



FRONT DRIVE

Australia's National Magazine
for Citroën Owners and Enthusiasts



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

October/November 2022 Vol 46 No 3
When a 2CV is not a 2CV

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:

Arthur and Nance Clarke	1984
Jack Weaver	1991
Peter Boyle	2003
Ted Cross	2012
Rob Little	2012
Sue Bryant	2017
Brian Wade	2017
Leigh Miles	2022

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. While Club permit renewals

can be done via the post CCOCA encourages you to do this via the internet and email. It is faster, simpler and safer than the post. Payment can also be completed via your VicRoads on-line account.

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	Russell Wade 0401 859 704 [M]

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 19:30. The venue is the Frog Hollow Reserve Rooms, Fordham Ave., Camberwell.

Support

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Cover Image

The cover image is from a sales brochure created by Citroën Argentina for the 3CV.

Contributors

Contributors to this edition of 'Front Drive' include Helen Cross, Max Lewis, Peter and Mary Lynch, Eden Medina, Bryan Pullen and Marg Towt.

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Deadline

The deadline for the next edition of 'Front Drive' is Sunday, 20 November, and for 'démarrreur' it is Sunday, 23 October.

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

Club Shop is presently not operating. For further information please contact the Club's President.

OTHER CLUBS

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

Ed Sed

At the September Committee Meeting there was considerable discussion by the members of the Committee regarding the magazines we currently publish both as soft and hard copy.

It may surprise you to hear that the Editor lives in a sort of vacuum. While I do hear from members saying they loved a particular edition, clearly not everyone is happy with every edition. That will never happen. But if you don't let me know what you think of the magazines we produce nothing will change.

Of course, over the decades 'Front Drive' has been produced the nature of the publication, and indeed what we publish, has changed.

If you go back to the early years of CCOCA 'Front Drive' was filled with articles of a technical nature, reports on Club events and articles from members about their cars ~ too of-



ten about the tribulations rather than the joys.

These days technical articles abound on the club's website as do pictures from Club events. The website allows these images to be uploaded quickly, giving a sense of immediacy which a monthly or bi-monthly magazine can never match.

We still publish member's articles about their cars and these days such features are less likely to feature the trials and tribulations of ownership than they once did. I am always keen to receive articles from members about your cars. But too often pleas to owners of featured models fall on deaf ears with my emails going unanswered.

I have always said that this is not my magazine, it is your magazine. If you do not like what is appearing, if you do not like the font size nothing will change unless you tell me. Don't just sit and grumble in the background. But be prepared to write something and not merely complain.

With those comments in mind I must admit that this edition looks at a couple of 2CVs which are not really 2CVs and almost everything is sourced from elsewhere as there are [to my knowledge] no Dalats, Bijous or Citronetas in Australia. So no members to write about their non-2CV 2CV experiences.

Continued on page 6

Prez Sez



Brock era BX racer and sublime SM restorer, took the time to show my cycling buddies and I over his collection, share tales of racing days and explain some of the finer innovative points of his left to right hand drive conversions on the SM. A memorable morning with a motoring luminary.

Again, when travelling through Canberra to collect a nice DS five speed transmission [becoming hard to find], Bob Shackley and Colin Hanley showed us over their respective Classic Citroën and Peugeot

Continued on page 6

Dear Members, With weather improving, days getting longer again and with more afternoon light, the classic Citroën sap is rising again in our collective veins. It has been great to hear of the stories from visits to the Healey factory and also to the treasure store of Ted Cross for the illuminating presentation and discussions regarding 2CV maintenance. Clearly members are very much enjoying socialising together once more and, while it is important to maintain care and awareness of matters COVID, this has been splendid.

Classic Citroën fans rarely limit themselves to a single passion. Another of mine is cycling. I spent the first week of the Victorian school term break in Wollongong, NSW, for the World Road Cycling Championships. Yet I was able to avail myself of the opportunity to drop in on two dozens of the Citroëxperience along the way. Peter McLeod, renowned Peter



Ed Sed

Continued from page 4

All around the world the 2CV was modified to suit local markets and these are just the stories of a few examples.

Plus in the latest news from Citroën there is the release of the 2CV Berlingo Fourgonnette.

Recently there has been a flurry of information about Traction prices in the UK and this edition includes a full update on that discussion.

Events, a book review and library update all await you.
Leigh F Miles ~ Editor

A-Tractions

Please note: To book or RSVP for a CCOCA organised event you must register on line at the club's website.

Do not contact the organiser to register your attendance.

In line with Government guidelines CCOCA no longer requires proof of vaccination if you attend events arranged by ccoca.

The requirements of other organizations is not impacted by this decision.

The Club strongly recommends wearing a mask in areas where you cannot maintain social distancing.

• October

Australian National Show & Shine ~ Euroa

WHEN: Sunday, 2 October

TIME: 08:00 to 15:00

WHERE: Seven Creeks Park,
Euroa

COST: Show cars \$10, inc
driver, general public \$5pp,
under 16 free

Prez Sez

Continued from page 5

collections. [They will be published next month. Ed.]

As I write I am counting down to Motoclassica at Melbourne's Exhibition buildings from the coming weekend. I am making plans to catch up with some of our aficionados. I know also that the show will feature our friend Sven's sublime ID19 Safari ~ the story of Sven's blood, sweat [and probably tears but he seems to be always smiling], home restoration is inspiring and I expect to report on this next month... see you all soon.

Tim Cottrell ~ President

BOOKINGS: On line booking
essential

MORE INFO: www.australian-nationalshowandshine.com.au/

After two years of disappointing COVID-caused cancellations of the annual event, the Australian National Show and Shine is back with plans to be bigger



and better than the last event in 2019.

A picnic atmosphere in the beautiful Euroa streets and parks. Over 70 trophies will be awarded. Unique and exceptional vehicles from all eras including cars, motorbikes, trucks, tractors and engines. Food and drink stalls. Miniature train rides, jumping castle, petting zoo for children. Horse & cart rides, market and many more attractions.

Tickets available on line www.ticketebo.com.au/euroa_anss

Motorclassica Reimagined

WHEN: Friday, 7 to Sunday, 9
October

TIME: See website
WHERE: Royal Exhibition
Building, Carlton Gardens, 9
Nicholson St., Melbourne

COST: Day passes start from
\$49 for adults, Pensioner [not
Seniors Card] \$39 and children
[under 16] \$20

BOOKINGS: Available on-line

MORE INFO:

www.motorclassica.com.au/

Motorclassica is more than a motor show or a club day out. It is Australia's true festival of classic motoring spanning, three days and capturing the imagination of a city with a range of events and attractions.

Your entry ticket gives you access to a range of features including old favourites that have been reimagined and new features like the Icons of Speed and Interactive Zone.

Concours: At its heart, the Australian International Concours is the southern hemisphere's premier pageant for rare, historic and valuable cars and

CCOCA members
John and Jenny
Grieve attended
the 2015 National
Show & Shine
at Euroa.



MOTOR CLASSICA



CCOCA members
John and Jenny
Grieve also at-
tended 2019 Mo-
torclassica where
they won the
trophy in the
Post-War Classic
Closed class.

A-Tractions

motorcycles. Held within the iconic Royal Exhibition Building, the Concours brings together more than 160 cars and motorcycles from around Australia and beyond in a display unlike any other in the world. See your dream cars all in one place. Icons of Speed: New for 2022, see the most iconic fast cars of the modern era all in one place. You'll get up close and personal with everything from Veyron's to Ferrari and Lamborghini's. Get your cameras ready. This will be the ultimate display of cars that you won't see side by side anywhere else in Australia. Marque Park: Australian car clubs are the life blood of keeping our Australian motoring history alive. We will be celebrating these outside on the Museum forecourt.

All-French Car Day

WHEN: Sunday, 16 October
 TIME: Gates open 09:00
 WHERE: Cruden Farm,
 Cranbourne-Frankston Rd.,
 Langwarrin
 COST: \$10 for display cars
 BOOKINGS: Not required
 MORE INFO: PCCV, 0427 203
 206 or Andrew Orum, 0418
 441 555.

Dave Rogers will be coordinating CCOCA & CCCV's participation, so if you would like to display a car at the event, please contact Dave on 0422 229 484. Classes open to Citroëns are:



2022 French Car Festival
Cruden Farm, Langwarrin
SUNDAY 16TH OCTOBER

- Cruden Farm, Cranbourne Frankston Rd, Langwarrin
- The McClelland Drive gates open for display vehicles from 9.00. Judging commences at 11.00
- Display car entry \$10 (includes a garden pass wrist band for the driver). Garden passes for the passengers of display cars can be purchased for \$10 each
- General admission to Cruden Farm gardens is via the car park off Cranhaven Rd. The entrance fee is \$10

Presented by the Peugeot Car Club of Victoria in association with
 Renault Car Club of Victoria, Citroën Car Club of Victoria, Citroën Classic Owners Club of Australia

www.pccv.org
 For further details contact PCCV 0427 203 206 or Andrew Orum 0418 441 555 aaorum@gmail.com

Best Citroën, Best Collection,
 People's Choice and The Ladies
 Choice.

October General Meeting: Guest Speaker, Eric Bishop

WHEN: Wednesday,
 26 October
 TIME: 19:00

Note the corrected start time
 WHERE: Frog Hollow Reserve
 Rooms, Fordham Ave.,
 Camberwell

COST: Free
 BOOKINGS: Essential by Friday,



21 October
 MORE INFO: Lee Dennes,
 0438 286 181
l.dennes@bigpond.net.au

For those of us who watch the Tour de France and can not fathom what on earth it is all about, Eric will enlighten us. He has many a tale to tell about his halcyon days on the road. His knowledge about rules, regulations, yellow jackets and pelatons will just be the a starting point for the evening.



DO NOT CALL LEE TO REGISTER! You must register/book via the CCOCA website <https://citroenclassic.org.au>

• November Melbourne Cup



CCOCA Cup Day BBQ

WHEN: Tuesday, 1 November
 TIME: From 12:00
 WHERE: Graeme and Lee
 Dennes', 103 Nash Rd., Bunyip
 COST: \$2, for the sweep
 BOOKINGS: Essential by
 Thursday, 27 October
 BRING: Everything for a picnic/
 BBQ
 MORE INFO: Lee Dennes,
 0438 286 181
l.dennes@bigpond.net.au

Join Graeme and Lee for a relaxing day at their home in Bunyip for a catch up with friends and if you so wish, try your luck in a sweep for the Melbourne Cup. The Monash Freeway now offers a clear run to West Gippsland as all major roadworks have been completed. DO NOT CALL LEE TO REGISTER! You must register/book via the CCOCA website <https://citroenclassic.org.au>

A-Tractions

• December

Combined CCCV and CCOCA Christmas Spit Roast

WHEN: Sunday, 11 December
 TIME: From 12:00
 WHERE: Frog Hollow Reserve,
 25 Fordham Ave.,
 COST: \$10pp
 BOOKINGS: Essential, by
 Thursday, 1 December
 BRING: Tables, chairs, glasses,



Chit Chat Tuesday

WHEN: 1st Tuesday
 1 November
 6 December
 3 January '23
 TIME: 10:00am
 WHERE: Laneway Espresso
 Café, Dromana
 COST: Cheap Eats
 BOOKING: Not required
 CONTACT: Warwick Spinaze
 0407 016 719.

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



BYO drinks and nibbles
 MORE INFO: Lee Dennes,
 0438 286 181
l.dennes@bigpond.net.au

This year your Club will be
 subsidising a spit roast lunch for
 you to enjoy at our end of year
 gathering.

There will be a selection of
 roast meats and salads along
 with all the trimmings.

Dessert will also be provided.
 Special Dietary Requirements
 will be catered for. [see Regis-
 tration Form]

DO NOT CALL LEE TO REG-
 ISTER! You must register/book
 via the CCOCA website [https://](https://citroenclassic.org.au)
citroenclassic.org.au

• March 2023

CitIn 2023 ~ Murray Bridge, SA

WHEN: Friday, 17 to Monday,
 20 March, 2023
 WHERE: Murray Bridge, SA
 COST: Prior to 18 Nov., '22:
 Adult \$280/Child 5-12 \$95
 Until 15 Jan., '23: \$295/\$95
 Until 17 Feb., '23: \$320/\$95
 Under 5: Free
 BOOKINGS: Essential by
 Friday, 17 February 2023

2CV 75th
 Anniversary
 1948
 2023



BRING:
 Everything
 for a long
 weekend away
 MORE INFO: Greg Moorhouse
 0499 600 841

citin2023@clubcitroensa.org.au
 The booking/registration form
 is now available on the CCOCA
 website <https://citroenclassic.org.au>

Registration fee includes: Friday
 evening welcome meal, Satur-
 day breakfast, lunch and dinner,



A-Tractions

Sunday admission to Monarto Zoo, lunch and dinner, Monday farewell breakfast.

It EXCLUDES accommodation, which is your own responsibility. Accommodation should be booked before submitting your registration form.

The rivers, the lakes, the Coorong, the wineries, Monarto Zoo, the Bend, the clear night skies; the bustling rural town of Murray Bridge and its surroundings are well worth exploring.

The new Bridgeport Hotel in the centre of town, overlooking the mighty River Murray will be the event's hub.

Our CITIN Committee has been hard at work planning a diverse range of activities that are sure to keep you entertained!

COVID-willing, this 54th gathering of combined Australian Citroën Car Clubs will commemorate 75 years since the 2CV was launched in 1948 and continued in production until 1990 with more than 3.8 million 2CVs produced.

VENUE & ACCOMMODATION
All rooms at the Bridgeport Hotel in the centre of town [08 8532 2002] will be held for CITIN registrants until early December 2022. Make sure to mention that you are part of the CITIN group.

The closest caravan park to



the Bridgeport hotel [4km] is at <https://murraybridgemarina.com.au>

For other accommodation options, please refer to the Murray Bridge Visitor Information Centre www.murraybridge.sa.gov.au/discover/visit/vic

Remember, securing accommodation is your responsibility.

PROGRAMME

- Friday, 17 March
Registration, welcome supper and general conviviality and camaraderie.
- Saturday, 18 March
Show and Shine by the river: motorkhana, informal dinner.
- Sunday, 19 March
Observation run, visit to Monarto Zoo, formal dinner and presentations.
- Monday, 20 March
Bon voyage breakfast.

POST CITIN RUN

Join us for 'The River Run', a

leisurely Journey from Goolwa along the 'Mighty Murray Way' to Renmark and beyond, visiting and staying in selected Riverland towns well before the Easter rush on April 7.

• April

Florence Thomson Tour

WHEN: Friday, 28 to Sunday, 30 April

WHERE: Based around Wangaratta

MORE INFO:

florencethomson@tour@gmail.com

The Florence Thomson Tour is proudly brought to you by the Association of Motoring Clubs [AOMC] on behalf of the RACV. The Tour celebrates the pioneering spirit and contribution of Women to Australian motoring. So, ladies, please put the date in your diary so you don't miss out.



FLORENCE
THOMSON
Tour

FRIDAY 28th - SUNDAY 30th
APRIL 2023

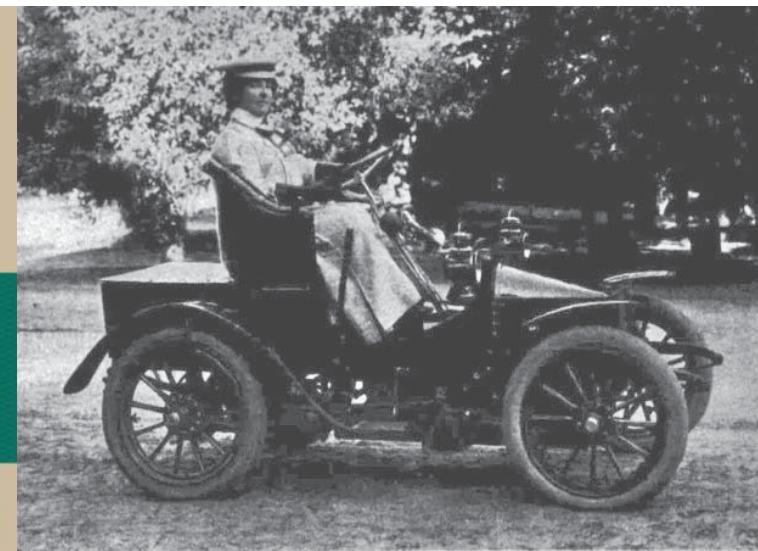
Based around Wangaratta

Is proudly brought to you by the
Association of Motoring Clubs (AOMC) on behalf of the RACV
To celebrate the pioneering spirit and
contribution of Women to Australian motoring
So, Ladies, please put the date in your diary so you don't miss out

Enquiries to
florencethomson@tour@gmail.com



RACV



Ad Lib

The library at CCOCA has been quiet of late. In a coma so to speak but now the oxygen is being applied we will get started on a project to finalise the photographing of all those library books not on the website.

Leigh Miles has suggested we do it with one of his scanning machines which should give us a flat, square pic.

By the time this magazine is in your hands work will have commenced.

Leigh and Philip are back from their summer break in the UK and now look forward to more of the same. [Summer, that is. Ed.]

There has been at least two recent publications. The first is 'Citroën Cars 1934-1986', a pictorial history by Julian Parish.

I have not seen it and am not sure if it's one that I would personally considering purchasing.

It is not expensive but combined with the insane postage rates these days it is not a bar-

gain either. [Your Editor looked on line and found this book for \$42.11, including shipping.]

The other publication is somewhat more impressive on a grand scale... 'The Great Citroën Centenary Book'.

In English, four volumes and it can be viewed in the latest 'démarréur'.

Briefly, it covers 100 years of our beloved marque.

I will have to pass on purchasing as our financial lady last Wednesday poured cold water on a lot of my expenditures... books, car parts, tools, etc. [One member has contacted your Editor and he says the four volumes landed in Australia will set you back over \$600!]

If the Club is to purchase a set for the library, it will need a goodly number of you stalwart Citroën owners and fanciers to let us know you would be keen for the Club to make the purchase.

Your librarian and book nut, Max Lewis ~ Librarian.

CITROËN CARS
1934 to 1986
A Pictorial History
Julian Parish

IN STOCK NOW!

An easy-to-read reference guide to Citroën's most innovative cars, with model-by-model descriptions, detailed technical information and extensive illustrations

bit.ly/Citroen-Cars-1934-1986-APH

The pictorial history of all Citroën cars from 1934 to 1986, extensively illustrated in full-colour

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Book Review

'Daring to be Different'

Taken from the title of the book written by John Reynolds 'Daring to be Different'. Here is my take on this title from the book in our Library.

Published in 2004 it comes as a hard-cover with a dust jacket with a picture of a DS faired headlight.

Gorgeous... one of CCO-CA's symbols was indeed a very close kin.

From the moment that Andre Citroën last made millions of artillery shells during the First World War [the Great War as it was then known] and having then set his sights on the manufacture of automobiles [after all, André had huge factories that were now open spaces going nowhere] his inner being told him to be daring... or die.

With the outbreak of peace from this war and that of the

next the populace was looking for prosperity and one way to get to where you would like to end up in life was to buy a car.

So André had to be daring if he was to led the charge in Europe and later the rest of the world with record sales of his

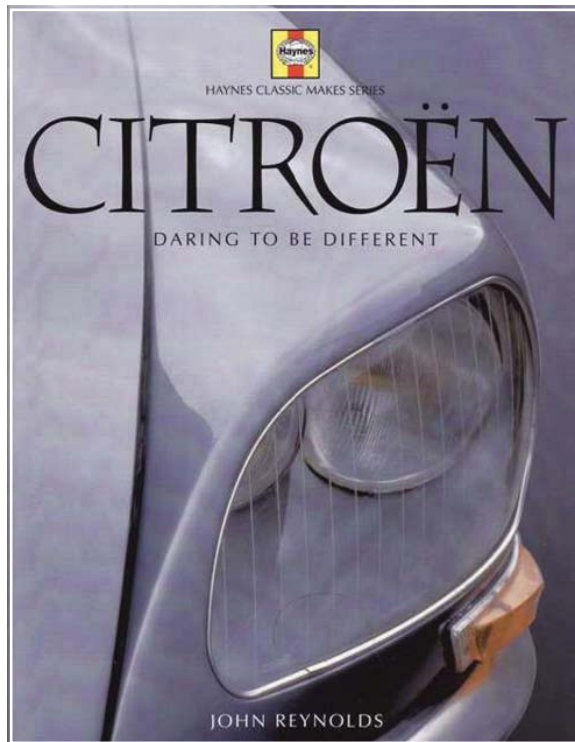
automobile designs.

The first models were only conventional [as John Reynolds noted] if they were compared to the most daring of all for its time and many years afterwards... the Traction.

I believe that the first Citroëns were far from conventional but only for their time in the glow of their sun.

Citroën's first cars were designed with simplicity, reliability, ease of driving, frugality and most importantly... were affordable.

His attitude to the type of driver who would be attracted to one of his models did not stop at a chauvinist mien, rather



he deliberately aimed his cars at the female market.

Another daring move which was really not all that daring in André's mind as this was just another obvious marketing tool from his fervent and productive mind.

Each new model had one or two clever little improvements but the most important change during the 1920 to mid-1930s was an all steel body.

Citroën saw this use of steel bodies as a means to reduce the cost of manufacture.

Daring indeed but as you all know, this tout acier business was one that André paid for the patent from a Yankee mob.

André, when seeing something that tickled his fancy and bulged his wallet was not hesitant to fork out truckloads of French francs.

The maestro's mind was both working overtime and bulging with new concepts that the birth of the Traction was seen as a complete segue from the current crop of models.

It was the desire to manufacture a car with new and in some cases tried and true design elements [but not always true... hydraulic brakes comes to mind as in the early '30s hydraulic brakes were nowhere near as reliable as they are today!].

The Traction was as daring a motor car as you can imagine.

It was the package of an all

steel monocoque body, front wheel drive [not unique to Citroën], torsion bar suspension, massive and reliable hydraulic brakes, ohv engine of remarkable simplicity, all four wheels at the extremities [giving fabulous roadholding in its day and still confounds we drivers of 21st century mobile pots and pans... Citroën excluded of course] and a body design to attract the attention away from the plodding dare I say it ugly pedestrian offerings from Citroën's competitors.

Really... Renault and Peugeot didn't stand a chance.

However as daring as André and his team of uniquely skilled engineers and artisans were in shaping the future with the Traction, the world shattering package did not attract everybody.

All this frenetic activity by André as well as riding the unruly stallion of the fiscal world, he died just after the Traction was getting traction.

But you see as I intimated in a previous column, the daring do of André was carried on over by those at the factory imbued with his same approach.

'Be daring or die'.

The next model to trip the light fantastic was firstly the 2CV.

Truly a dare of all dares and as the French populace and that of the rest of the world emerged

Book Review

from six years of an ungodly world war were looking for a car to get going with and one that would not cost the earth nor break the bank... the 2CV slotted in like a hot dog in its bun [can't think of another simile, sorry!].

The package that the 2CV offered could not have been more opposite to that of the Traction.

Front wheel drive aside as a common feature everything else was different.

Along came the H-van... another daring concept where usable space [which is its *raison d'être*] was akin to driving a huge carton on wheels.

Room for a pony and a sauna to quote Mrs Bouquet.

At this juncture and I will complete this journey into 'Daring to be Different' with the DS/

ID family.

If the previous models noted were earth shattering, this family were truly shakers of the cosmos.

Nothing, absolutely nothing had come before and really nothing after it could be called daring.

With the demise of the DS/ID daring became too risky thus daring bowed out of the automobile world with its head held high.

Never again will we see the great daring strides in this boring automobile world as I see currently it [never mind the future... electric cars are not cars but overgrown kiddies wind-up toys!] that Citroën showed with its range of cars that are unparalleled.

Max Lewis ~ Librarian



You Said

is being run by our secretary, Andrew Orum.

Andrew sent the details of the event to your president in July but the information was overlooked..

Your president has already apologised to Andrew, explaining that he was very busy.

In the circumstances I think it would be appropriate if you sent Andrew an apology as well. His email address is aao-
rum@gmail.com

Best wishes,

Paul Watson, PCCV committee

*H*i Leigh,
I'm a member of the Peugeot Car Club of Victoria and in the past I have been involved in organising several French Car Festivals.

I know that at times our communication has not been perfect, but we have always tried to get as many cars from other clubs as possible.

I was disappointed to see your comments in the CCOCA magazine about PCCV's organisation of this year's event, which

I GOT IT WRONG

Paul is 100% correct! The initial information about this year's All French Car Show was provided to CCOCA in a very timely manner. Unfortunately, our internal processes let us down and the information was disseminated quite late and even then I missed the email trail which showed that the material had been supplied. The final fault rests with me.

I can only apologize the both Andrew and the PCCV Committee for suggesting the lateness of information was their fault.

Having said that, I can only agree with Paul that 'at times [PCCV's] communication has not been perfect'.

But that does not take away from the fact that I got it wrong.
Leigh F Miles ~ Editor

Recent Doings: Lancefield

Whilst many Melbourneans stayed home to watch the AFL Grand Final the real action took place in the Macedon Ranges where CCO-CA members joined our colleagues from the BMC Leyland Club for a joint road run.

The idea of a joint Anglo-French event was inspired by the annual 'Battle of Waterloo' display days held by Canberra car clubs and originally agreed between Richard Simpson of the BMC club and then-President of CCOCA, Ted Cross.

It was our Treasurer Ian Macdermott who took up the challenge, working out route details, numbers and bookings to make it all work. After all, we didn't want too many uphill sections, pot-holes or creek crossings that might become littered with



British car bits.

Members gathered at the aircraft viewing area near Tullamarine Airport at 09:00 and there was plenty of automotive variety on display. Ian's beautifully restored Traction and Simon Marshall's SM showed off Citroën's upmarket engineering whilst our enthusiastic 2CV owners were out in force.

The English arrived in good time, with no breakdowns so perhaps they had camped nearby the previous night. Vehicles ranged from classic MGs and Triumph sports cars to the eternal Morris Minor and Wolseley models. After diplomatic formalities, carefully avoiding Lucas electrical jokes and getting to meet our English cousins the group headed north, along Somerton, Wildwood and Kongaderra roads to Clarkefield where



Recent Doings: Lancefield

we followed the Bendigo railway into Riddells Creek.

This historic township was settled in the 1840s and has preserved much of its character and original buildings. We enjoyed morning tea at Vics@Seasons restaurant in Station Street with friendly service and a big table allowing everyone to mingle easily.

Suitably refreshed, it was a brief trip along the Kilmore road before we turned northward again with the impressive bulk of Mount Macedon watching over our little convoy from a distance. The weather was excellent and the countryside turned on its finest wattle display and spring colours, which are best appreciated at a slower pace on these backroads.

Some interesting hills and a quick detour around Hanging Rock brought us to the small village of Newham, on to Cobaw and along the Three Chain Road to Lancefield. These 'Three Chain Roads' were once numerous in Victoria and the wide road reservation [60 metres in modern terms] was to provide suitable routes for droving livestock to market. Droving is rare these days except in drought years but these roadsides now provide space and corridors for the preservation of native fauna and flora.

Lancefield seems to be a

town laid out on a grand scale, with fine buildings and broad streets from the gold rush era. Those broad streets are put to good use now with the Farmers Market in full swing when we arrived, offering fresh produce and other specialities from the local area. After a good look around we invested, if that is the correct term, in an Irish fruit cake laced with Jamison whiskey and also brought some good books. With a couple of hours driving still ahead we decided not to devour the fruit cake and put it safely aside for Christmas lunch.

Members then regrouped at the Lancefield Hotel and settled in to an excellent pub lunch. More folk from both clubs joined us here having travelled from as far as Bendigo and Benalla. The spirit of cooperation and support amongst enthusiasts was most evident with a determination to get out and enjoy life after two difficult years of COVID isolation.

All too soon it was time to bid farewell to some new friends and head for home.

We would like to thank CCO-CA and the BMC club for organising this event and will look forward to the next round.

Words: Peter and Mary Lynch
Photos: Helen Cross, Mary Lynch and Marg Towt.



Everything Old is New Again

New Citroën Brand Identity and Logo Signal Exciting, Energetic and Modern Era to Come

- New corporate brand identity and logo signals exciting and significant new chapter in Citroën's history is underway
- Proud new logo reinterprets original 1919 oval and is 10th evolution in Citroën's 103-year history
- Will debut on conceptual vehicle at the end of September, then progressively will adorn future global products and concepts from mid-2023
- Enhanced and updated corporate identity will increasingly roll out across digital, dealer and corporate environments
- New brand signature promises acceleration of bold, inclusive and emotional era for Citroën mobility solutions and customer relationships

Citroën is today revealing a fresh corporate brand identity and logo, signalling a bold, exciting and dynamic new era for the 103-year-old brand is underway as it accelerates its mission to make electric mobility accessible to all and extends its core DNA



for affordability, audacity and customer wellbeing.

The new look reinterprets the original logo first adopted by founder André Citroën, inspired by the success of his first metalworking company producing chevron-shaped 'herringbone' gear systems. The familiar and technical 'deux chevrons' reference has remained at the heart of Citroën's identity ever since.

The elegant new emblem signposts the brand's transition and evolution, and will debut at the end of September on a significant Citroën family vehicle. Versions of it will then progressively enhance future Citroën production and concept vehicles from mid-2023 on.

The prominent, enhanced vertical oval will introduce a new direction in design language in which the visually prominent badge will become an immediately recognizable signature element of all Citroën models.

Complementing the new logo is a fresh corporate brand identity programme and the appearance of a new brand signature, which promises 'Nothing Moves Us Like Citroën'.

Citroën CEO Vincent Cobée says:

'As we embark on probably the most exciting chapter in our illustrious 103-year history, the time is right for Citroën to adopt a modern and contemporary new look. Our new identity is an elegant symbol of progress as we move our customers physically in daring, forward-looking vehicles that challenge traditional industry rules, and emotionally by ensuring their entire experience ~ particularly going electric ~ is more affordable, comfortable and enjoyable whatever their wants and needs. Our legacy of inspiring consumers with daring and revolutionary vehicles is energising us to adopt a different, more inclusive approach to future family mobility, and we firmly believe that customers past, present and future will agree that nothing moves us like Citroën.'

NEW BUT FAMILIAR

Central to the new brand identity is the evolution of Citroën's world-famous 'deux chevrons' symbol ~ the tenth significant revamp of the Citroën logo since the formation of the company in 1919 ~ and features wider and more prominent chevrons contrasted and surrounded by a softer vertical oval frame.

Significantly, the more prominent, enhanced vertical oval will initiate a new direction in product design language in which the visually prominent badge will become an immediately recognizable signature element of all Citroën models.

Citroën's Global Brand Designer Alexandre Revert says: 'As we look to clarify our future focus, it was logical for us to close the loop by coming back graphically to André Citroën's first logo which represented the genuine promise of affordable and innovative mobility for all. Progressively moving to a more prominent and visible brand signature for our future designs is a significant if subtle evolution, where the precision of the technical, functional chevrons are embraced by and contrasted with the warmth and almost human softness of the oval that surrounds them.'

Supporting the new vertical oval logo is a fresh and comprehensive corporate identity programme which acts as a further and timely indication of how Citroën is accelerating its commitment of making electric mobility accessible to all while maintaining and extending its core DNA for accessibility, audacity and customer wellbeing.

A key objective was to embody elements inspired by more intimate non-automotive brands, including cosmetics and apparel, to convey a warmer expression of the brand that is easy on the eyes when experienced in different settings. For example, the new identity has been thoughtfully crafted with a pure and simplified user interface, providing customers with an enhanced sense of serenity for their entire digital journey with Citroën, from



Everything Old is New Again

living room to showroom.

Particular care has been given to the design to ensuring the digital experience meets the expectations of new customers for ergonomics and aesthetics ~ including providing a 'dark mode' option ~ and fully meets the exacting needs and requirements for on-line sales.

In addition, a new animatic language is under development to integrate the new identity in all digital touchpoints, both inside the vehicle through HMI screens and outside in the My Citroën App, providing customers with an enriched and coherent Citroën experience.

The new identity will also extend beyond the digital environment and use of the new logo on and in vehicles to embrace all elements of the company's corporate identity, from merchandising and documentation to dealership and corporate building signage. Efficient new signage will be lighter and energy saving, as well as chrome free to increase recyclability.

The comfortable and familiar 'La Maison Citroën' retail interior concept will also continue to be enhanced as it has proved to be popular with customers since its introduction several years ago.

A fresh, simplified colour palette and new lettering evolved from Citroën's current proprietary fonts will complement the logo and further enhance the new



CITROËN

brand identity.

While white and cold grey provide a basis of serenity and easiness, two signature colours will be introduced as contrasting punctuations to be applied in details and specific areas.

Inspired by an important legacy colour for Citroën which has been used on iconic cars throughout the company's history including the 2CV and the DS, the calming Monte Carlo Blue will be making a welcome return to the car portfolio in the near future, as well as featuring in details of the brand identity palette for corporate and retail applications.

Additionally, a more energetic and distinctive Infra-Red will replace the currently used red to add balance and dynamic contrast in physical, print and digital applications.

The new brand signature ~ 'Nothing Moves Us Like Citroën' ~ will start to be used selectively in corporate and product communications and activities.

EVOLUTION AND REVOLUTION

Citroën's evolutionary new brand logo and corporate identity combine with the 'Nothing Moves Us Like Citroën' signature to highlight the coming revolution in the brand's approach to future accessible mobility solutions and its commitment to stress-free customer services.

The first physical evidence of this



will be explored in a significant conceptual family vehicle, which will carry the new identity and be revealed by Citroën at the end of September.

Laurent Barria Head of Citroën Marketing and Communication says: 'By embracing our roots and reinterpreting our identity in a modern way, we are sending a clear message to everyone that while we're staying true to our brand DNA, things are changing dramatically at Citroën.'

We continue to look at things differently in our mission to create daring solutions that make electric mobility more accessible, and we're determined to prove to our customers and to ourselves that nobody and nothing moves us like Citroën as we extend the emotional wellbeing we experience inside the car to outside of the car through the entire partnership journey they take with us. It requires revolutionary thinking in everything we do, from the innovative vehicles we create to the inclusive, responsible services we provide, and it requires us to express and stand by our unique approach. That is exactly what we are promising to do today.

Developed by the Citroën design team, the new Citroën identity has benefited from the expertise of Stellantis Design Studio, the global brand design agency of Stellantis dedicated to internal and external clients.

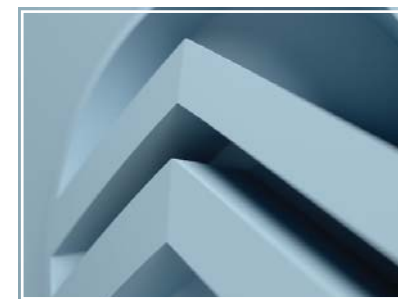
Well, that's the official line.

Expressing a purely personal view the new logo bears remarkable similarities with the original version of the double chevrons of 1919... albeit with the addition of the brand name. The brand name was first added in 1936 so even that is not a novel addition. Yes, the revised font is new, although I can see its roots in the branding font that was first introduced in conjunction with the 'boomerang' chevrons in 2009.

As a retired marketer I totally understand the need to keep your branding current and the importance of holding on to your core image [in this case the double chevrons]. A case of looking forward while not losing track of where you have been.

If that, in layman's terms is what Stellantis is looking to achieve with the new logo I think they have achieved their goals.

Leigh F Miles ~ Editor



Looking Forward

Join us in the next 'Front Drive' as we celebrate the 50th Anniversary of the Ami Super: 6cv, 4-cylinders, 140kph, 4 on the floor.



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Berlingo: Back to the Future

- Italian coachbuilder Caselani joined forces with Citroën's design team to metamorphose the Citroën Berlingo into a 2CV van.
- Revisiting the style of the 2CV type AU, this conversion is a nod to one of the brand's iconic models ~ one that left its mark on generations.
- On a vintage-style body kit mounted on the model's exterior, the conversion features generous rounded front-end panel, imposing flared M-shaped grille proudly sporting Citroën's chevrons, large round headlights, corrugated sheeting on the sides, rear and roof sections.
- The Berlingo 2CV Fourgonnette is being marketed by Caselani, officially licensed by Citroën. It will be available for professionals, and then a leisure version will also be produced for carrying people.
- Orders will start on 1 October, with production slated to begin in January 2023.
- Berlingo rounds of a complete range which includes the Type HG van on Citroën's Jumpy base, and the Type H on its Jumper base.

Citroën Berlingo features a number of exterior style components that pay homage to the legendary 2CV Fourgonnette launched in 1951 which enjoyed a loyal following with its many spin-offs until 1987. The

2CV Berlingo Fourgonnette is a modern reinterpretation of it with all the assets associated with the current Berlingo as far as architecture, loading capacities, modularity, on-board technologies and road performance are concerned.

'We are extremely proud that our best-selling Berlingo has been revisited by Caselani, drawing inspiration from the iconic 2CV Fourgonnette, which left its mark on both Citroën's history and that of the automotive sector more widely. Work on designing it got underway in the coachbuilder's studios. We then worked together, hand-in-hand. Our own designers kept a close eye on work to ensure that the original 2CV Fourgonnette was not too literally interpreted, but that the result truly had Citroën's DNA in it.', said Pierre Leclercq, Head of Citroën Style.

Caselani has harnessed the wave of the vintage trend, which is well-established in the Italian car culture. This trend is apparent in both vehicles for individuals and professionals ~ it involves giving a new lease of life to a legendary model from the past, while incorporating all the modern equipment and high performance that you find on a current vehicle.

Caselani entrusted this restyling exercise for Berlingo to David Obendorfer, renowned

Making Tracks

for having previously styled the Type H based on Citroën Jumper in 2017 and the new Type HG for Jumpy/SpaceTourer in 2020. This completes Citroën's range of Caselani-designed vans.

'The design specifications did not involve simply copying the forms of the old van in the strictest sense. Instead, they involved going back in time and bringing its unique charm to 21st-century vehicle. As a distant descendant, Berlingo was completely designed as a tribute to the Citroën 2CV of the

1950s. It was an exciting challenge because the original van had completely different proportions. It had very short front overhang, nice long bonnet and visually standalone load compartment, very different features from those of Berlingo. So I focused more on an overall evocative aspect of the original vehicle rather than straining the individual design elements to make them look like the 2CV Fourgonnette.', explains Caselani designer David Obendorfer.

<https://www.youtube.com/watch?v=-rnzSzEOR-M>



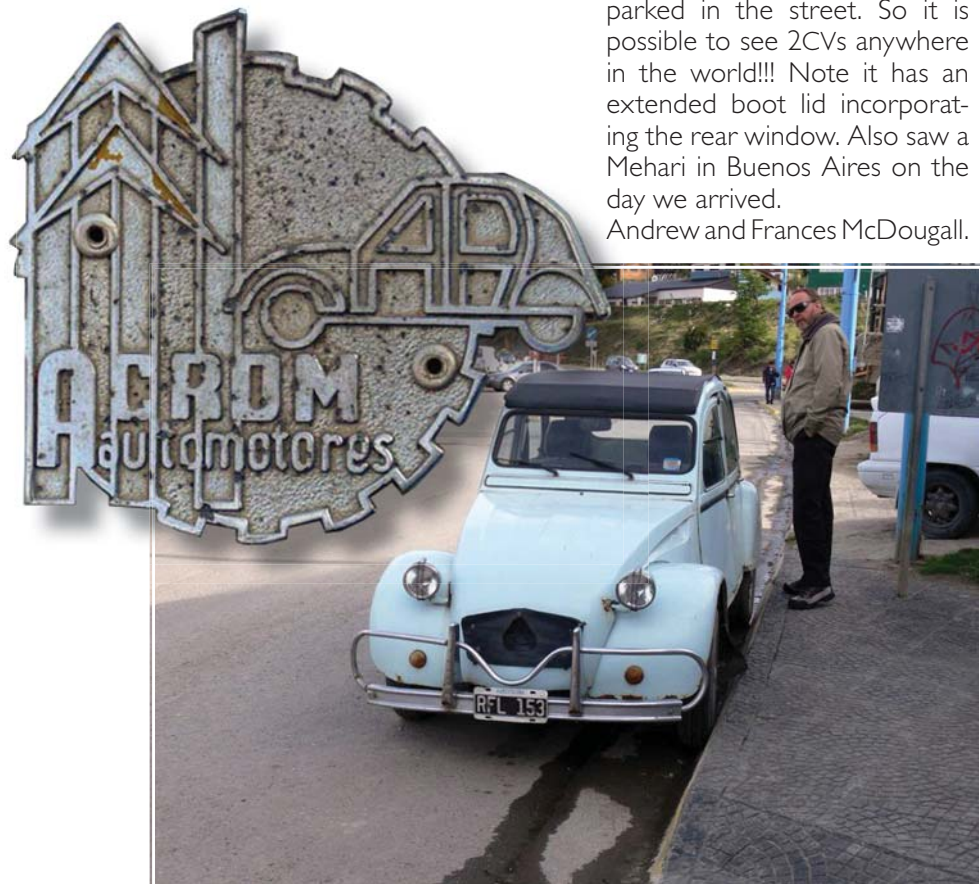
Don't Cry for Me, Argentina

Club members Andrew and Frances McDougall are arguably the most well-travelled members of CCOCA. And when they travel you can be sure they will be keeping their eyes peeled for matters-Citroën.

This short message [forwarded by Mark McKibbin] arrived late in 2008. I hasten to add, it was originally printed in 'Front Drive' at that time.

Dear Mark,
A quick email from Ushuaia [Ushuaia is the southern most city in the world, on the shores of the Beagle Channel and surrounded by the Martial Mounts. It is the capital of the Tierra del Fuego, Antarctica and Southern Atlantic Islands Province of Argentina. Ed.] before we get on the boat this afternoon. In our wanderings around Ushuaia, the southern most city in the world, we came across this 2CV parked in the street. So it is possible to see 2CVs anywhere in the world!!! Note it has an extended boot lid incorporating the rear window. Also saw a Mehari in Buenos Aires on the day we arrived.

Andrew and Frances McDougall.

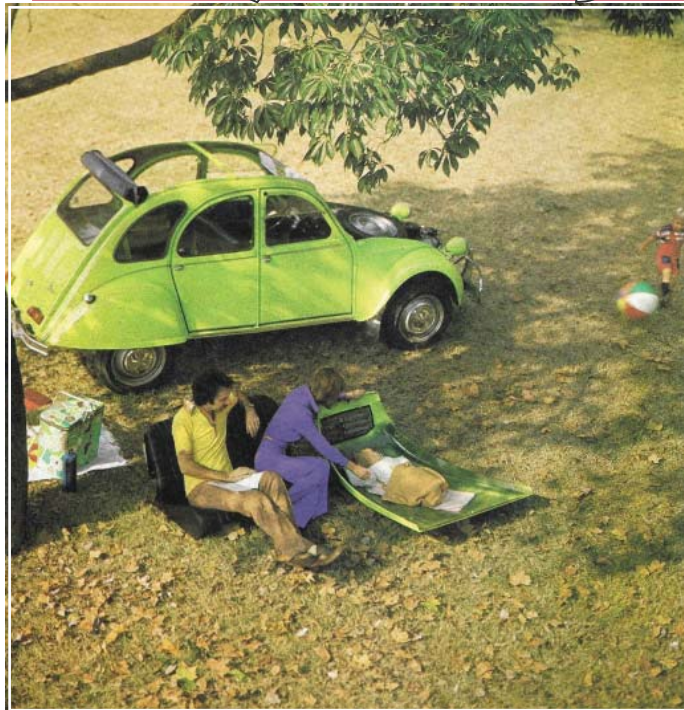


Well, this message got me thinking about Citroën in the Argentine. Here are the results of my searching of the internet.
Leigh F Miles



Lower left and right: These are the pictures Andrew forwarded on to us. The car pictured appears to be one of the actual Citroën cars ~ rather than an IES build. The presence of the Dyane-style tailgate, suggests it is a 3CV Prestige. Above: a Citroën 3CV Prestige in rather better condition than that seen by Andrew and Frances.

Don't Cry for Me, Argentina



CITROËN 3 CV.
He is like a visionary dreamer.
Like a spring afternoon.
Like an ingenious adventurer.
In short: it's like reading a book
of poems.
CITROËN 3 CV.
It's like inventing a new world.
Like feeling life differently.
Like dismantling conventions.
In short: it's like forgetting rou-
tine forever.
CITROËN 3 CV.
It's always ready for anything.
Because it's our car. Our home.
Our joy. The thousand ways to
be happy.
That's why there are certain
things that only a Quixote can do:
THE QUIXOTE OF THE ROAD.



An advertisement from Citroën for the 3CV. While we might be used to seeing images with the deux chevaux's seats removed for picnicking, I have never seen the bonnet removed to create a makeshift crib. Only in Argentina? [The text of the ad has been translated from the original Spanish with www.DeepL.com/Translator (free version)]

increase. In addition to the exports to Paraguay, shipments of chassis, motors and gearbox to Uruguay and gearboxes to Spain commenced. The parts sent to Uruguay were used to produce 2CVs in that country. During the 1960s there were constant improvements to both the motor and transmission cul-

minating in 1969 in the launch of the 3CV. The haute de gamme of the 3CV appears to have been the 'Prestige', which sported the Dyane-style tailgate of the car featured in Andrew's photo. The same year, Citroën joined the Republica Argentina Car Manufacturers Association [ADEFA].

New Models

The need to expand the range being sold continued into the 1970s. 1970 saw the introduction of the Ami 8 and in 1971 the Mehari was launched. Interestingly this plastic-bodied utilitarian vehicle was pitched at a far younger market than



Ami 8 The Missing "Midsize Medium"

Perfect. Neither medium nor small. That's right. Comfort and capacity of a mid-size car. Total economy of a small car.

It's Citroën. Like the 2CV and 3CV you know. But the Ami 8 is another way... of being Citroën.

The nose is aggressive, dynamic, with rectangular headlamps that can also be adjusted from the inside. It has an exclusive system of 'floating lamps', which prevents the headlamps from breaking due to overheating. The line of the Midsize Medium. It has four doors through which one enters a world of truly unprecedented comfort: from the dashboard with dimmable lighting and full instrumentation, to the shock-absorbing steering wheel.



And the five spacious, generous seats. With a front seat that can be slid out of the way by means of a zip and a rear seat that can be tilted. And the upholstery. And the ventilation. And the heating.

The Ami 8 also has remarkable trunk capacity. Rear-view mirror with anti-glare and recessed impact-resistant parking lights.

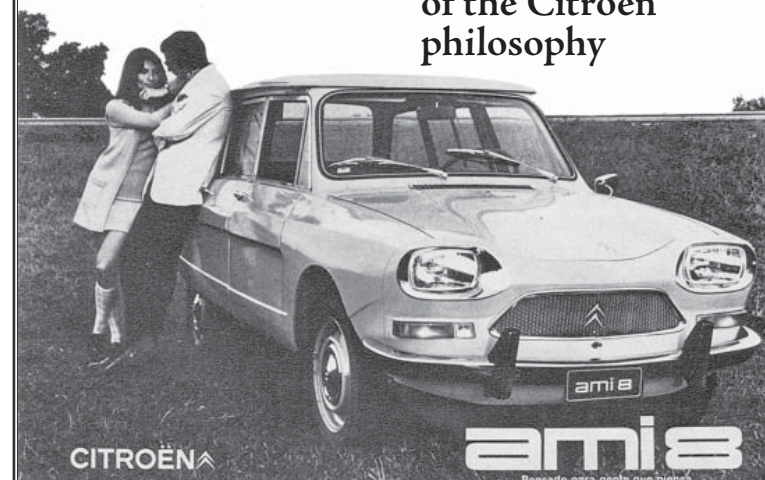
Inside and out, it's a new category of car.

As for the engine... air-cooled. 35hp, 4-speed synchromesh gearbox and reverse gear.

Power, speed, grip and great handling: front wheel drive, hydraulic suspension with interaction between the four wheels and the inertia dampers. Like all Citroëns, the Ami 8, the Midsize Medium, is economical. In terms of consumption and maintenance.

You were waiting for a Midsize Medium. Here it is. Go to your Citroën dealer.

A New Version of the Citroën philosophy



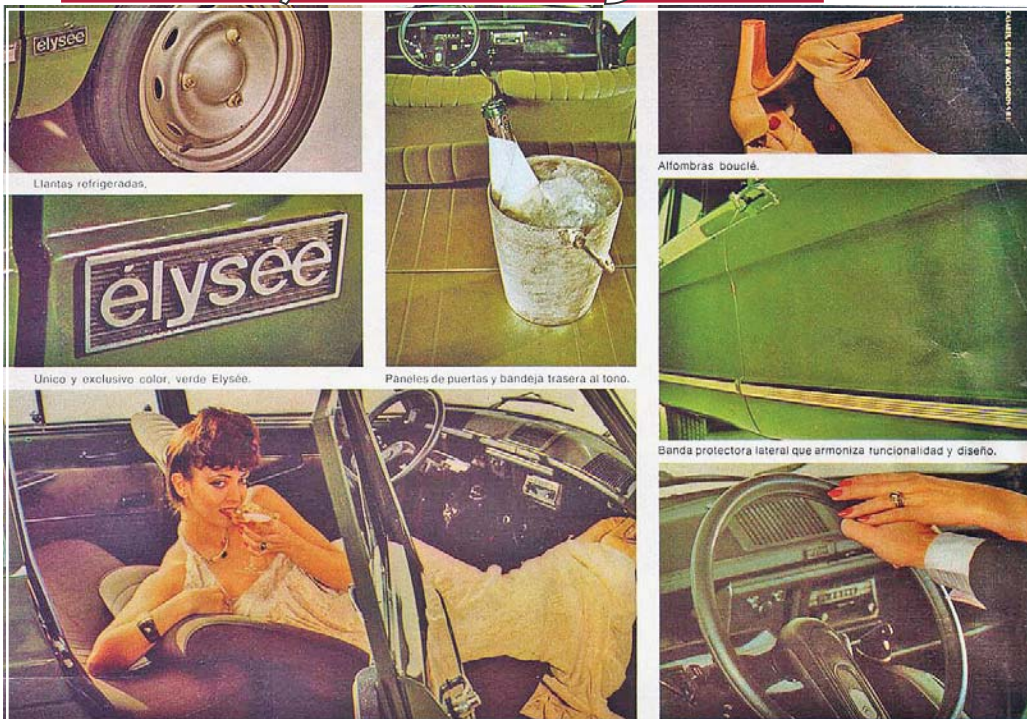
the balance of the range. This gave Citroën a wide range of vehicles, all sharing the same mechanical base. The 2CV was subsequently dropped.

From 1973, a combination of political instability, massive budget deficits and union

wage demands increased inflation. At the time of the March 1976 coup, the annual inflation rate was 444%; it decreased in the late 1970s but rose again to 209% in 1982. Unfortunately, these economic disturbances severely effected the middle

Citroën Argentina launched the Ami 8 in 1970 and advertising imagery was clearly designed to promote this as a more luxurious car than the 3CV, while still aligning with the traditional Citroën philosophies. [The text of the ad has been translated from the original Spanish with www.DeepL.com/Translator (free version)]

Don't Cry for Me, Argentina



Y además, lo que ningún otro auto tiene, un Citroën para festejar.

Celébrelo!

**Nuevo élysée. De Citroën.
Lo mejor de lo mejor.**

Presión óptima Élysée: 2.1.908.759.

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Élysée: Citroën Vert

In 1977, Citroën Argentina introduced a new model: the Citroën Élysée, which was a special version of the Ami 8 in green. Initially it was only available in the colour Élysée Green and featured a number of improvements in terms of comfort, but with the same mechanics as always. In fact, the new model had quite a makeover that improved it compared with previous versions. The front seats reclined and were upholstered in Tercionil Verde Avilón. The sides of the doors and the rear parcel shelf matched the colour of the seat upholstery and were trimmed in the same colour as the body.

The bodywork was protected by a decorative stainless steel strip with a PVC protective strip running from the front to the rear wing. The floor of the Citroën Élysée was covered with a washable polyamide bouclé carpet and was entirely lined with PVC.

Both the front and rear doors came with armrests. It was also equipped with an AM radio and roof antenna. The steering wheel was of a new design and was covered in expanded polyurethane with a leather-like finish. The padding provided a better grip for the driver's hands. The name of the model was displayed on plaques on the front mudguards, the boot lid and the dashboard. Another feature of the Citroën Élysée was its ventilated wheels.

The mechanics were unchanged and the engine was the same as that used in the 3CV, the two horizontally opposed cylinders with a displacement of 602cc and a power output of 35hp SAE at 5,750rpm.

In 1978 the Élysée became available in white, ochre and blue.

Mauricio Uldane Editor de Archivo de autos

Translated with www.DeepL.com/Translator (free version)

classes. They lost a great deal of their purchasing power, and it was this consumer group who made up the bulk of Citroën's target market. By 1977, Citroën Argentina had produced 204,980 vehicles.

New Control

In 1979 Citroën in France had determined to sell its Argentinian facilities to a group of local businessmen, headed by Eduardo Sal-Lari. Sal-Lari was the president of Daher Boge ~ Citroën's supplier of shock ab-

sorbers. The alternative story that appears on the internet suggests a less amicable change of ownership. The French support for the British during the Falklands War resulted in the Argentine government confiscating the factory and giving it to Industrias Eduardo Sal-Lari SA [IES]. The third suggestion is that as a result of French support for the British during the war, the Argentine government stopped French imports and without feedstock, Citroën

Don't Cry for Me, Argentina

were placed in a position where sale of the asset was the only option.

IES: Industrias Eduardo Sal-Lari SA

With the automobile market in Argentina in a very depressed state, Sal-Lari was taking a great risk in this venture. Having taken over the Citroën plant on Zepita St he continued to produce the 3CV. In order to do this, he assembled a team that included not only ex-Citroën employees, but some who had left the country. The plant was examined by the Government and in April 1983 permission was given for production of the IES 3CV to commence. At its heart, it was the same vehicle that Citroën had been making when they closed the doors. This car was available in on only two colours ~ Trigal Yellow and Traful [which on my dodgy translation might have been light blue. Ed]. The roof and floor cover was black, with black highlighting stripes on the doors and the base of the boot lid. The badging on the boot showed the IES brand and '3CV'. Initial production was just seven cars per day.

Concurrently, work started on a green-field site for a new factory. Situated some 90km from Buenos Aires, near the existing Mercedes Benz plant. The actual site, while level, lacked even the most basic services

~ such as electricity. Work on the new plant proceeded at a rapid rate and it opened in just 14 months. The area covered was 22,560m² and the plant was opened in November 1983 and two new models rolled off the production line ~ the IES Loads [derived from the AK van] and the IES Safari [which bore a remarkable similarity to



Facing page: On the right is an IES Super América, beside an América. Side-by-side it is easy to note the larger windscreen of the Super, made possible by eliminating the under-screen vent. Below: The modern dashboard fitted to many IES vehicles.

This page: The opening rear window fitted by IES to the Super América and 'anti-theft' device IES developed. The electronic card is about to be slipped into the slot in the dash.



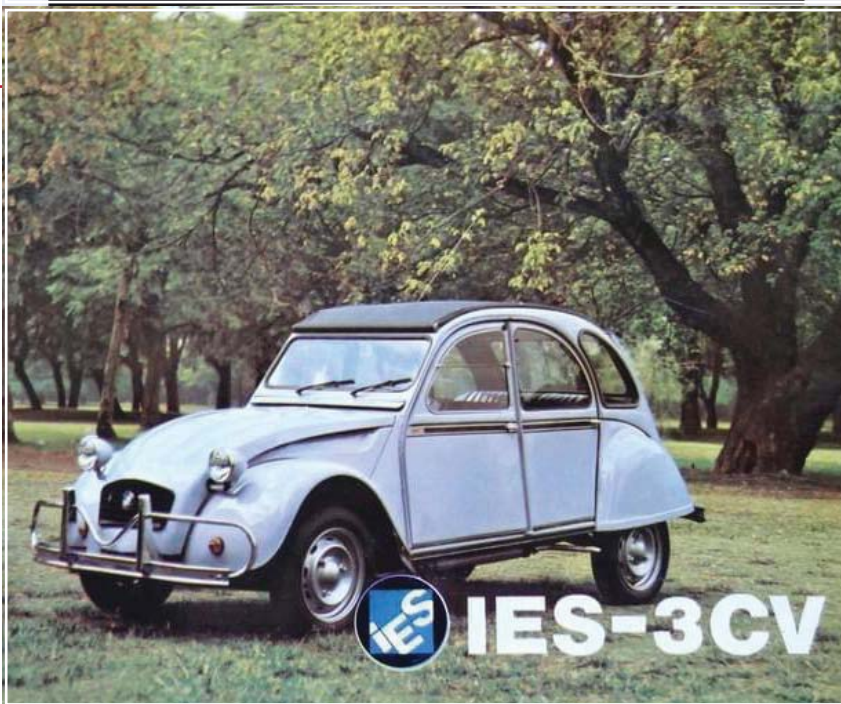
the Mehari]. With production running at 28 cars per day, the year ended with the production of the 1,000th IES 3CV.

The IES Cargo showed some significant improvements over the out-going AK van. While the overall exterior dimensions were unchanged, the load space of the van was increased by the simple expedient of removing the spare wheel from the side of the car to the under-bonnet location used on other A-Series cars and the re-location of the fuel tank to under the load space. The only significant change between the Mehari and Safari was the relocation of the spare wheel to atop the bonnet.

Within the IES site, some 3,000m² was allocated to offices, the technical centre, laboratories and the powerhouse. A further 1,600m² was devoted to dining and sanitation spaces. Eduardo Sal-Lari appears to have shared André Citroën's philanthropic views on the treatment of his staff. He provided a 'working quarter' on a ten hectare property, just 1.5km from the factory. This comprised 150 houses for the benefit of his workforce and built by IES personnel. Once completed, the houses could be rented by workers for just 20% of their salary.

In 1985 a cataphoretic dip was added to the paint-shop to

Don't Cry for Me, Argentina



Advertising and promotional material from IES. The Safari bore and uncanny likeness to the Mehari it replaced as did the ies 3CV to its predecessor the Citroën 3CV. However the Super America [note the absence of the accented 'e'] is clearly a 'cut above' the 3CV.

Facing page below is the new IES plant, 90km from Buenos Aires.

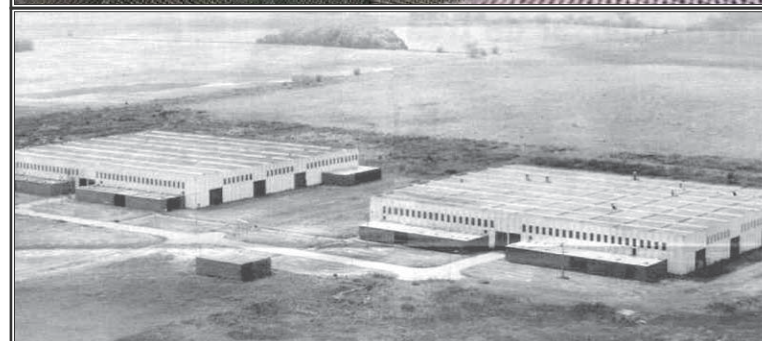
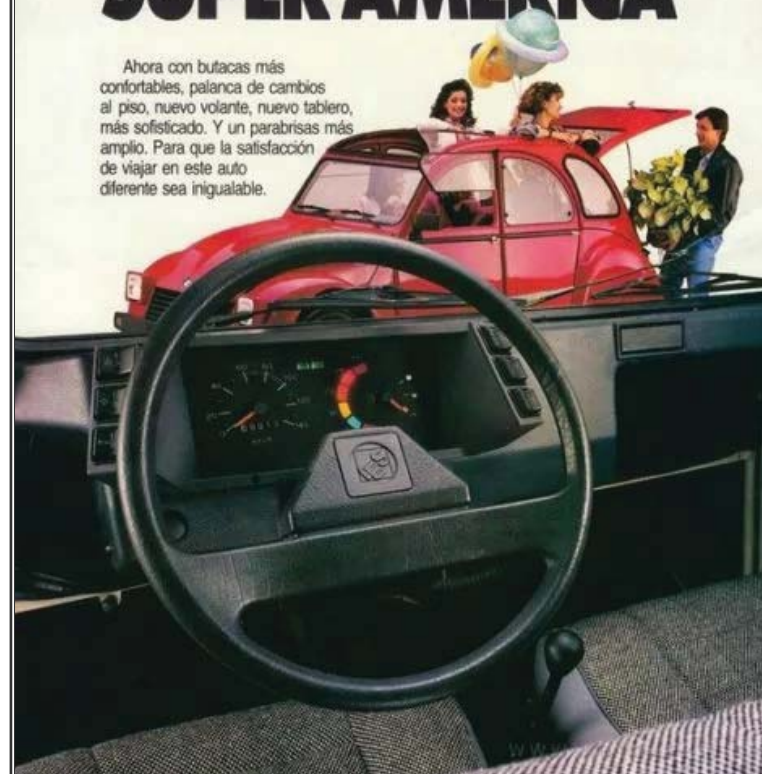
ESTE ES EL NUEVO AMERICA SUPER

Súper cambiado Súper práctico

Súper económico Súper divertido

SUPER AMERICA

Ahora con butacas más confortables, palanca de cambios al piso, nuevo volante, nuevo tablero, más sofisticado. Y un parabrisas más amplio. Para que la satisfacción de viajar en este auto diferente sea inigualable.



Don't Cry for Me, Argentina

further improve the corrosion-resistant nature of the IES cars. Production rose to 35 units per day and sales and service outlets spanned the country.

In the same year production of the Safari ceased, but the new 3CV América was launched. The new América was based

on the old model but benefited from a new bonnet, square headlights [from the Renault 6] mounted in the wings. At the front there is new plastic grill and turn indicators, while new tail lights were mounted at the rear which incorporated reversing lights. Electronic ignition



Top: The IES Gringa in van format. Bottom: One of the five [or seven, depending on the source of the information] IES Gringas built in 1989.

Facing page: Three images of the modified front and rear suspension developed by IES and used on the later models they built



and other mechanical enhancements improve fuel consumption to a [claimed] 5L/100km. However, the biggest single improvement has to be new an-



ti-theft device. This electronic card must be inserted into a special slot in the dashboard in order to start the car. New two-speed windscreen wipers and a far more modern dashboard complete the picture. Between 1986 and 1987 4,708 América and América Carga units were built.

In April 1987 work began on a new model ~ originally named América II, it was to be launched as the IES Super América, in August. The changes introduced with this model are more radical than those of the América. A brand new chassis in the form of a double 'Y' had been developed. A new fully independent suspension was introduced with triangular wishbones and transverse leaf springs at the rear. Shock absorbers were now vertically placed and the front discs were outboard mounted. A revised electronic ignition was added and the gear lever moved from the dashboard to the floor. New seating and another new dashboard were added for the Super. By removing the front vent [under the windscreen] a new larger windscreen could be fitted, with significant improvement to forward visibility.

In mid-1988 the first news of a light utility escaped. This was based on the Super América but was equipped with a highly practical stylish body. The

Don't Cry for Me, Argentina

Gringa had a load capacity of 500kg and could travel 300km on just 20litres of naphtha [?]. This model's versatility was further enhanced by the availability of both 4x4 and traditional front wheel drive. A closed van version was also offered.

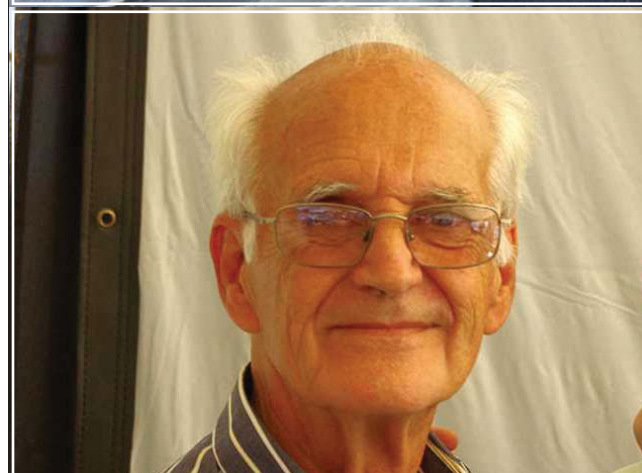
In 1989 yet another new model was prepared for launch: the Gringo. This was development of the Gringa utility but could seat five passengers, had a side-opening rear door. The engine was derived from the old Citroën engine, but had been further developed by Or-este Berta. Capacity grew from 602cc to 635cc, a twin throat carburettor was added but despite these apparent improvements torque and power output remained unchanged at 4.0Nm and 26.9kW/36bhp. The peak power was developed at a slightly lower 5,500rpm [cf 5,750 of the previously Citroën-supplied 602cc motor]. The vehicle was designed to be a 4x4,

although simple front wheel drive versions were envisioned. Unfortunately, only seven were built prior to the closure of the company.

Export or Die

Eduardo Sal-Lari saw no reason to limit his horizons to the local market. He had his eyes firmly on establishing an export market for his cars. Various models were therefore sent for assessment in Asia, the Middle East and even Europe [the IES Super América 4x4 he sent to Spain still exists].

Without doubt, his most ambitious project was for the development of a car of local design whose parts and assembly could be undertaken across Latin America. To be called the 'Latin American', the vehicle was to be powered by a totally new 825cc motor of 29.8kW/40bhp at 5,300rpm. The calculated maximum speed was 135kph, and was to hold five passengers in a five-door body similar



Top: Production of the Gringa pickup, at the new IES plant in the province of Buenos Aires.

Below: Eduardo Sal-Lari who is now 82years old and makes a living making and selling croissants after losing everything in 1989.

Overleaf: Advertising poster for a film about the life of Eduardo Sal-Lari.

to that which clothed the Gringo. Unfortunately, work progressed on further than a full scale mock-up.

Along with other companies the new economic crisis which effected Argentina in the late '80s had its impact on IES. The company's financial burden, combined with the collapse in the market brought IES to its knees. IES closed its doors in 1989 and it appears that Eduardo Sal-Lari was charged with, and apparently convicted of, fraud.

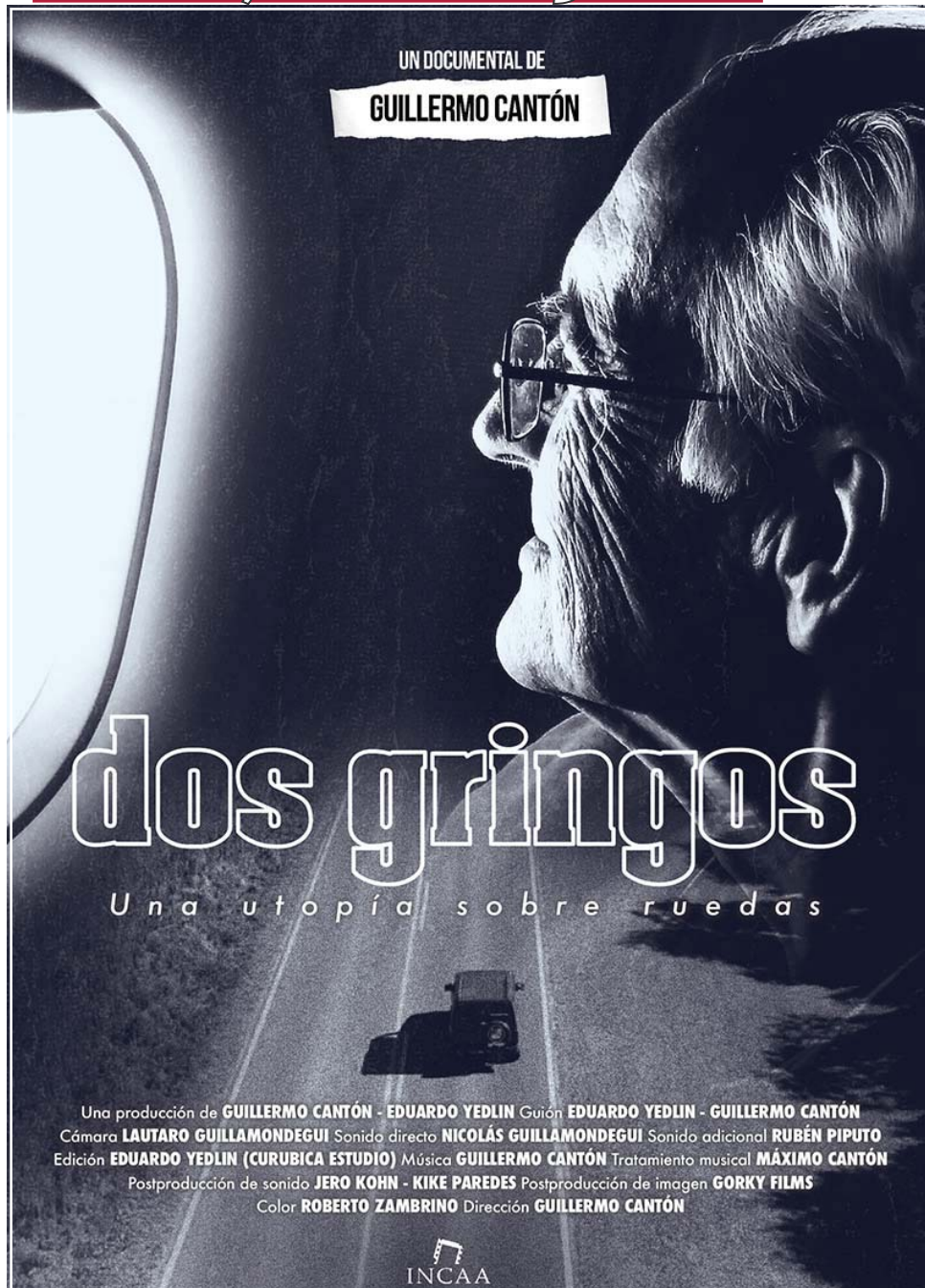
Information and images used in this article has been sourced from a number of internet sites including <http://usuarois.lycos.es/citroen3CV>, www.citroenet.org.uk, <http://citcity.citroenl.info>, www.auto-historia.com.ar and www.cocheargentino.com.ar. Spanish/English translations were via <http://imtranslator.com>. Any errors in interpretation of the translation are mine, rather than the translation software.

Leigh F Miles

IES PRODUCTION NUMBERS

	3CV	CARGA	SAFARI	AMÉRICA	AMÉRICA CARGA	SUPER AMÉRICA	SUPER AMÉRICA CARGA	GRINGA	GRINGO	TOTAL
1982/3	970	51	3							1,024
1984	2,774	631	147							3,552
1985	2,205	407	132							2,744
1986		861	49	2,764	861					4,535
1987		384	14	858	225	1,310	151	4		2,946
1988						1,477	165	4		1,795
1989						331	46	135	7	523
TOTAL	5,949	2,334	345	3,622	1,086	3,118	362	296	7	17,119

Don't Cry for Me, Argentina



Two Chilean Charmers

Researching this article was incredibly difficult. Especially after doing the work for the Argentine feature. There is a huge amount of information available regarding Citroën's Argentine exploits and the subsequent path of the company they once owned. But stores and images for Citroën's plant at Arica in Chile are very thin on the ground. Not even that usually vast reservoir of information that is Citroënët was that helpful. But here goes...

Citroën Chilena SA was founded in 1955. To give you some idea of the lack of accurate information about the business it would appear that the dates of the initial production of cars was either 1955 or 1957 or maybe it was 1963.

The model that was debuted was the 2CV, powered by the 425cc twin, producing 10.1kW/13.5hp.

An advertisement for the 1963 Citroneta and a [rather poor] image of the Citroneta in production.

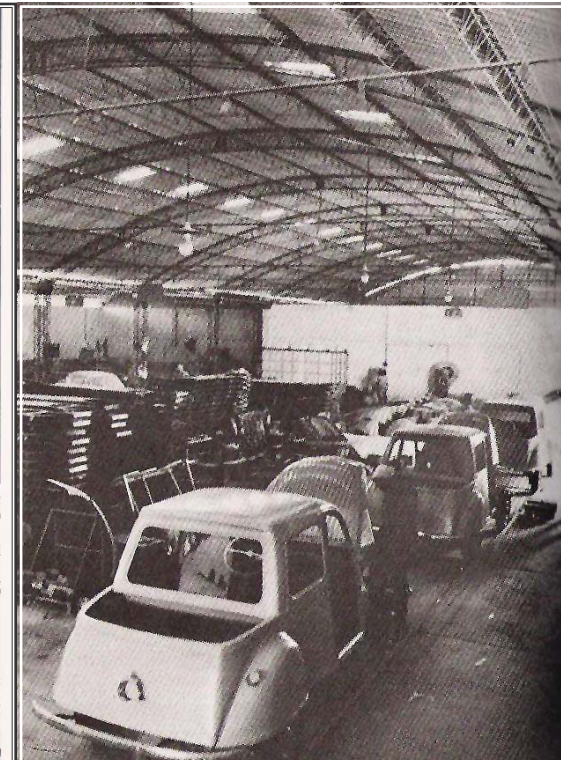
...Ir de compras..?

ME SIENTO DICHOSA CON MI NUEVA CITRONETA 1963. CUANDO VOY DE COMPRAS NO TIENGO PROBLEMAS DE NINGUNA ESPECIE. PUES LA CITRONETA 1963, TODO LO SIMPLIFICA EN SU SE PUEDE LLEVAR LO QUE SEA. ES MUY PRACTICA, MUY SEGURA Y ADemás CUMPLE EN CUALQUIER PARTE. COMO ES TAN RESISTENTE Y POCO EXIGENTE, LA CITRONETA 1963 SIEMPRE ESTÁ A MI SERVICIO Y NO YO AL SERVICIO DEL COCHE. PÍDEME HOY MISMO A SU MARIDO QUE LE COMPRE UNA.

• Un automóvil de 4 puertas con fines terminales. • Todos los salones removibles. • Cerrajería de acero. • Pre-aleados colores en 8 vivas combinaciones. • Refrigeración por aire. • 18 Kilómetros por litro. • Espacios y segura. • Maletas con llave.

LA NUEVA CITRONETA 1963 LE LLEVARÁ A TODAS PARTES CON SU TRADICIONAL ECONOMÍA, RESISTENCIA Y SUAVIDAD. 33 DISTRIBUIDORES Y 16 ESTACIONES DE SERVICIO CITROËN AUTORIZADOS ESTÁN LISTOS A SERVIRLE A LO LARGO DE CHILE.

CITRONETA'63



Two Chilean Charmers



At the beginning of the 1960s the first 2CV 'Tipo AZU' began to be manufactured in Chile. Both the chassis and engine were made in France while the unique parts of the bodywork [in both two and four-door

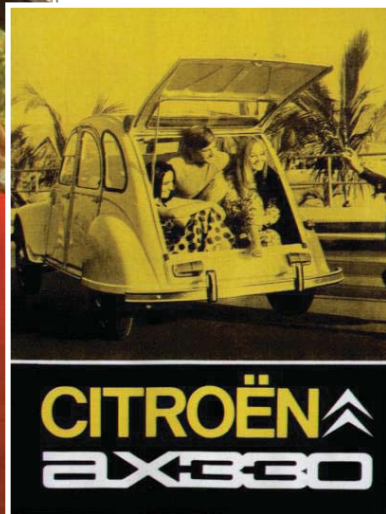
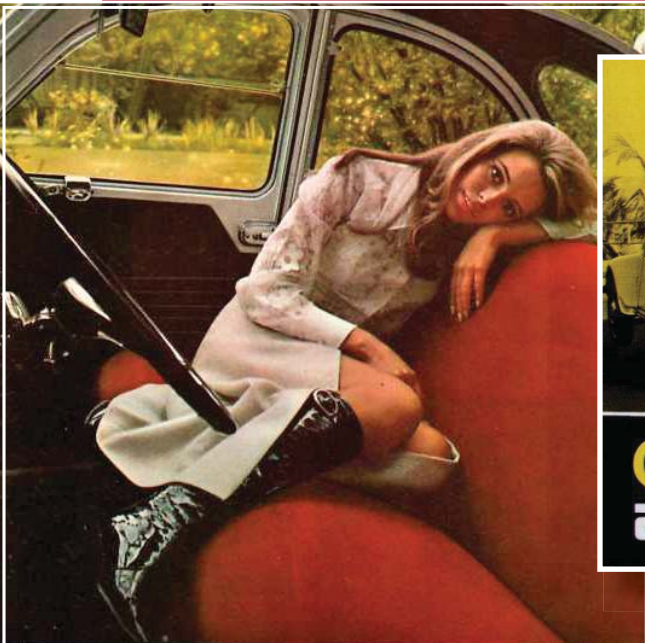
Facing page: This 1957 Citroneta is owned by Jorge AG and in the two lower pictures he is pointing out the weld line in the roof [both externally and internally]. Forward of the weld it would appear to be 'all French' while aft of it is the Chilean component.

Below: He also notes that while the glass in the windscreen is French [Glacé Securit, France], the origin of that in the rear side panel is Chilean [Cristavid Protex].

Right: A 1964 advertisement for the four-door Citroneta demonstrating its alleged carrying capacity.



Two Chilean Charmers



CITROËN
AX-330

**SUBA Y...
CONOZCAMÉ MEJOR**

Nuevo tapiz más cálido y lavable que otorga a todo el interior acogedora distinción.
Nuevas y más firmes terminaciones.
Con puertas en tapiz negro y guantera totalmente tapizada.
Nuevos asientos más mullidos y elegantes.

CITROËN AX-330

This page: Advertising and promotional material for the AX-330.

Facing page: Images from the 1970 brochure for the AX-330. The pictures were taken by famed Chilean photographer Waldo Oyarzun.

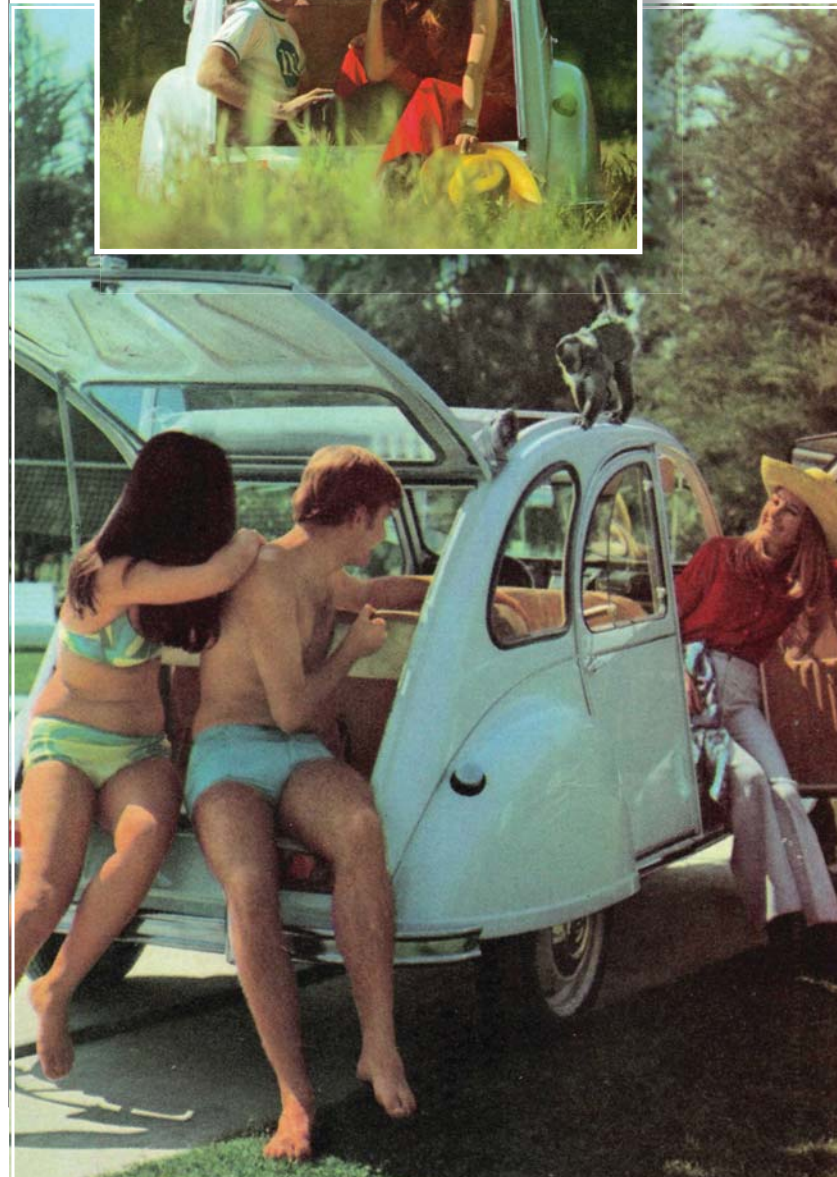
forms] were designed and produced in Chile. This is the model that Chileans affectionately refer to as the 'Citroneta'.

The name derives from the combination of Citroën and 'camioneta' or small van.

The model was available with either an open rear cargo area or a covered 'boot'. In either form there were tax advantages to be had for the purchaser. The opening roof was dropped from the design as well.

The final Citroneta was produced in 1973 although production of a more conventional hatchback version continued to be produced until 1979. This was called the AX-330 reflecting the model's 33hp, 602cc motorization. Production ended due to strong competition from Japanese [and Korean] vehicles which made it economically unfeasible to maintain domestic production.

By 1983, Citroën stopped importing the 2CV6 model, and with it put an end to one of the most emblematic four-wheeled



stories of the national automotive industry. The sales success that this model enjoyed was so great that it can be said that almost every Chilean has driven a Citroneta. All the streets were filled with this 'French Miracle'

as they were affectionately called. They also gave many Chileans their first chance to own a car, since before the 2CV there wasn't any car available at such a low price.

In the early 1970s, the Chilean government under Salvador Allende decided on a state-controlled restructuring of the automotive industry. For this purpose, the Joint Venture Corfo-Citroën was approved to produce small vehicles. Renault and Fiat should produce medium sized

Two Chilean Charmers

cars, while Peugeot should be responsible for large vehicles. In addition to the 2CV Citroneta, a version of the Baby Brousse called 'Yagán' was also built in Chile.

By 1970, President Salvador Allende asked Citroën Chile to build a Jeep-like utility vehicle for the army, thus giving birth to the Yagán project. However, the model did not pass the stress tests, so the army scrapped the production contract and the Yagán was addressed to the general public, being marketed as a 'Chilean Mehari'.

The model had to be affordable for everyone, simple, practical and inexpensive. The budget indicated by the government

was \$250 at the time. And while Citroën executives thought the Mehari was the ideal car for its 'jeep-like' features, importing the chassis and assembling it at the Arica plant doubled the value of the budget.

This is how Citroën then decided to design, develop and manufacture the car in Chile, use the Mehari as an aesthetic and functional inspiration, and use the most accessible mechanical base of the Citroneta, which was already produced in Chile for a decade.

In order to carry out this task, a consortium was formed between Citroën and the Chilean Development Corporation [Corfo], and during the span of

a year around 600 units were manufactured at the Arica plant. [Estimates of production numbers range from 'around 600', to the very specific '651' to 'about 1,500.']

The car was baptized as Yagán in honour of an extinct indigenous people who inhabited Patagonia, a name that was given by the outstanding writer and journalist Guillermo Blanco.

The vehicle was characterized by its straight lines and lack of side doors, being the Creole version of what in other markets was known as a Citroën FAF [Facile à fabriquer, facile à financer].

Although the Yagán was invented in Chile, inspired by the

Mehari, many Citroën historians place the Yagán as a variant of the Baby Brousse, a model conceived in the Ivory Coast by two French workshop owners [Ateliers et Forges] and who negotiated a manufacturing license with Citroën. This car maintained the same philosophy of the Mehari, but was made of metal and used the mechanical base from the Ami 6.

It was thanks to the Baby Brousse, that Citroën invented the aforementioned FAF, which had an enclosed body with a roof and doors, although as austere as the Baby Brousse or the Mehari. This was conceived to be assembled in parts [CKD kit], in third world countries,



Two Chilean Charmers

without modern automotive industrial infrastructure and using the base of the 2CV. 50% of the car had to be manufactured in the country concerned and its body could be configured in different ways.

Obviously, Citroën ended up buying the rights to the Baby Brousse and also began to use the mechanical base of the 2CV to make it more accessible. The FAF philosophy was also applied to the Baby Brousse to be manufactured elsewhere.

And of course, conveniently

The most elaborate of the Baby Brousse was the Citroën-Namco Pony, made in Greece and widely exported in Europe. Informally, we could say that it was something like a 'luxury' Yagán.

in Chile, the 2CV was already manufactured... or the Citronete, as the Chilean sedan version of the model was called. Only the rest was missing. This was probably the true foundation of the Yagán development program.

Most of these Baby Brousse/FAF were very different according to the country, since, according to the market and its manufacturing budgets, the designs, developments, names and concepts varied. In Chile, the Yagán was differentiated by its front, with two round spotlights and a hexagonal air intake below, although there were many other parts and options that were typical of this model.



Specifically, the Yagán applied the same powertrain as a 2CV AX-330 or AK-6 of the time, as did the electrical instrumentation, but the rest of the car was designed and manufactured in Arica. It was powered by a 602cc air-cooled engine that delivered 24.6kW/33hp and the first units hit the market in 1972. There was a special version for the army that was only seen in the north of the country and that was used for border patrolling. In 1974 production was definitively ended. Having said that other sources give the manufacturing dates as 1971 to 1973 or 1972 to 1976.

For Jorge Ávila, an enthusiast of the Citroën brand who

owns a copy of the Yagán, this model has a special meaning. 'It was my father's dream, he always wanted to have one. Back in 2008 I saw a report of some young people who were going to Arica in a Yagán ['La Huella del Yagán'] and it motivated me to look for one to give to him. I found it in Villa Alegre and we spent a year restoring it. That Yagán accompanied my father on many journeys throughout the country, today it is kept garaged due to his recent death [the source of this quote was written in October 2020], but soon it will be back on the road again in honour of him and will remain forever in the family.'

In Arica, Víctor Hugo Cortés



This unit is owned by Jorge Ávila.

Two Chilean Charmers

currently has two Yagán. The first he found in Arica in about 2015, and after buying it took at least two years to restore. It is the only remaining military Yagán in Chile. He located the other at the beginning of 2020, and it is the same one that was used in the documentary 'La Huella del Yagán'. His idea is to restore it to its original state.

As a car enthusiast, Victor Hugo has a project to make an automotive museum focused on the national manufacture of the sixties and seventies. There were at least 23 assembly plants in Arica and he already has 25 cars from that period, six of them are Citroëns. For him, this project is very important because it is part of the heritage and history of the city of Arica. The documentary 'La Huella del Yagán', made in 2003 by Patricio Díaz and Enrique León, thanks to a Fondart grant, is the documentary they both refer to.

After buying a Yagán from an ice-cream maker for 200,000 pesos, they decided to make the journey of more than 2,000 kilometres in 10 days, from Santiago to the city of origin of this emblematic model. The images of the journey were interwoven with interviews with Citroën executives of the time, former workers at the Arica factory and owners of some of these vehicles that are scattered around Chile and that

they look after like real jewels.

For Rodrigo Hernando, General Manager of Citroën Chile, 'Citroën is a brand that has played a leading role in the automotive history of our country, being part of the culture of Chileans through its various iconic models. We have witnessed its influence on our daily lives and how it has evolved with us over time.'

It is important to stress that, to date, the Yagán is the only car designed, developed and manufactured in Chile, and for Citroën collectors around the world, it is one of those rarities worth investing in.

In 1972, the company was renamed Corfo-Citroën. In 1980 the company was renamed Citroën Chile S.A.C. Production ended in 1982. In the same year, the company accounted for around 4.5% of Chilean vehicle production [457 out of 10,255 vehicles]. The company continues to be active as an import company. It is based in Providencia in the province of Santiago. Information and images used in this article has been sourced from a number of internet sites including <http://2cvco.canalblog.com>, www.elmostrador.cl, www.citroenet.org.uk, www.lacuarta.com, <https://noticias.autocosmos.cl>, www.veoautos.cl and wikipedia.

Leigh F Miles

Yagán: A Personal Story

The Yagán, a low-cost utility vehicle placed onto a Citroën chassis, was manufactured by the socialist Chilean government between 1970 and 1973 as part of an effort to provide affordable goods for every citizen. Its story is one of local craft, misdirected politics, and design on-the-fly, which historian of science Eden Medina has carefully framed alongside an interview between her husband, Cristian Medina and his father, Don Pedro, who was in charge of methods for the car's manufacture.

My father-in-law, Pedro Medina Sotomayor ~ or Don Pedro, as I call him ~ fills silences with stories. He'll talk about his years as a taxi driver or union leader or the time one of the thir-

ty-three miners stopped by his house to visit the miniature replica he built of the Chilean mine that collapsed in 2010. He has no filter when he talks, is never late, loves to tease, and takes pride in doing a job well and on time. He also played a central role in Chile's short-lived attempt to build an automobile for the people.

Don Pedro worked for the auto-manufacturer Citroën from 1959 to 1985. When the socialist candidate Salvador Allende won the presidential election in 1970, Don Pedro was Director of Methods at Citroën Arica in northern Chile. Allende's government, Popular Unity, pushed to increase the quantity of low-cost goods for popular consumption. Such policies paralleled those for income redis-



Don Pedro sits in the driver's seat of the Citroën Yagán. The Arica plant planned to ship this particular vehicle to Bolivia in hopes of expanding the Yagán market. Photo: Personal archive of Pedro Medina Sotomayor.

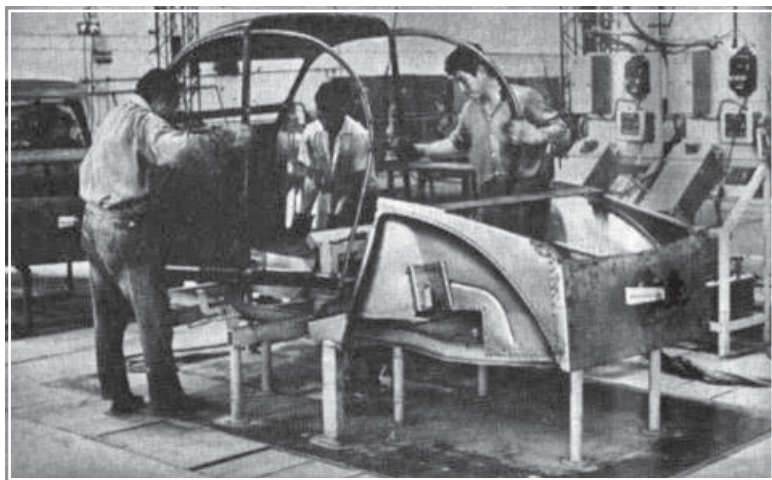
Yagán: A Personal Story

tribution, increased production in the state-run sector of the economy, and decreased unemployment. From 1970 to 1973, the Allende government manufactured low-cost automobiles, motorcycles, sewing machines, household electronics, and furniture. Consumption and production thus formed important and interlocking parts of Chile's plan for peaceful socialist change.

Following Allende's election, Pedro Vuskovic, minister of the economy, ordered the manufacture of a utility vehicle akin to the jeep that would cost less than \$250 to produce. Using funding and technology from its parent company, Citroën, the Chilean plant where Don Pedro worked drew up plans for a utility vehicle modeled after the Citroën Baby Brousse, a car the French manufacturer had designed for public transport

in Vietnam. The Chilean plant also drew inspiration from the Citroën Méhari, a low-cost utility vehicle manufactured in Argentina during the 1960s. The Chileans named the new design 'Yagán' in reference to an extinct indigenous people from Tierra del Fuego, Chile's southern tip. While the chassis, motor, and suspension system for the car were repurposed from other Citroën models, workers in the Citroën Arica plant designed much of its body and tested it for manufacture.

Cristián Lyon, head of Citroën during the Allende era, described building the Yagán as an artisanal undertaking rather than a science: cutting here, straightening there, and creatively combining parts from Citroën vehicles past to produce a distinctively Chilean automobile. 'I insist it was almost a metaphor for the his-



Workers in Arica, Chile assemble a Citroneta in the late 1960s. Photo: Personal archive of Pedro Medina Sotomayor.

tory of Chile,' Lyon remarked in an online interview, perhaps referring to the ad hoc willingness of Citroën workers to construct something new from the ground up, regardless of the hurdles involved.

On September 11, 1973, a military coup brought Chile's socialist experiment to an end. Citroën sold the remaining Yagáns to the Chilean military. There are stories of the military's dropping the cars from low-flying airplanes to see if they could be used to patrol the arid border between Chile and Peru. The cars did not fare well.

Chile returned to democracy in 1990. Since the late 1990s scholars and journalists have regarded the Yagán as an example of Chilean technology under socialism, and a material representation of Allende's utopian project that never came to pass. Chilean television, film,

and print media all have named the Yagán as an important milestone in Chile's automotive history, and it was featured as an installation in Chile's 2010 Design Biennale as representative of the event's theme 'Chile se diseña' [Chile Designs Itself]. The 2003 documentary 'La Huella del Yagán' [Tread of the Yagán] portrayed the car as an object of nostalgia. It filmed the journey of two young Chileans as they drove a Yagán from Santiago to the northern city of Arica, where the car was manufactured, bringing the historic vehicle back to its birthplace while recounting its origin story².

The history of the Yagán thus parallels the ruptures and reconciliations of Chilean history, moving from an automobile for the people to a military transport vehicle to a way to remember, understand, and inter-

Don Pedro made this Yagán replica in 2014 in the workshop outside of his house. He crafted each piece from memory, including the pieces of the suspension system. Photo: Personal archive of Pedro Medina Sotomayor.



Yagán: A Personal Story

pret the Allende period.

The iconic photograph, on page 55, of the Yagán shows Don Pedro sitting in the driver's seat; in the background are the beach and palm trees of Arica ~ the city of 'eternal spring'. The photo has brought him in contact with filmmakers, journalists, historians, and automobile aficionados. He is a celebrity in the Citroën Yagán Facebook group.

In 2004, I asked my husband, Cristian, to interview his father about the experience of working on the Yagán project, which I recorded and had transcribed. The resulting transcript is a family history as well as a history of technology. It illustrates how the ideas of the Popular Unity government were carried out on the ground and the daily acts of ingenuity and inventiveness that they required. Technologies become repurposed through acts of repair, reuse, and use in new contexts. However, they also take on new life in our memories of them and the stories we tell of their significance. As we care for, tend to, and retell these technology stories, they become part of the narratives about nations and families and part of how we come to understand them. I have translated and edited an excerpt from Don Pedro's comments for publication.

• Don Pedro: At the end of

1970, we received an order from CORFO Citroën to make a vehicle like a jeep, a utility vehicle that was easy to make and economical, and it had to be similar to the vehicle that was made in Argentina, the Citroën Méhari. A portion of Citroën's Chilean operation belonged to CORFO, the Chilean State Development Corporation. That vehicle was compact and all one piece. The bumpers, fender, everything was mounted on top of the Citroneta chassis. I was in charge of the Department of Automobile Methods, which meant I was in charge of some of the methods' technicians in the car body section, the painting section, and the assembly section. We advised the heads of those sections on the technical aspects of their operations, giving them the timing and operating ranges, everything involved in the technical part of building the vehicle. We made a department of prototypes to make the Yagán, and we made a prototype workshop in a closed-off part of the factory that was directed by Leonel Segovia. But we oversaw everything. They were making the parts and the pieces, and we asked them to make the blueprints. We were also advising on the technical part, which machine to use ~ if a fender, which machine would fold it; if it were cut, how to cut it. We made a template for the

perforations and decided how to get the most out of the material. We did all of this and sent the information to an archive that contained all these kinds of things, the length and width of the door chains, how the pieces fit together, and that's how we did it. Now the head of the prototype workshop, Leonel Segovia, had been the head of car bodies at Citroën in 1957 and had a lot of experience and knowledge. He went looking for parts and pieces from a Citroën van that we had made, the AK-6. To avoid making new pieces, we went looking for some that we could use from the van in the Yagán. It allowed us to save time, work, studies, blueprints, and everything else involved.

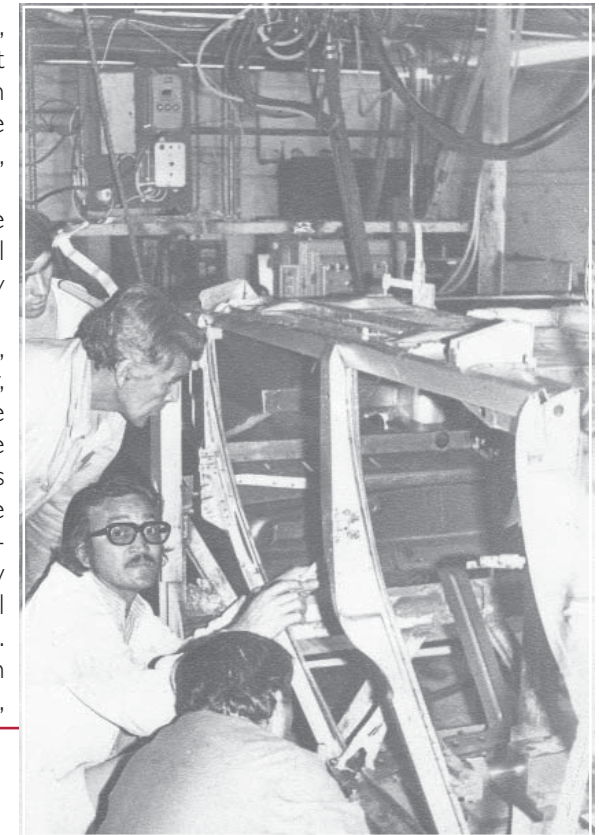
• Cristian: In what way did the Yagán reflect the political context of the Popular Unity government?

• Don Pedro: Pedro Vuskovic, who was the treasury secretary, told Citroën via CORFO that we should make a vehicle, a vehicle for the masses. Because it turns out that the country was in [the midst of] a process of the Popular Unity, a revolution. The new government said, 'Let's make all of this popular, for the masses'. They made the agrarian reform on one hand; on the other hand,

they said, 'Let's give the people an accessible vehicle. Cheaper'.

• Cristian: And were the cars cheaper to make?

• Don Pedro: They were more expensive, because the work was artisanal, by hand. We were not prepared to develop a vehicle. To assemble, yes, but assembling doesn't cost anything, just the parts and pieces. But to create new things, when you have to deal with material-strength tests, with machines and instruments that measure



Don Pedro works on the Citroën Ami 8 around 1978. Photo: Personal archive of Pedro Medina Sotomayor.

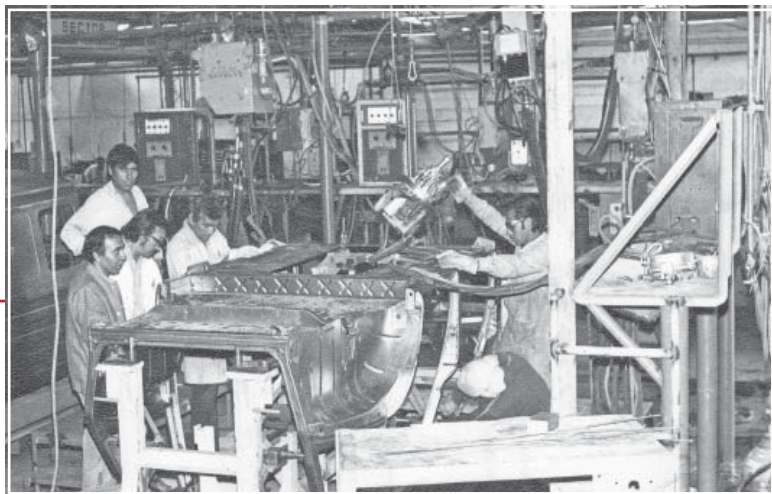
Yagán: A Personal Story

vibration and fractures; it turns out that we had to improve those issues, the Chilean way.

- Cristian: You didn't have records of stress distribution?
- Don Pedro: There were no records of stress distribution. In fact, when we tested the first prototypes, the rear of the vehicle made a lot of noise because the body was loose – it was the body of the van, but the top part was missing. So, we said, 'How do we remove the noise? Let's add wooden slats to the side to reinforce it'. But that was during the building process; it was not programmed in advance. We had to send them to make three slats per side, pierced with three-sixteenths of an inch screws to reinforce the sides and give them rigidity. But those fixes were tailor made. There were no studies.
- Cristian: You were not pre-

pared, but you didn't say that. You faced the challenge.

- Don Pedro: And with pride. Yes, we can do it.
- Cristian: How was the Yagán different from the previous cars made at Citroën Arica?
- Don Pedro: The manufacturer was Citroën Arica, but the cars came with the rules that were established by Citroën France. We had a French quality control system so as not to lose the prestige of Citroën. But we didn't have a quality control system for the body of the Yagán. We were making quality control procedures on the fly. Our quality control people began to make operational procedures to measure from this point to this point, to make sure the angles were consistent. They were creating these new procedures for the body as we made the vehicle. The engine



Assembling a Citroën Ami 8 around 1978. Photo: Personal archive of Pedro Medina Sotomayor.

of the Yagán was the same [as the Citroneta's], the same chassis, the same gearbox, the same suspension—everything; the only different thing was the body. It was all square and made by hand. Everything was done with press brakes [a tool that bends sheet metal].

- Cristian: Is that the reason the car was so angular?
- Don Pedro: Sure, to give it a certain amount of resistance. But it meant that no two [vehicles] were the same. It was all by



measurement. I want to make a hood, I measure from that point to that point, and we folded it at such an angle and did the same on the other side. But now, it is no longer the same angle, and the angle is ten degrees more or five degrees less.

- Cristian: Did the Yagáns sell? Did you sell them all?
- Don Pedro: No, people preferred the Citroneta. Very few Yagáns were sold; we only made about four hundred to five hundred vehicles. But the Yagán got us into trouble because it slowed the whole production process. We were summoned several times with complaints of, 'Hey, the fender won't assemble right', or 'The windshield doesn't fit'. We made modifications and the whole system fell behind. We put everything on the same assembly line. We put together vans, Citronetas, everything, on the same line. To make a Citroneta we needed 800 minutes; to make a Yagán we needed 1,200 minutes, meaning more men, more people, more time, so it is more expensive.
- Cristian: Describe the Yagán, how was it to drive one?
- Don Pedro: Well, in those years, you were young, and you felt free [because it was a convertible]. But it was ugly. Ugly. Instead of closing a door, you hooked a chain. It was square, ugly. Mechanically, the suspen-

Yagán: A Personal Story

sion had no problems. It was the look of the car body that was ugly. It was aesthetically ugly. Most people who bought one modified the car body. They put on a roof, a back window, doors that also looked ugly and square, but were modifications that made the car safer.

- Cristian: What was that anecdote you told me about a gentleman who was driving his Yagán and stopped at a street corner?

- Don Pedro: And the university students shouted, 'Hey, your craft project looks nice'. [laughs] To me, even though I was involved in the project from the beginning, it was a failure. It was not useful. They called it a jeep, but we put it in the sand, and nothing. It was just like the Citroneta but with a jeep shell. It was for driving in the city, that was all. In that sense, it was a

failure for Citroën. They didn't sell. The cars were later sold to the army. The army wanted to use them for soldiers who were couriers, the soldiers who go from one regiment to another carrying documents and mail. They used the cars to perform military exercises and gave us machine guns to put on them.

- Cristian: Are you saying that this happened later, after the military coup?

- Don Pedro: After the coup, they put a machine gun on top of the car for routine street patrolling. The Yagán was a jeep that was cheap, economical, and two soldiers could be seated in the back, two in the front. They had us put in a tripod with a machine gun, the supports and everything. We put it behind the driver's seat. When the production of the Yagán stopped in 1974, we had



The fence made of Yagán bumpers in Arica, Chile. Photo: Cristian Medina, 1995.

a lot of material left.

- Cristian: I remember our fence at home was made of...

- Don Pedro: It was made of bumpers. Since they weren't being used for anything, we made fences from them. I remember I made a shed at Citroën and, with the guys from maintenance, put together the joints, the little 1.5-metre-long pieces so we would not waste any material.

In 1982, Chile suffered its worst economic crisis since the Great Depression as a result of the

neoliberal economic policies put in place by the Pinochet dictatorship. Citroën transferred Don Pedro from Arica to Santiago, the capital city, in 1983. He lost his job two years later and then found work as a taxi driver. In the mid-1990s, Cristian returned to Arica and took a photo of his childhood home. The house still had the fence made of Yagán bumpers. Eden Medina.

© This article by Eden Medina first appeared in Technoshpere Magazine, a publication of Haus der Kulturen der Welt, the Federal Government Commissioner for Culture and the Media and the Federal Foreign Office of the Republic of Germany. At the time of writing [2017] Ms Medina taught at Indiana University. Today she is Associate Professor of Science, Technology and Society at Massachusetts Institute of Technology. The article may not be reproduced elsewhere without the author's permission.

1] Interview of Cristián Lyon, 'Creando El Yagán', 2003, formerly available at the web site of the Corporación de Televisión de la Pontificia Universidad Católica de Chile.

2] Directed by Patricio Díaz and Enrique León, *La Huella del Yagán*, Santiago, Duoc UC, 2003 [<https://vimeo.com/101574882>].



Traction Prices

Insurance brokers and general car enthusiasts, Hagerty, recently approached the Traction Owners Club in the UK with the aim of including Tractions in their database of classic car values, and as a result they have proposed a series of prices as a starter for ten, which have been reviewed by the Committee.

This below was their initial suggestion.

- Condition 3: could use daily, solid and usable, not projects

but not 'nice' cars. [but probably still quite likeable, Ed]

- Condition 2: nice cars, might be able to win a local show, would either be very good daily users or reasonably nice cars to keep for high days and holidays.

- Condition 1: as good as you're realistically likely to find in the real world, nothing wrong with them, could win at a Citroën event potentially

- Concours: If cost is no object and you want the very best for a collection, this is where it would sit.

HAGERTY PROPOSED VALUATION TABLE

MODEL	CONDITION 3	CONDITION 2	CONDITION 1	CONCOURS
7A Saloon	£8,000	£14,500	£20,500	£30,000
7B Saloon	£8,000	£14,500	£20,500	£30,000
7C Saloon	£8,000	£14,500	£20,500	£30,000
11BL [LIGHT 15] Saloon	£8,000	£13,500	£17,500	£28,000
11B [BIG 15] Saloon	£8,000	£13,500	£17,500	£28,000
15/6 [BIG 6] Saloon	£12,000	£19,000	£25,000	£38,000
11CV COMERCIALE Hatch	£10,000	£15,000	£19,000	£32,000
11CV FAMILIALE Saloon	£10,000	£15,000	£19,000	£32,000
11CV Coupé	£25,000	£35,000	£55,000	£80,000
11CV Convertible	£45,000	£80,000	£100,000	£150,000
15/6 H Saloon	£14,000	£22,000	£29,000	£50,000

Bryan Pullen, the TOC Editor tries to keep track of real world prices for Tractions in the UK and he does report on what he has seen from time to time. He says 'I am conscious that the Buyers Guide on the website, which I initially compiled, is now several years old, and probably needs a review in terms of the prices quoted therein.

Being definitive on Traction pricing is a difficult task. As you will probably know, the market appetite for pre-war and pre-war style cars has stagnated somewhat in recent years for various reasons. The interest group who constitute the enthusiasts for this style of car are ageing and many are dropping out of the hobby due to

health and old age. Those coming into the hobby are now focussed more on cars from later in the 20th century, which represent the desirable cars from their childhood, and which are often more compatible with modern road conditions than earlier cars. There was a quote [from a 1928 Morris 10 owner] in a magazine recently which summed it up neatly. '...Unfortunately, I'm probably the last generation that is interested in pre-war vehicles [56 this year]...'

Initial thoughts from within the club Committee were that some of the Hagerty prices in the current market were probably high.

For example, I had a call just before New Year's Eve 2021, from member, Tim Walker, who, as some of you may know, had been trying to sell his Traction Cabrio for some time. It was recently restored so probably condition 1. He had managed finally to sell it for £60,000, having advertised it in online classifieds for £65,000. So, a long way short of the suggested prices in the Hagerty table.

This was after a number of false trails with people expressing an interest and then either making low offers or simply mysteriously disappearing into the woodwork again. What is particularly interesting, was that he had also offered it through

both Anglia Car Auctions and Bonhams, and received not a single bid via either auction house, even though Bonhams in particular, had been very enthusiastic and optimistic for a sale.

In terms of the Traction, it is possible at the moment to see 4-cylinder cars available in a range of prices if you go online, with [seller] values from £8,000 up to over £20,000. Feedback on whether these prices are achieved is hard to get. Most dealer ads are quick to boast about sales, but cagey about giving actual values achieved. Likewise most of the online websites which cover both private and trade sales are similarly reticent.

Ebay is one exception, much to its credit. There are two cars on sale thereon at the time of writing this, in late May, usable and reasonable looking 7-seater Limousine at £11,950 and a slightly scruffy Light 15 at £9,450 [both large boot, post war cars]. Both are trade sales. Probably both condition 2/3.

Recent completed sales show a black 11B, a fair looking but incomplete restoration that sold for £5,710 in March of this year, and a restored 1954 Light 15 advertised at £22,000 in May, which perhaps unsurprisingly given market conditions, didn't sell. [this car is still advertised elsewhere at this price at the time of writing and has, it ap-

pears, had an eye-watering £27,000 spent on restoration works.]

Elsewhere online are [4-cylinder] cars at £9,500, £11,950, £16,500, and £22,950, all appearing in decent condition from their ads/photographs. There has also been a Commerciale, privately advertised initially for £15,000, which has subsequently appeared on a dealer's website for £12,950, which also begs the question of what the dealer paid for it. Plus there are a couple of basket case restoration projects for around the £5,000 mark. The proof of the pudding is definitely in the eating, and I think that this shows that cars are likely to take some selling, even if in excellent condition unless modestly priced, unlike some of the overegged '70s and '80s stuff that is currently clogging up the marketplace.

So, as you might expect, this is a positive minefield, but well done to Hagerty for starting the ball rolling and to be sure, we will continue to feed back our advice as far as possible.

Are you prepared to contribute to this exercise? We need real world values and if you have bought or sold a Traction in the last twelve months, are you prepared to indicate the price paid or received? All replies will be treated in confidence. In the subsequent edition the following update appeared.

The recent item on Traction values, triggered by Hagerty offering a view on the subject, led to a number of replies from members who had some recent experience of buying or selling cars. Most of the replies agreed that it was something of a free for all, in terms of defining a car's value, some owners viewed their cars through rose tinted glasses, many simply hadn't a clue. Here are three of the responses received.

One member noted that he had: 'Purchased last July, a 1951 LHD Normale which I have no doubt should be listed as a 1 and paid £14,750, after the usual haggle. This did include quite a few spares for the carb, ignition and petrol pump plus others and some brake adjusting tools. Included as well which I thought adds to it, is a very comprehensive listing of its services in France, its near full recondition in France in 1995 and details of its registration history whilst in France plus lots of photos of her throughout her life.'

This strikes me as a good value purchase, given the detailed backstory that went with the car.

The author was also intrigued by a car being offered at £22,000, after having allegedly received £27,000 of restoration work.

Another member offered his own assessment of prices, based on his experience of selling and buying a variety of Traction models in recent years. He notes:

'The attached is my assessment of prices for very good condition cars which probably lie between 1 and 2. Note, I differentiate between Slough and Paris [Belgian] cars, pre and post war, small boot and big boot, and offer a thought on the premium for concours/new build. I have no experience of Comerciales. This assumes the car is in broadly original configuration'.

Interesting. Particularly the difference in price between Right hand Drive [Slough] models and French LHD cars, in post-war models, which isn't repeated on the same scale in pre-war cars.

Finally, I also received this:

'It was with much melancholy

that I parted recently with my 1951 Light 15. We are downsizing, I am ageing and there will be no room for the trusty Traction that I have owned for 25 years. In the latest 'Floating Power' you asked for real-life experience of selling prices achieved. I asked and received £14,750. She was as near as dammit in Condition 1, according to Hegarty's definition'.

This shows some commonality with the first member and also suggests that the table given by the second member is realistic.

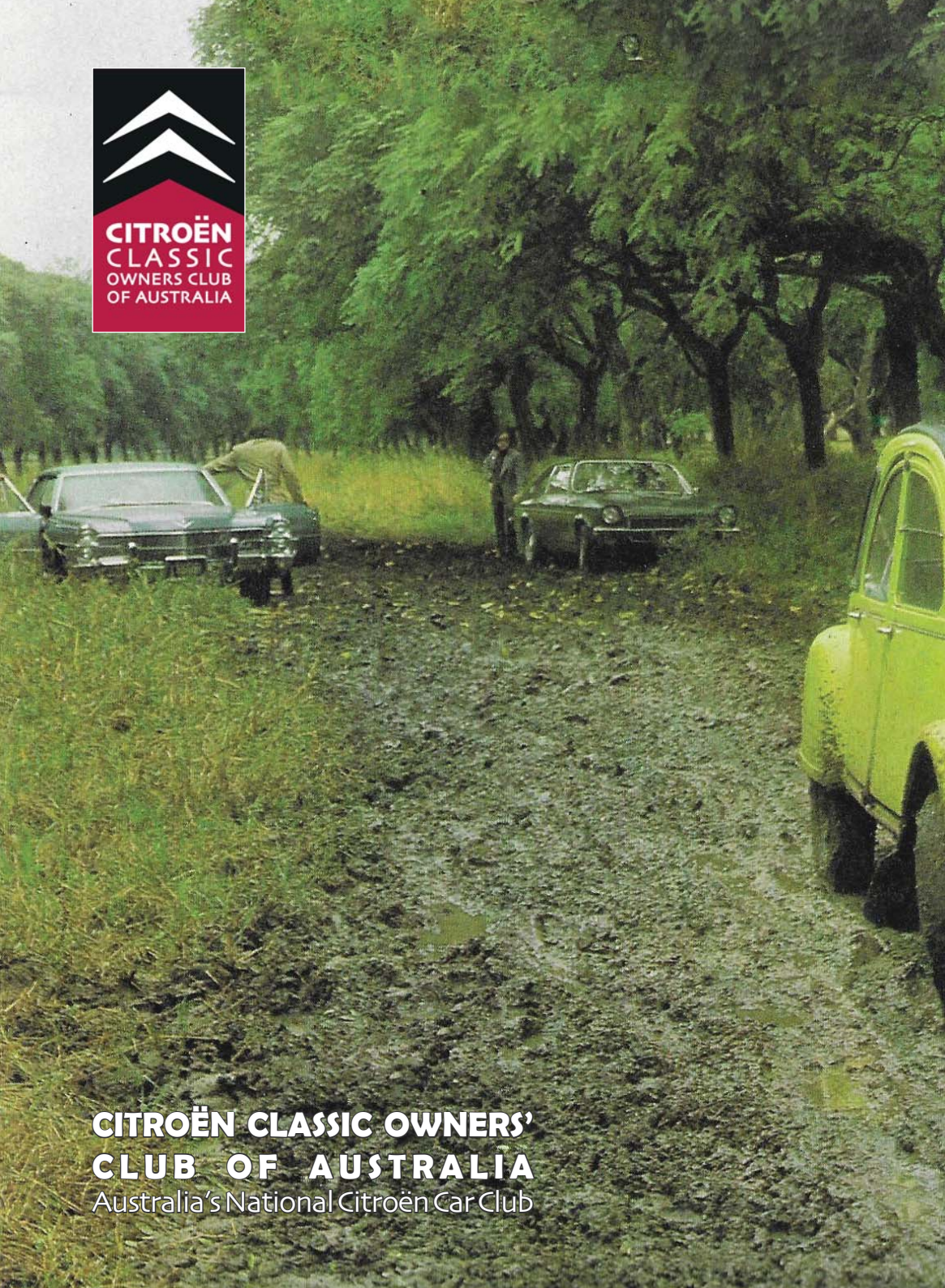
Do let me know if you all have any further thoughts.

These articles by Bryan Pullen, Editor, 'Floating Power', the magazine of the Traction Owners Club [UK], appeared in Volume 46, Issue 4 of July/August 2022 and Issue 5 of September/October 2022.

A READER'S PROPOSED VALUATION TABLE

MODEL	PRE-WAR	POST-WAR SMALL BOOT	POST-WAR BIG BOOT
11BL	£17,000*	£13,000	£11,000
12	£13,000	~	~
LIGHT 15	£16,000	£14,000	£13,000
BIG 15	£16,000	£18,000	£18,000
11 NORMALE	£19,000*	£16,000*	£11,000*
LIGHT 15 ROADSTER	£60-£90,000	~	£38,000
11BL ROADSTER	£60-£85,000*	~	£32,000
15/6	~	£30,000*	£25,000*
BIG 6	~	£28,000	£20,000

* = International Market



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