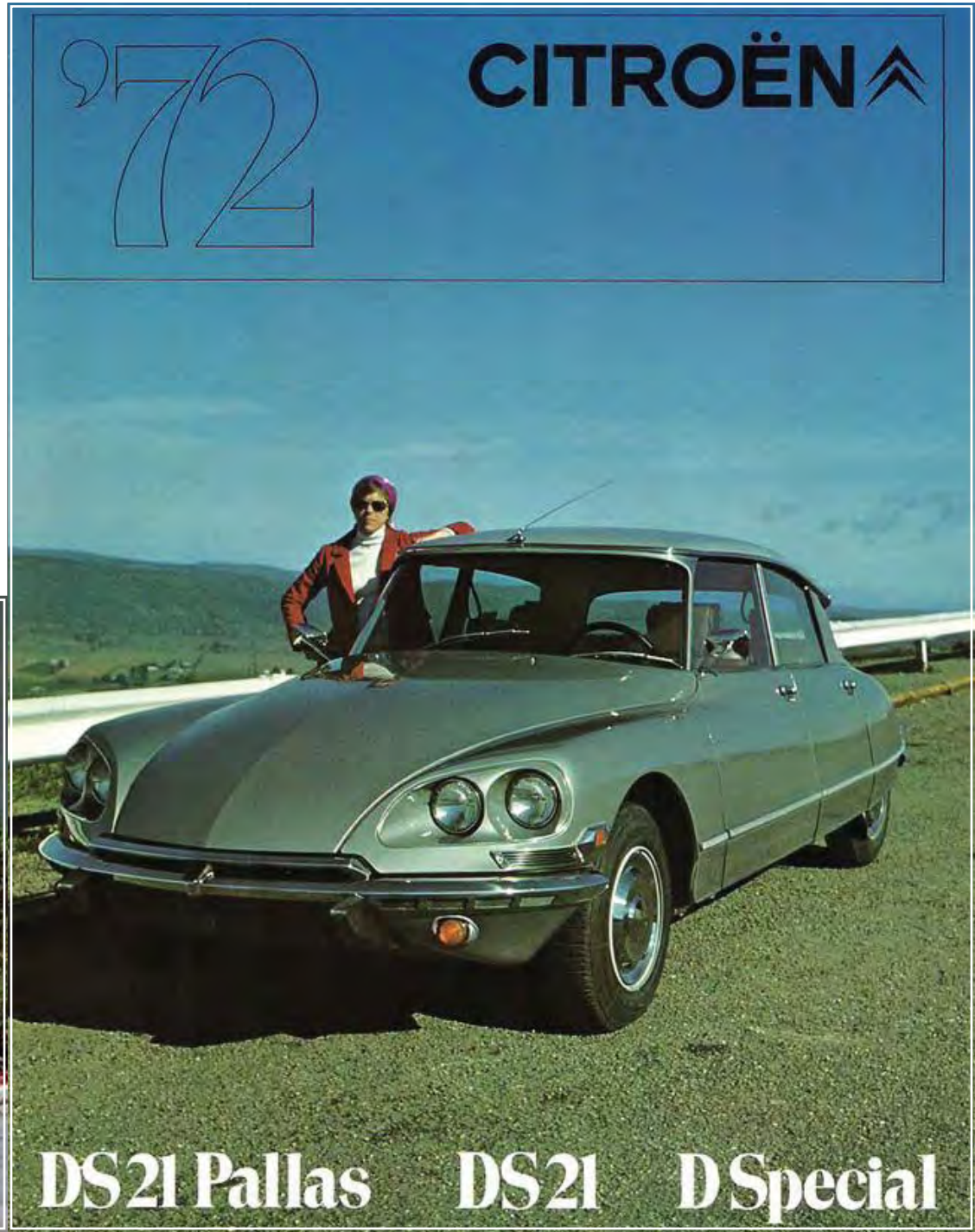
From 1961, the DS Convertible, the pinnacle of French luxury assembled at Chapron, arrived in an American market fond of this type of exotic product. Despite its much higher price than a Cadillac, it had some success on the West Coast, particularly in California. About 120 DS Cabriolet and seven ID Cabriolet were exported to the United States by 1971.

The arrival of the second generation of DS in 1968 forced Citroën to adapt to the latest American standards. The most obvious change was the fixed headlights inserted in an aluminium block, without protective glass.

In a 1970 Motor Trend Shoot, the journalist explained that 'due to the multitude of technical and commercial constraints, it is impossible to design a very innovative car in Detroit.' He stated that 'outside Detroit, a manufacturer has succeeded in this bet, and has even offered itself the luxury of a real success in terms of sales. This is not the NSU Ro which in 1970 has not yet proven itself, but the Citroën DS, the strangest car in the world.'

The release of DS in America officially ceased at the end of 1972. Some DS 23s were still imported later, but individually.

Below: An example of a US specification Citroën DS Cabriolet. Left: Citroën advertising brochure from 1972.



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Citroën 2CV

The 2CV was totally out of step with the American dream, which in the late 1950s favoured big cars with crazy lines and oversized engines. In the United States, the issue of fuel consumption was not yet on the agenda. In 1955, the 2CV was displayed at around $1,200, compared to the $1,600 required for an entry-level Chevrolet or Ford model.

At first, Citroën released four versions of the 2CV in the United States, the classic sedan, a van with and a van without side windows and a pick-up truck. [Your editor finds this claim dubious as his understanding is the pick-up was only produced at Citroën's UK plant at Slough. Ed.] Then the supply became more limited, with a sedan and only one van being available. The US administration found a simple way to prohibit further marketing in the United States, by raising the minimum speed on its highways. Under full load, the 2CV was unable to reach that threshold.

During the 1960s, some 2CVs were still imported individually thanks to the Citroën Overseas Delivery Plan. But these were cars in European configuration. During the 1980s, some fanatics distributed 2CVs in the United States, bypassing strict licensing standards. For example, two Charleston 2CVs were imported by Michel Fournet, then dismantled and fully reassembled on old chassis that had been approved. Another company, Target, imported the 2CV and sold it as a kit car, which allowed some licensing rules to be ignored.

Citroën Ami 6

The Ami 6 sedan was released on the American market between 1963 and 1968. The break version completed the offer from 1966. The sales of the Ami 6 were very limited: just a few dozen units. The American Ami 6 was distinguished by twin front headlights, different indicator lights, front and rear bumpers equipped with protective tubes, and a speedometer in miles per hour.

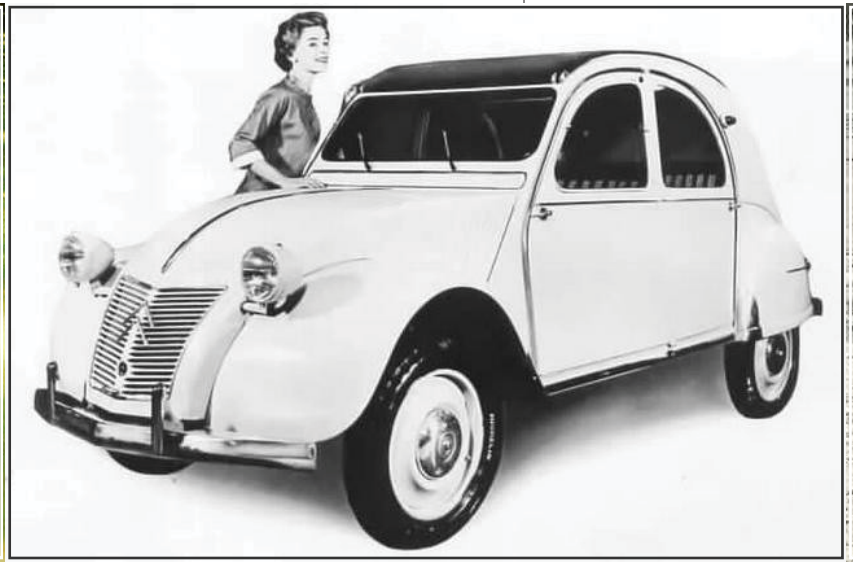
As Charles Buchet put it: 'You only have to imagine four Americans, solidly fed up with Big Macs and Coke, installed in a small sedan powered by a 2CV engine to realize that it does not really correspond to the realities of the American market.' It is estimated that there are approximately 800 2CVs and Ami 6s sold by Citroën in the United States.

Once again, advertising literature was reduced to its simplest expression. There was still a US version of the famous catalogue 'For you Madame' published in 1963 by Delpire. The catalogue 'For you Madame' included some of the photos from the French edition, but other shots were totally original.

Citroën Mehari

Citroën introduced the Mehari [without the accent] on American soil in 1970. It was presented as a competitor to the Volkswagen mechanical buggies. Regulation obliges, its appearance had been changed in relation to the European version. Larger headlights were mounted, significantly altering the look. The bonnet had been transformed to accommodate them. The blinkers and reflectors were also different. The location of the rear license plate was specific to this market. For safety reasons, it was necessary to adopt a metal windscreen surround. The doors

Below: Note the huge bumpers on this US version DS station wagon Right: The '2CV Passenger car convertible 4-Door, 4-Seater' as presented in an American brochure.



The Citroën Ami 6 in its American version.

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CITROËN AMI-6

A bold, modern, and rational solution to the problems of economical motoring. A low-price economy car with front-wheel drive, air cooled engine, 4-door, 4 passengers. The most comfortable car in its class!

CITROEN COMFORT: Enjoyed in the AMI-6 to a degree never known before in an Economy Car. An extremely smooth suspension eliminates passenger fatigue whatever the road, load, or length of the trip.

CITROEN FRONT-WHEEL DRIVE: Featured on the AMI-6 as on all Citroen models. World-renowned for extraordinary road-holding qualities over any surface, under any condition. Front-Wheel Drive is the coming trend in automotive engineering.

CITROEN ECONOMY: The AMI-6 goes easier on the pocketbook. Travels 40 to 45 miles per gallon and has a top speed of 70 miles per hour. Its Air-Cooled Engine is unaffected by either cold or heat. The AMI 6 is fully warranted for 12 months or 12,000 miles.

CITROEN DISTINCTION: Form follows function in dictating the modern lines of the AMI-6. Ample headroom is provided for the rear passengers. The reverse sloping rear window eliminates reflections and increases visibility. Elegant colors and rich upholstery give it that "big car" feeling.

Fast, sturdy, outstandingly economical, yet with traditional Citroen comfort, style, and dependability.

CITROËN
300 PARK AVENUE, NEW YORK 22, NEW YORK — MUrray Hill 8-1161
Sales and Service throughout the U.S.A.
8422 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA — OLive 3-8330

were replaced by a simple cord.

This vehicle presented in France in May 68 did not meet the expected success on the other side of the Atlantic. However, it seemed particularly suitable for Californian beach users, or those who wanted to have a recreational vehicle at a lower cost. The Budget rental company ordered a hundred of them to enrich his park on the island of Hawaii. But if its plastic body was not afraid of corrosion, it was not designed to withstand the constant high temperatures that could be found on American shores. The body panels were cracking, and the plastic hues were losing their early appearance.

In front of the Mehari, the Volkswagen VW 181, which had four doors, an all-steel body and higher power, had more advantages. The Mehari was available in the Citroën USA catalogue in 1969 and 1970. Its manufacturer preferred to give up in the face of increasingly stringent regulatory requirements. Bringing the car into compliance with the legislation would have been too costly in terms of its commercial potential. It sold about 1,000 examples, mainly in Florida and California.

Excerpt from an advertising leaflet for the American market, April 1969 ~ The photo is identical to that used for a leaflet for the French market. Excerpt from an advertising flyer for the US market, January 1970

Citroën SM

The SM was marketed in the United States during the 1972 and 1973 model years. After the abandonment of ID, DS, Ami 6 and Mehari, it was the last representative of the chevron brand on American soil. In response to increasingly stringent safety regulations, SMs destined for the US

Left: This simple back-sided slip did not weigh heavily against the colour brochures of other European importers, let alone the prestigious catalogues of the big three.
Below: Excerpts from an advertising flyer for Méhari for the US market, January 1970.

Histoire d'amour aux États-Unis

market were distinguished by a front with four round, fixed circular headlights, and no protective plexiglass. The style did not appear to be quite integrated with the already controversial lines of the car. A number of different design proposals were considered for the US market SM's lights. As was the case with the D-Series, headlamps that turned with the steering were prohibited as were self-levelling lights. It is also likely that Federal regulations did not permit the fitting of more than four headlights. Additionally, the glass nacelle covering the lamps was a non-starter.

Two engines were available: 2,670cc V6 and 180hp SAE in 5-speed manual transmission, and 2,965cc and 190hp SAE V6 for models equipped with automatic transmission.

In 1972, Motor Trend magazine awarded the SM the coveted title of 'Car of the Year' in the 'Luxury' category. It was ahead of the Mercedes S-Class, the Jaguar XJ6 and a procession of Americans [Lincoln Mk IV, Cadillac Eldorado, Buick Riviera…]. This at least proved the interest that American journalists had in France's national GT! Within a few months, the SM covered itself in glory in the United States by winning trophies and awards in tests organized by specialized magazines.

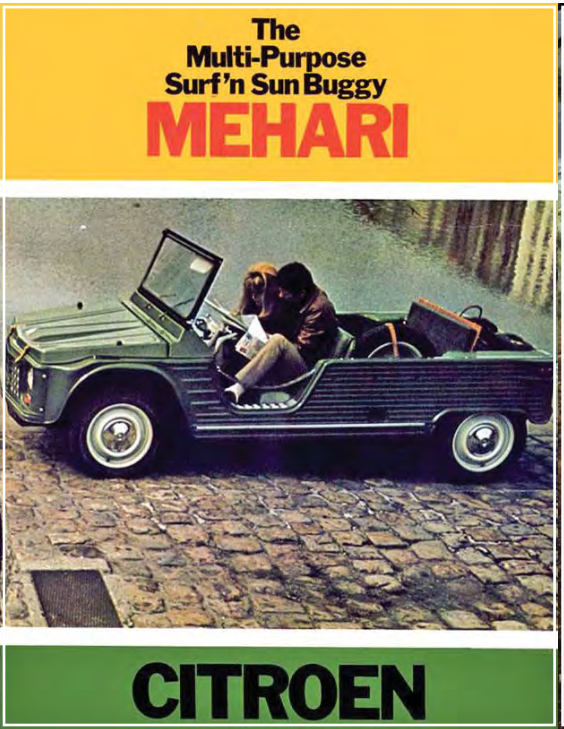
Excerpt from Car and Driver:

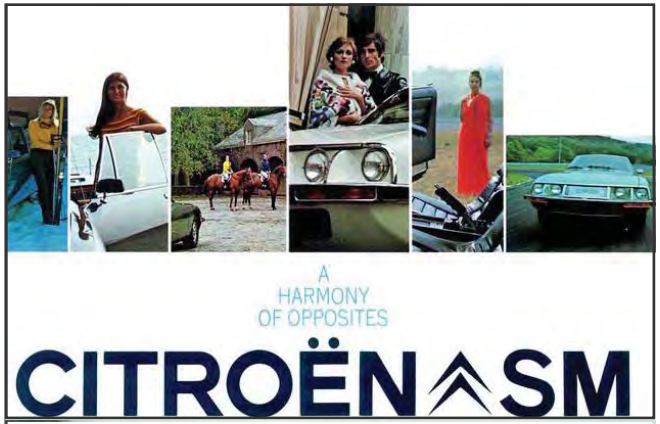
'The SM is the kind of craft that some of NASA's out-of-work engineers might have designed. An exercise in style, a theory. It is extravagant, complicated and only looks like a car because it has four wheels. The SM reminds you at all times… even if you don't drive… '

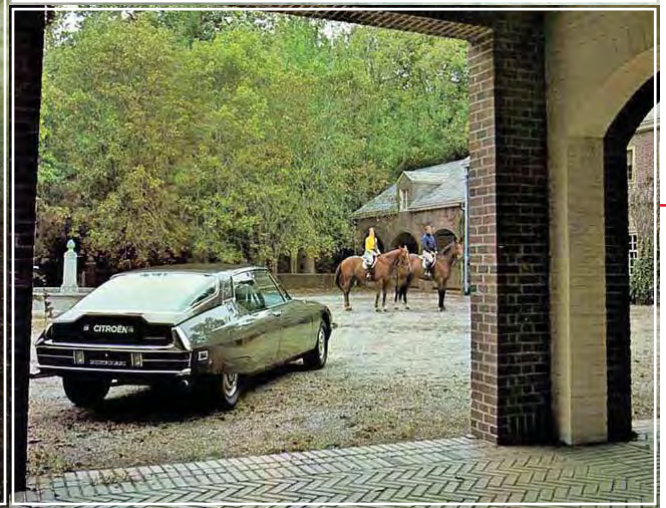
Excerpt from Petersen's '71 Import Car Buyer's Guide:

'Citroën does not often offer new models in its range, but when they do, the newcomer has a significant amount of innovation… Today Citroën markets the SM and proves once again that Citroën technicians can once again surpass themselves… Citroën has created an automobile a notch above everything that exists today, which combines the advantages of luxury and the high performance of a Grand Tourismo… The feeling of being in another world, a world of speed, comfort

Below: The launch brochure from April 1969 used the images as the French brochures, so the Mehari shown is not the US model.
Right: Citroën SM ~ American version.







Excerpts from the Citroën SM brochure, American market, 1973. This is arguably the most beautiful catalogue ever printed to promote a Citroën model in the USA. It comes in two versions, white cover [shown here] and black cover with 'Citroën' embossed.

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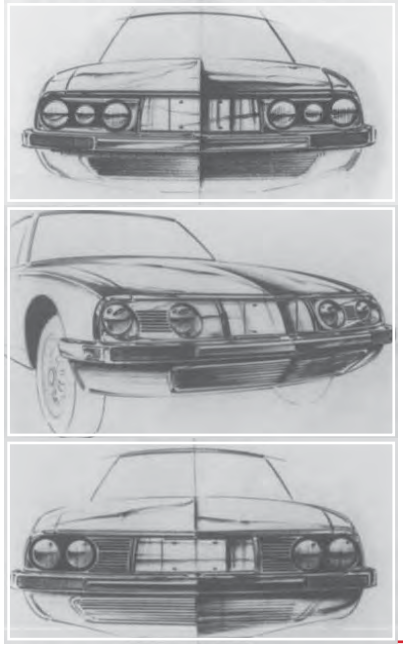


A number of different design proposals were considered for the US market SM's lights. Turning, self-levelling lights were prohibited, as it seems were more than four headlights. For safety reasons, apparently.

and safety never felt in any other car."

Excerpt from Magazine Road Test, April 1972:

'Known as Citroën Maserati, or in recent factory publications under the term Citroën SM, the car is the result of a happy marriage between Citroën Automobiles and Maserati Spa. For those who wondered why the French manufacturer had taken control of the small, world-renowned Italian factory, the answer is now very clear. For the first time since the disappearance of Bugatti, Talbot, and other prestigious firms, France finally has its own GT.'

But after the initial praise, things would soon change for the SM. Customers quickly disillusioned. Totally disoriented by this quasi-spatial technique, enthusiasts also discovered that this was a car that required regular care otherwise it broke down after a few months of use. What's more, it was difficult for Citroën to offer an after-sales service equal to the sophistication of the car, in a country as huge as the United States.

The Javel manufacturer preferred to throw in the towel two years before the final shutdown of production in France. The SM was the last Citroën officially imported to the United States to this day. 2,037 examples were sold during the two years of commercialization, out of a total of 12,920 cars produced, a good performance in itself.

The SM did not disappear from the American automotive landscape, and the interest of enthusiasts remained alive across the Atlantic. In the early 1990s, 75% of the SMs produced there were still fit to drive. Citroën withdrew all official representation in the United States on December 31, 1977. The new owner, Peugeot, decided to remove all unprofitable Citroën files. The survival in Europe of the chevron brand came at this price.

Citroën GS

Citroën considered a time to complete its US range with the GS. A few examples were imported and distributed to the main distributors who exhibited them in their exhibition halls. Orders were registered before Citroën finally abandoned its idea of introducing the car, faced with difficulties and the cost of bringing it up to US standards. As a result, orders were cancelled, and the few imported models sold to local distributors.

Citroën CX

The CX was never officially imported into the United States by Citroën, although the subject was originally discussed internally. The certification standards that had become draconian made the task extremely difficult. But above all, Peugeot's absorption of Citroën in December 1974 changed the situation, with the Sochalian manufacturer planning to market the 604, a direct competitor, in the United States.

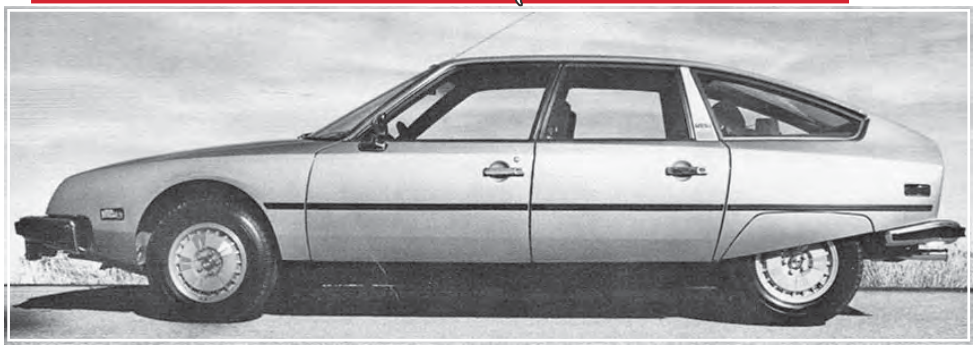
In 1975, Citroën had a number of diesel CXs in the USA where the company was working with the Federal authorities to ensure that the cars would meet US emissions, lighting and safety standards. These cars were kept in Arizona and Colorado; away from prying eyes in New Jersey and California. Confident that the 'US Approved' CX would shortly go on sale, René France, Head of Citroën Cars Corporation was shocked when he was summoned to Paris and told that the company would cease its North American operations on 5th December. It is believed that the reason for this decision was that Peugeot believed their 604 to be better suited to take on the likes of Volvo, BMW, Jaguar, Mercedes-Benz and Saab.

At least two companies, Trend Imports and Yareb Hydraulics, imported some CX diesels outside of any official agreement with Citroën between 1978 and 1982.

Al Mardikian's Trend Imports of Hermosa Beach California, [a service dealer for Citroën be-

A brochure from Trend Import Sales. Marque Motors were their distributors on the East Coast.

Histoire d'amour aux États-Unis



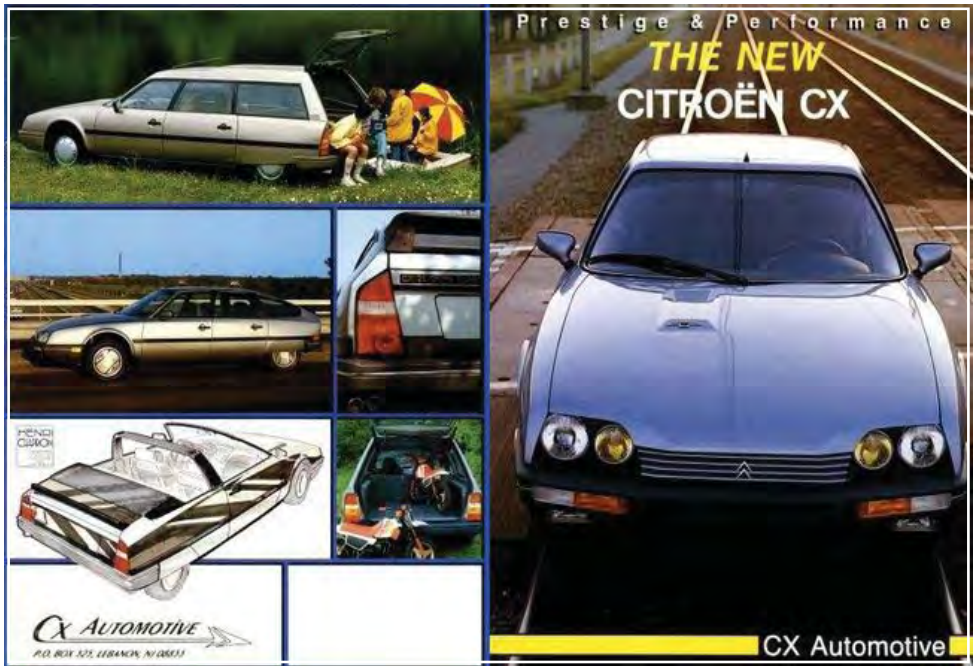
fore they left North America] was the first to import some CX 2500 Diesels.

Since the 'US Approved' modifications had never gone into production, Trend were obliged to modify the cars in order to meet the slow speed DoT front and rear impact standards. Trend added heavy angle iron behind the bumpers to ensure the cars were able to pass the tests and this resulted in them standing proud of the bodywork. They also made some changes to the lighting.

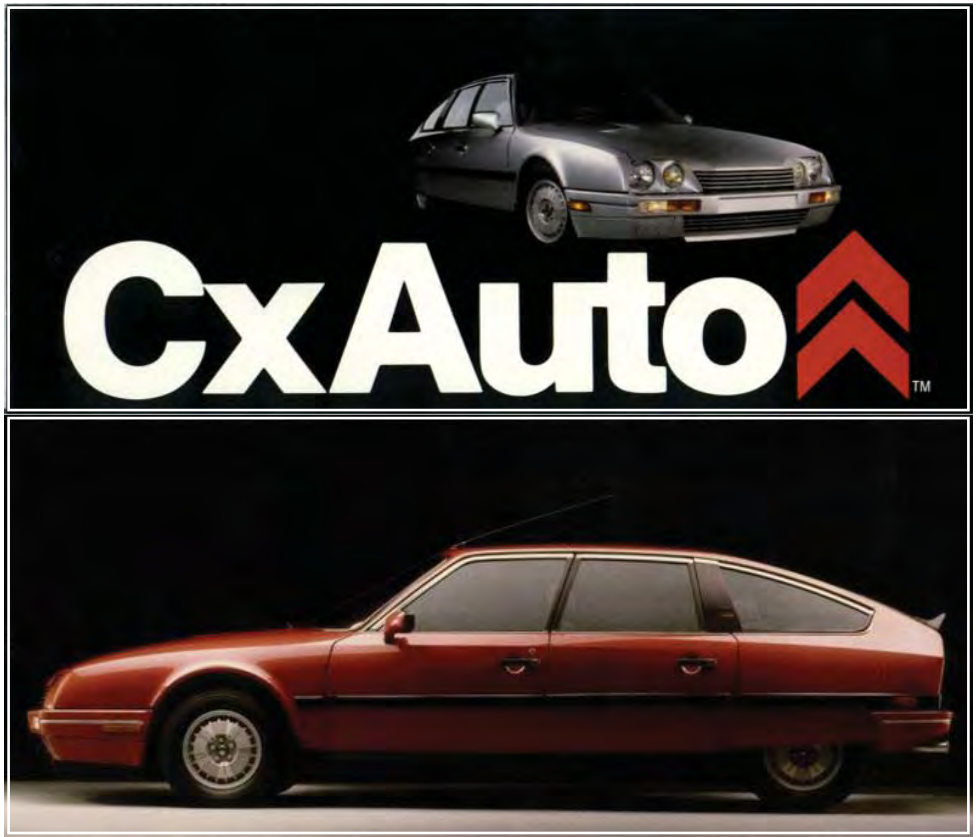
In 'Federalising' the CX, Trend added iron bars behind the bumpers, resulting in them standing proud of the body. This is clearly seen on the front bumper

However,it didn't take the authorities very long to figure out that Trend Imports were basically importing run of the mill French cars with minimal changes. The cars were modified to meet local standards: reinforcement bars in the doors, larger bumpers, lights and flashing lights, etc. Mardikian ended up in court facing 35 charges of making false statements regarding test done on 'grey-import' cars to ensure they met the standards of the EPA. Each false statement carried a maximum of five years in prison and a $10,000 fine. Vehicles included BMW, Ferraris Mercedes Benz, Lamborghini, British Leyland Range Rover and Porsche. He pleaded guilty to one count of fraud and nine false documentation. Today he is CEO/Chief Design Engineer of Regreen Technologies, Inc and claims:

'As a distinguished automotive designer and engineer, Mr Mardikian created designs and cars for Ferrari, Lamborghini, Porsche, Mercedes, BMW, and Honda. He partnered with government and defined safety standards for the Department of Transportation and has manufactured special emission systems on boats and automobiles for the Environmental Protection Agency. He also tested models of exotic cars, boats, and watercraft for compliance with US Safety, DoT, Coast Guard, and EPA standards.'



CX Automotive's CX brochure..



Histoire d'amour aux États-Unis

But the approach that most marked the spirits was that of CX Automotive.

Two men were behind the creation of this company. The first, Malcom Langman, was a convinced American Citroënist. He had made a good living selling medical equipment. When the Javel firm withdrew from the United States, he tried to convince the parent company that the CX had its place across the Atlantic, but to no avail. The other man in this adventure was André Pol. This Citroën specialist based in the Netherlands had the logistics to export cars abroad. This was one of its activities before the birth of CX Automotive.

Malcom Langman relied on European legislation that allowed French cars to be bought outside of France, and then resold wherever they were desired. André Pol was responsible for finding new CXs in Europe, and then selling them to Langman. It then had to be brought up to US standards. The first CXs, diesel versions, were acquired in Switzerland, where they were already equipped with the clean-up systems imposed in the USA. The compliance of diesels proved to be simpler than that of petrol engines.

The CX was obviously sold without any support from Citroën, and could not claim either the name of Citroën or the use of the double chevron. All Citroën logos were therefore prohibited on the bodywork. However, one of the flyers read 'The CX comes from Citroën's production lines.'

Having cars was one thing, selling them was another. Our two adventurers set out in search of distributors by placing advertisements in the press. A few enthusiastic garage owners, already representatives of European brands, showed up. Importing officially began in 1979, and continued until 1991.

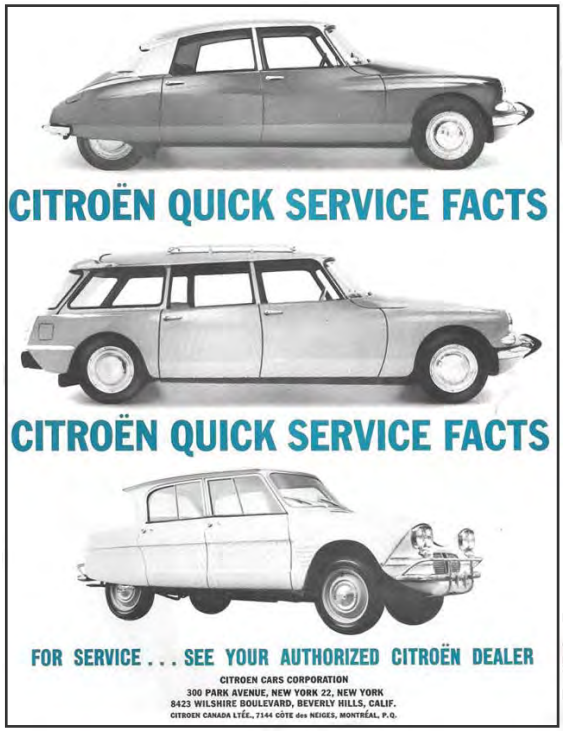
In 1981, the pooling of the interests of Malcom Langman and André Pol gave birth to CX Automobiles Europe SA, a company led by André Pol, which took over the importation of petrol versions. A structure called Green Automotive based in the Netherlands prepared the cars for the United States. This adaptation work required approximately 180hours of work. The structure and doors of the car were reinforced, a new paint was applied, the electrics were revised, air conditioning was installed, as well as a leather upholstery, a sunroof, new trim, etc…

Upon arrival in the United States, the cars were again checked before being distributed to the twenty dealers [their number in 1988] who had agreed to follow Langman and Pol in their project. The ambitious targets were to sell between 1,300 and 1,500 cars per year. The reality was harsher. Less than a hundred CXs were sold annually, peaking at nearly 250units in the best year.

Citroën were very unhappy with this parallel importing. But the term 'parallel' was not accurate, since Citroën no longer imported cars to the New World. Moreover, with the extent of the changes made to the CX, Langman eventually obtained full-fledged manufacturer status from the US authorities.

In 1985, CX Automobiles Europe SA was replaced by New Jersey-based CXA International SA. Langman and Pol were still in charge, one as president, the

European Car of the Year 1990, XM Vitesse, by CX Auto



In this advertisement, Citroën insists on the quality of its after-sales service

Histoire d'amour aux États-Unis

other as a director. From now on, the CXs sold in the United States had a serial number struck by CXA and no longer by Citroën. This could only annoy the Javel manufacturer, who remained legally prevented from stopping this activity.

The small quantities imported, the cost of upgrading to US standards and the total lack of support from a large manufacturer led to a relatively high selling price. In addition to the station wagon, the cars sold were the high-end versions: GTi, Turbo, Prestige…

Citroën XM

The XM replaced the CX from 1989 in Europe. At the 1991 New York Motor Show, CXA exhibited two modified XMs that met US standards. To counter CXA, Citroën also presented the XM on a stand in the same show, and thus meant its intention to officially return to the United States. We now know that this was not the case, but it is not known whether this is an aborted project, or more simply a desire to put sticks in the wheels of this cumbersome maverick.

The CXA XM was available from September 1991, in the Vitesse version powered by the 3litre V6 and Pallas by the 4-cylinder 2litre. The XM was no longer prepared in the Netherlands, but directly in the United States by a company called Automotive Reserch and Design, of which Langman was a shareholder. One of the goals of this company, which could work for other manufacturers, was to facilitate the adaptation of foreign cars to American standards.

Obviously, as with the CX, Citroën withdrew all warranties on these vehicles. CXA and its network ~ which now had about 60 maintenance centres ~ tracked these cars. The distribution of these XMs was even more restricted than that of the CX. Its price was well above that of its predecessor was enough to discourage potential buyers. In the end, Citroën's fight to stop these sales was no longer justified. Even stricter new standards removed any possibility for CXA to continue the sale of XM in the United States under acceptable conditions.

Recently [apparently 2015], Citroexpert discovered documentation which showed that a great deal of time, effort and money was invested by the factory with the intention of returning to the North American market with an 'Americanised' XM ~ both the V80 [sedan] and the V82 [break] were considered.

When the XM was developed Citroën had employed a number of American designers including Carl Olson. These Americans not only saw it as a challenge to create a US market-specific vehicle but they also took on interns from the USA who had the same motives.

French designers on the XM team including Jean-Claude Bouvier had already proposed a three box XM.

Carl Olson told Citroexpert that during the period 1982-1987 it was clear that the Marketing Department wanted a three volume variant with an 'optically isolated' boot because the car's competitors in the USA [primarily the Mercedes S-Class and the BMW 5-Series] used this layout. Hatchbacks have never been particularly popular with American buyers in this market segment. This was confirmed when the XM was put to customer clinics in the USA. Carl Olsen said he suspected that a 'tricorps' version would have enjoyed more success in Europe than the hatchback did.

He added that his brief was not to do 'violence' to Bertone's original lines.

He said that the probability of returning to America was extremely small, given the huge investments that would have been required.

This article uses material from Julian Marsh's website http://www.citroenet.org.uk/ and http://leroux.andre.free.fr/smallfourbis.htm supplemented by additional research by the Editor.

A US Citroën dealership in the 1960s. Among the ID/DSs can be seen a 2CV van and is that a Traction behind the green DS? Or is it just wishful thinking by your Editor?

Genève's Type 45

THE CITROËN 45 GENÈVE BODYWORK

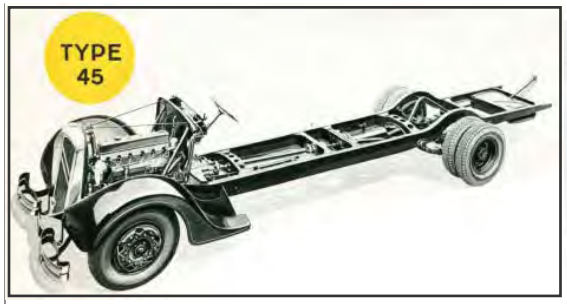
Autocars Anciens de France has in its collection a 1949 coach combining modern bodywork [for the time] and a chassis that has already qualified as 'legendary'.

André Citroën was a daring go-getter and it only took him a few years to become the second largest car manufacturer. He launched his first 6-cylinder engine at the 1928 Paris Motor Show. This 2,442cc motor developed 33.6kW and propelled the AC6 to 105kph. In 1932 the capacity was increased to 2,650cc and the power to 37.3kW. Citroën's first real truck is the C6GI of 2tonnes payload powered by this 6-cylinder motor.

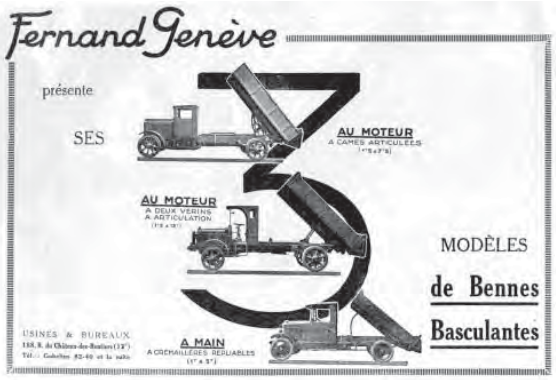
Launched in large volume, its selling price and delivery time are unbeatable. A 23-seater coach version with an all-metal body, light, fast, revolutionizes passenger transport. Between 1931 and 1932 some 1,600 examples were delivered.

André Citroën considered that the conditions were right to go to the next size. However, producing a larger truck is not a simple task. Citroën must take into account the technical and commercial capacity of its factory. The target market is craftsmen and manufacturers who transport their own goods and belongings short distances. The various common categories, dump truck, coach, are taken into account. The result is a 3.5tonne vehicle, or 4.5tonne load by extending the body, hence its name T45 and a total weight of 7,600kg. Between 1933 and 1953 72,423 examples were built.

Of course, the rust has appeared, but it is only superficial. In 2015, when this picture was taken the 'beast' was already 66 years old!



Expertly designed and easy to maintain, this chassis was manufactured from 1933 to 1969, ie for 36 years and under different names: 45, 55, 46, 47 and 60



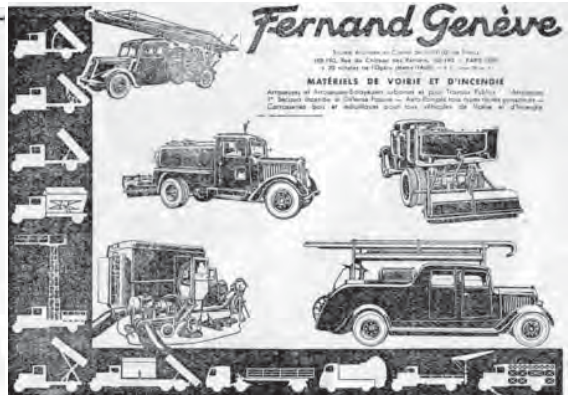
In the 1920s, it was only a question of tipping trailers.

Not Big, But Brave

The engine which powers this model is the marque's first dedicated truck engine, having no connection with the motors used in the brand's cars. The engine is a six-cylinder 94×110 bore × stroke, or 4.58litres displacement. It originally developed 54.5kW at 2,500rpm for a fiscal power of 17CV. This is

In the 1930s, tower trucks complement the dump trucks.

During the war, Genève became a real bodybuilder



Genève's Type 45

This Citroën coach, still under W registration, is dated August 1949. It was destroyed 10 years later.

The same coach, at the curbside at the bus station in Place Stalingrad. In 1950 its 1949 registration became 7730 AB 75.

TEL. COB 82-40
ADT SEXTREV PARIS 65
CH. POSTAUX PARIS 6540 D
R.C. SEINE 276-541 B
PRODUCTEUR 22-765

Fernand Genève

Société Anonyme au capital de 16.500.000 Francs
188-200, RUE DU CHATEAU-DES-RENTIERS — PARIS (13e)

CARROSSERIE CAR CR1 31 PLACES

SUR CHASSIS CITROËN TYPE 45 DIESEL

Carrosserie entièrement métallique, de ligne et conception technique rationnelles, présentant les avantages suivants :

Solidité remarquable
Grande commodité d'accès
Maximum de confort et d'agrément
Bonne visibilité conducteur et passagers
Entretien économique obtenu par la simplicité de remplacement d'éléments interchangeables

résultats d'études poussées et de moyens modernes de réalisation.

COTES PRINCIPALES

Long. totale extérieure : 9 m. 030 — Long. intérieure libre : 6 m. 618
Larg. totale extérieure : 2 m. 480 — Larg. intérieure libre : 2 m. 250
Haut. totale extérieure : 3 m. 150 — Haut. inf.re sous cintre : 1 m. 908
Longueur utile de la galerie : 3 m. 847

Fernand Genève S.A.
188, rue du Château-des-Rentiers, PARIS-13e
Spécialiste de l'ÉQUIPEMENT GÉNÉRAL des VÉHICULES INDUSTRIELS
vous présente sa dernière création conçue pour répondre à tous les besoins des TRANSPORTEURS DE VOYAGEURS
VÉHICULE le plus ÉCONOMIQUE par : SON PRIX SES QUALITÉS SON ENTRETIEN
DOCUMENTATION sur DEMANDE à nos BUREAUX ou CHEZ LE CONCESSIONNAIRE CITROËN
Poursuit toujours FABRICATIONS la GAMME de ses de BENNES
LA PLUS IMPORTANTE PRODUCTION EUROPÉENNE DE BENNES AUTOMATIQUES

GENÈVE

Spartan at first glance, the Genève CRI is much higher and brighter than its peers. Note the semi-emergent position of the spare wheel at the rear

Top: 1947, Genève advertises with its newborn, the CRI coach.
Bottom: The tipper on a Willème heavy truck and the CRI are the flagship models of Genève at the October 1948 Motor Show.

mated to a four-speed gearbox with synchromesh on the two top gears and a single reduction Banjo rear axle. Three wheelbases are planned, 3.60, 4.60 and 5.33metres. The Type 45 appeared at the October 1933 auto show, in a short chassis.

It was not until December 1933 that the presentation of the 45S coach [S for surbaissé or 'lowered'] on a 5.33m wheelbase chassis occurred. This coach is dressed in a metal body extrapolated from that of the C6GI and has a capacity of 31seats. Citroën loves media stunts, croisière noire, croisière jaune… So to launch the coach, it registers it for the Rallye Monte Carlo! Registered on December 27, 1933, it immediately left for Warsaw, where it was the only heavy vehicle to start. It reached Monte-Carlo via Prague, Frankfurt and Strasbourg in 59hours and 30minutes after 2,456km and without any penalty. For those who would not have taken notice of this coup, Citroën made full pages of advertising for months in the press.

Genève's Type 45

Opposite: The Angers and Nantes network timetable from 1950 is illustrated by their most modern model, the 45 Genève and it is a 45 Genève that still adorns the Paris-Villette timetable in 1955.

Without changing the dimensions, but with cylinder head, pistons and ad hoc equipment changes, at the end of 1934 Citroën released a diesel version under license from the English firm Ricardo. Even more so than today, pre-war diesel only performed well when hot and struggled to start in winter. For the craftsman who will travel five kilometres with his dump truck or the company which takes its daily production to the railway station, diesel only brings an additional cost and inconvenience. It is different with the regular bus service which runs three times two hours a day, or the bus which runs from morning to night. It is therefore in passenger transport that diesel made a significant breakthrough. [This is in contradistinction to the comments made in the 1938 article published elsewhere in this edition where it is claimed the majority of French coaches were petrol-driven. Ed.] In 1935, Citroën stopped building the coach bodies and passed this work to Currus, who became the preferred bodybuilder. However, the customer remained free to select a bodybuilder of their choice.

After the war, Citroën improved only the steering and braking. For lack of a sufficient payload, the Type 45 was not of interest to commercial truck drivers, but it remained very competitive, despite its small outmoded cabin, for many owner-drivers and in specialized areas such as milk and livestock transport, or carrying specialised equipment like tarring machines and light duty use such as with the army.

The 45 is especially suitable as a coach, where the load was effectively predetermined by the number of seats and was hardly exceeded. While it does not have the class of the Swiss brand Saurer, a Citroën 45 was deemed good for service, at an advantageous price and benefited from nearby after-sales service. In addition, it can be ordered with a forward cabin.

A Genève 45 is in the foreground of the herd of Citroën coaches parked on Place de la Gare in Strasbourg.

Genève Originality

Many bodybuilders worked on the Citroën 45 and even produced coaches in luxury trim. The one that interests us is Fernand Genève, a Parisian who for a long time only manufactured tipping trucks. It began to diversify during the First World War and produced civil protection equipment ~ mean-

Genève's Type 45

ing fire trucks and the like. It was trolleybus manufacturer Vétra [*Société des Véhicules et Tracteurs Electriques*], that brought Genève to passenger transport with orders for bus bodies. The step towards the internal combustion coach was natural.

The Genève coach on the 45 chassis, baptized CRI, was presented in April 1947. The line is surprising! It was far from winning any beauty contests: it is the functional that dominates. The front face is flat, but inclined. The interior, at 1.908m, is as tall as a city bus. The capacity is 31 seats. Genève sought to make a practical vehicle. The body is totally of metal and is connected to the chassis by means of elastic mounts. Overall, the Genève coach proved to be avant-garde and Citroën decided to make it its catalogue model, in other words the one offered by the dealer when the customer had not chosen a separate body-builder. This was a huge asset. However, we do not know how many orders actually Genève got out of it. It was delivered to Transports Citroën between 1948 and 1951, to the Army in 1950 and 1951 but with a petrol engine, as well as to various local administrations. It was also popular for personnel transport but only more rarely was it used by other coach operators. However, there were exports to the Netherlands. At the same time, Genève was opening links with Ford, which was considering using their chassis for public transport, but the project was not followed up.

Top: Genève was trying to continue in the coach business in partnership with Ford. The deals with Unic would destroy the project. [Your editor is unable to understand this note as Unic was absorbed by Henri Pigozzi's Simca group in 1952 with no apparent involvement with Ford of France. And, of course Ford of France was subsequently taken over by Simca in 1954.
Below: In this photomontage supposed to show a Ford, we recognize the Citroën body

Still Registered

Our Genève has its history. It is a 45UA-DI type with chassis number 850 166. It was put into service in February 1949 at the *Paris-Villette des Transports Citroën* network, in cream and brown livery. It plied the Paris-Provins route, 90km long, with the journey made in 2¼hours. There are six departures per day in each direction and each coach made at least three trips per day, 364days per year. Its registration number 534 RQ 7 was changed in the new system and became 7687 AB 75 in May 1950. In February 1959, it was sold to the *Compagnie des Tramways de Poitiers* where it received its number 48, its new registration 714 CU 86 and its new colours. Retired from service in 1965, it was kept as a training vehicle until 1973. After having passed into the hands of private individuals and promised a disastrous fate, it was recovered by the CTP and offered to AMTUIR [*Le Musée des transports urbains de France*] in May 2004. AMTUIR decided to part with it at a time when uncertainties hung over the fate of its collections. This article, by Benoît Gruhier, is taken from the magazine of *Autocars Anciens de France* from April, 2015 with additional research by the Editor. It is reprinted with AAF's permission.

Looking Forward

'Next issue of 'démarreur'... How do you replace an icon? That was the tough problem Robert Opron and Citroën faced as the 1970s dawned. The answer was the CX, but was it the right answer?

If you wish to make a contribution send it to Leigh Miles at editor@citroenclassic.org.au by Monday, April 19. Got a picture that merits sharing? Send it as well.

Photothèque: XM in the USA

Photothèque: XM in the USA

Photothèque: XM in the USA

Super Star to Has Been?

The pictures on the previous pages, as I said, are scanned from the final section of Alberto Martinez and Maurice Sauzay's 'Citroën XM' book. Clearly the images span the book's spine and I was not by way of dismantling the book to provide better versions of the pictures, without the spine's occupation of the image's centre.

I wondered whether Julian Marsh's Citroënët site might have copies. No.

I wondered whether some other Citroën enthusiast had seen fit to disassemble their copy of the book and upload better images. No, not that either.

But I did find these pictures on the www.passionxm.com site. The site's moderator claims that these are pictures of 'the unfortunate remains of a proto XM for its homologation in the USA.'

Could it be the same car that was used for the photographic session we have already seen? The colour and trim levels appear the same.

Or is it, as another contributor has suggested, merely one the very few XM Vitesse that were imported by CXA? Without a VIN I guess we will never know although personally I would have thought potential American XM owners would want the automatic version of the V6 XM, in preference to this manual V6.

But, my research on Julian Marsh's site was not in vain. I found a road test of the XM Vitesse from The Philadelphia Inquirer [November 13, 1992] written by Al Haas.

But in listing the specification of the US XM it shows the car was fitted with the 3-litre engine, mated to a 4-speed automatic transmission.

The other point of difference is that the car in the road test has different wheels from those of the wrecked XM.

Al makes the point that as apart of the 'Federalisation' of the XM 'the changes include the substitution of a BMW catalytic converter and the installation of Pontiac headlights, a third taillight, a set of door-mounted automatic seat belts and side-impact beams in the doors.'

Super Star to Has Been?

The pictures from the XM Passion site do not allow us to determine whether the catalytic converter has been changed. Nor do any of pictures show the seatbelts… either attached to the B-pillar or to the front doors.

But it is clear that the headlights are not the same shape or width as those of a European XM. They are narrower and there is an insert between the headlight and grille. .

While this fact is not mentioned in any of the sites that talk about the imported CX or XM models, one of the requirements for US approval of a car was the fitting of side running lights [or are they merely reflectors?] to the front and rear quarter panels.

The photoshoot car has no reflectors, while on the wrecked vehicle this is clearly visible, at least on the driver's [left hand] rear wing.

So, despite it being a manual car, close review of the detail would indicate the 'Has Been' is not the 'Super Star'

This article uses material from www.passionxm.com supplemented by information from http://www.citroenet.org.uk/ and additional research by the Editor.

Above: The headlight and grille area of the wrecked XM, clearly showing the infill pieces on the inside of each light. Compare that with the photoshoot car in the second picture.

The Maryland-registered XM below was photographed at the local car show. The side reflectors on both front and rear wings can be clearly seen. www.flickr.com/photos/njsimca/3553194346/

L'Hôtel du Tigre: Part 1

CHERS AMIS CITROËNNISTES AUSTRALIENS…

I was contacted last year by your relentless Editor, who requested permission to reprint some Citroën articles written for various magazines, including yours, in the 1990s

After our exchange of emails, it occurred to me that the intrepid Editor had visited this part of France, I think in 1999?

We arranged accommodation for him in our nearest, but not most salubrious, hotel, which, at the time, was called L'Hôtel du Tigre. Clemenceau's nickname, of course: he's buried just a few kilometres from here.

The hotel was run by a Monsieur called Philippe, who kept the bar and who smoked yellow Gitanes.

Philippe's brother Lionel owned a gastronomic restaurant at the other end of St Vincent Sterlanges, a little town strung along the N137, which used to be a staging-post for horse-drawn carriages before Napoléon's time, when it was known as La Route Royale. St Vincent, then, was the original two-horse town. En français: Deux-Chevaux.

Philippe was down-to-earth, and had perfected the art of smoking the entire Gitane, removing it only once, halfway through, to flick off the drooping ash. This was a handy trick, as his hands were wet most of the time from administering Jupiler

Above: L'Hôtel du Tigre as it was when your Editor stayed here in 1999.
Philippe was a dab hand at administering Juliper to truckies. Most drinkers read it as Jupiter… Which is the journos' nickname for Emmanuel Macron.
Below: Clearly this is not Philippe's CX ~ the ashtray is far to clean. But Alan wonders whether one day, surely, there will be a scratch and sniff app. Just for the odour of Gitanes.

Alan's neighbour, Colette, drove Granny Smith Visa Club until turn of the century. She now drives a Twingo 'Easy'. No clutch. It's her second Twingo. The first one was involved in an altercation at the Madonna statue next to their house. The commune's white C15 did not escape unscathed. The virgin did. There is a 1998 Citroën story involving the [now absent] concrete halo, too. For future telling.

L'Hôtel du Tigre: Part 1

beer for truckies.

Philippe owned an early-model [1975] bronze CX, the one with the spherical ashtray atop the brown dash, and drove the school bus on afternoon runs. Both vehicles were shiny on the outside, and Gitaned on the inside. The CX ash-tray contained, naturellement, surrealistic semi-circles of consumed tabac-brun, and would have won medals in some of the more avant-garde Parisian modern art exhibitions.

Madame, who drove a metallic green polka-dot interiored and wombat-nosed two-cylinder Visa Club, did the cooking. As French Relais-Routier truck-food goes, it was state-of-the-art: chicken gizzard salad; boudin noir et purée [black pudding, mashed potato]; tête et tripes de veau. Unlimited vin rouge. There was always a flourish to her cuisine. The gizzards were lightly sprinkled with Noirmoutier sea-salt and home-made local wine vinegar vinaigrette, the black pudding was always, in the autumn, served with a caramelised apple from her garden. The same vinaigrette was offered with the calf-head and tripe, and on a good day those who were unaccustomed to such delicacies would not be served any recognisable facial feature, in whole or in part. Each week she'd collect a pair of cut-price calf-heads from the abattoir, after folding flat the Visa seats.

I digress.

Suffice to say that the rooms, apparently, and according to The Editor's observations, were not quite as exquisite as the gastronomy. So it was with some trepidation that I collected our Melbournian friend all those years ago, in our plastique palace 1983 model silver GSA, following his overnight stay there…

Leigh, of course, saw the humour in the whole thing, as we shared coffee and croissants on a yellow Formica table in a corner of the bar near the window, overlooking the plane trees, the pissoire and the fire station on La Place de la Mairie. Behind the doors of the tiny fire station, with its proud red-painted lettering « Sapeurs-Pompiers de Saint-Vincent Sterlanges », was a HY van. Well, to be perfectly accurate, it was a HW van, and had rear « suspension hydraulique ». It was intended for the cushioned transport of pre-seatbelt accident victims from the N137 Route Nationale, which runs between La Mairie and L'Hotel, to the hospital in La Roche Sur Yon, forty kilometres away.

Well, on that day, as we finished our croissants, The Usual Suspects were already at the bar, consuming Jupiler or Muscadet…

That was 22 years ago.

In 2018, another event occurred on that same Place de la Mairie.

And memories of our antipodean visitor came back to mind…

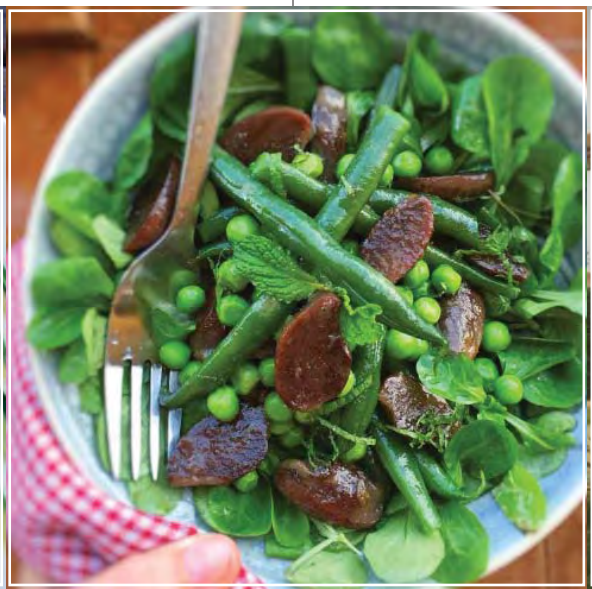
So stay tuned, CCOCA friends, for the Part Two which, I hope, will help bring those 1990s tales slap bang into the modern day.

It is called 'La Deux-Chevaux et Le Convoi Nucléaire'.

With kind regards from your French/Australian correspondent.

Alan Brown.

David Evans, then editor of The Citroënian, visited Sainte-Cécile in the early 1990s. The Sainte-Cécile fire appliance was externally identical to the one in neighbouring Saint Vincent Sterlanges. Both local fire brigades have more up-to-date equipment these days.



For Sale

UNLESS OTHERWISE STATED ALL PRICES SHOWN EXCLUDE RELEVANT GOVERNMENT TAXES AND CHARGES.

Citroën Books for Sale

All asking prices are, as far as can be determined, well under market prices. They exclude cost of postage if appropriate.

- The Citroën, by Jonathan Wood. Shire Pubs. 1993. Condition good. $10
- Citroën, the great marque of France by Pierre Dumont. Interauto, 1976. [French text with English summaries] Condition good. $100
- Citroën Traction Avant 1934-1957, Gold Portfolio, comp. by RM Clarke. Brooklands, 1990. Condition as new. $60
- Citroën 2CV 1948-1982, comp. by RM Clarke. Brooklands, 1989? [hardback] Condition as new. $50
- Citroën 2CV 1948-1982, Citroën 2CV, Ami & Dyane owners workshop manual, by IM Coomber. Haynes, 1990. Condition very good. $30
- The 'Traction Avant' Citroëns, 1934-1955, by Michael Sedgwick. Profile, 1956? Condition good. $15
- Citroën: daring to be different, by John Reynolds. Haynes, 2004. Condition as new. $75
- Traction Avant 7-11-15-22, by Olivier de Serres. EPA, 1988. [French text] Condition as new, but small misbind - no content lost. $100
- Le Grand livre Citroën, tous les modeles, by Olivier de Serres. EPA, 1988. [French text] Condition as new. $120
- Citroën 2CV 1948-86, by Walter Zeichner. Schiffer Pub., 1989. Conditon as new. $30

Contact Peter Simmenauer, Greensborough, Victoria., Email simmenauerp@gmail.com or [03] 8457 7040 [D01/04]

1986 2CV Ute

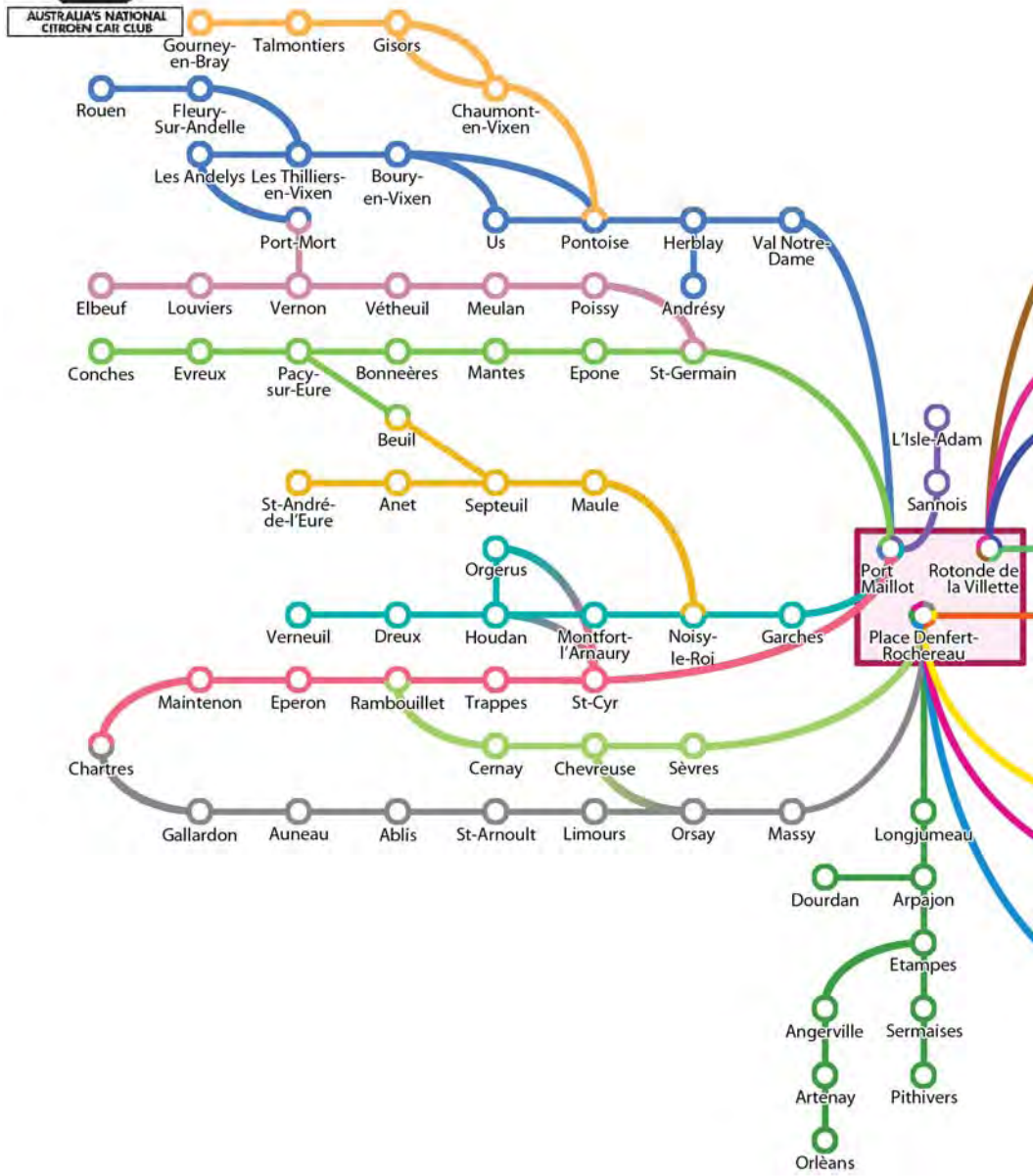
For health reasons I am selling my 2CV Ute for the price of $20,000. The 2CV Ute was built for the English Navy, to fight the rebels in the Malaysian jungle. It had to be robust and reliable to cope with the jungle tracks and it had to be light enough to be taken ashore by helicopter from the aircraft carriers, it was for that reason the 2CV's were chosen. The first batch of 35 pick-ups was delivered late 1959 and 1960, when the ship reached Singapore. A second batch of 30 pick-ups was delivered in 1961. When the mission was over: all Utes were thrown overboard into the ocean. My Ute is a reproduction of the originals. The person who had it built died before it was finished. The Ute was completed and was advertised, and I bought it and had it shipped to Fremantle. I have driven it as my usual transport since 2017. VIN: VF7AZKA00KAI84323, Eng No. 0905042793. Registered until 14.2.2021 will be extending by another 3months. Contact: Herman Berkeringh, winkbul45@bigpond.com or 08 9844 4245 CCOCA takes no responsibility for the provenance of this car and the buyer needs to conduct their own due diligence. [D01/04]

1990 BX GTi 16-Valve

Rust free body with very good cloth interior. Mechanically sound with strong motor and smooth 5-speed manual transmission. All electrics work. [windows and roof] Suspension is very good with no problems evident. Repaired f/g crack in left front bumper with accompanying small dent in guard. Small hole in passenger seat cloth. Paint faded on bonnet and roof. Maintained by French specialist mechanic. Timing belt changed within last 1,000kms. On club rego [Vic 1283-H3, which is not transferable, VF7XBFC0001FC1421]. $4,000. Contact: Richard Ward, 0407 316 060 or richardward007@bigpond.com [F44/05]

1964 DS 19 BVH Motor & Gearbox

Still mounted in a rolling front section of the original car that was wrecked many years ago because of rust. All hydraulic components, gear change, pump, brain, drive shafts, wheels, radiator etc still in position. The front was cut at the A-pillar and includes the fire wall forward and has been stored in a dry shed. Can easily be loaded for transport as it is a rolling unit. This is a rare opportunity to purchase a complete assembly not dismantled. Price $2,000. For more details please contact Peter Huth anytime on 0419 649 499 or Email: lamaisondecitroen@bigpond.com [D01/03]

CITROËN CLASSIC OWNERS' CLUB OF AUSTRALIA

Australia's National Citroën Car Club