



THE 21ST CENTURY FAMILY CAR ARRIVES!

The car that redefines the family car for the 21st century has arrived in Australia, with the Citroën C4 Picasso offering a unique blend of the seven seat space and flexibility of a four wheel drive, Euro-NCAP five star safety, the environment performance of a small hatchback and a quality of style, inside and out, that is nothing short of remarkable.

Based on the award winning Citroën C4, the new C4 Picasso occupies little more road space than a small hatchback. This makes it easy to drive and park, and ensures a light environment footprint, with its diesel engine returning a remarkable open road average of just 5.9 litres/100 km with emissions further enhanced by a standard particulate filter.

Yet, for all its compact exterior dimensions, the Citroën C4 Picasso matches – and often beats – what most people want from a 4WD: Space and flexibility. Inside there are seven individual seats. The rear most row of seats fold flat into the floor, the middle row fold forward and both rear seat rows can slide fore and aft for added flexibility. With the seats folded, load compartment space climbs to nearly two cubic metres, while standard roof rails add even further to the load-carrying abilities of the Citroën C4. The height of the C4 Picasso also means that it offers the same driver's eyeline that is enjoyed by 4WD owners.

But form has not been abandoned to meet the needs of function.

The Citroën C4 is anything but utilitarian in its looks or the pleasure it provides to its users. Designated a "Visiospace" by Citroën, its glass area is simply the largest in its class, with a windscreen that extends into the roof as well wide and deep side windows combining to make the interior light, bright and welcoming, as well as combining with the sleek nose to get the C4 Picasso a handsome and unique appearance. Inside the

Citroen Australia

clean, uncluttered dashboard, the unique 'fixed hub' steering wheel produces an interior that is inviting and easy to use.

The cream on the cake for the Citroën C4 Picasso is the long list of features and standard equipment that make using the French car maker's newest model convenient, easy and safe.

These include a detachable rechargeable torch in the boot, a drinks cooler in the dashboard, picnic tables for the middle seat row, power points front and rear, under floor lockers amongst a long list of stowage spots, remote operation headlights, lights and wipers that operate themselves when needed and side window blinds.

As would be expected from a car maker that has set the standard for safety and security, the C4 Picasso has the highest rating for safety, the Euro-NCAP five star rating. On the basis that it is better to avoid an accident, it also has ABS brakes with EBA and EBD, ESP and traction control, not to mention a chassis that comes from Citroën's world beating rally programme, so it is quick, agile and responsive on the road.

"The C4 Picasso is a car full of superlatives," says Miles Williams, General Manager for Citroen in Australia. "The biggest windscreen in its class forms part of the largest glazed area; the least cluttered dashboard design is complemented the simplest folding rear seating system contributes that to the largest boot volume; there are class-leading levels of elbowroom and the best all-round visibility, while for added reassurance the C4 Picasso has recorded the highest EuroNCAP score for adult occupant protection."

The Citroen C4 Picasso goes on sale in Australia on 1 May 2007 in two versions, both with fully electronic automatic gearboxes as standard and identical equipment and feature lists. The Citroen C4 Picasso with the 2.0 litre 103 kW petrol engine and a four speed automatic gearbox has a recommended retail price of \$39,990, while fitted with Citroen's highly advanced 2.0 litre Turbo Diesel, that produces 100 kW and a massive 270 Nm of torque matched to a six speed automatic gearbox, the C4 Picasso HDi has an RRP of \$44,990.

"The Citroen C4 Picasso is truly the family car for the 21st Century," says Mr Williams. "It maintains everything that families really need in a car, space, versatility, safety and security, but it does it within a package that is more compact, more economical and more environmentally friendly than the sort of cars that many families presently use. The fact that it is also stunning to look at, welcoming and pleasant to use, agile and fun to drive simply demonstrates that it is the new definition of a family car."

Citroen C4 Picasso: **Form and Function in perfect harmony**

Refreshingly stylish inside and out, the C4 Picasso combines Citroën's reputation for design flair and individuality with innovation and clever thinking throughout. Built to the highest standards, and exhibiting a level of attention to detail that exudes quality, the C4 Picasso is arguably the most complete compact people mover available.

With its sleek, aerodynamic lines, its huge sweeping panoramic windscreen and purposeful front end, topped off by the distinctive chrome chevron design displayed by recent Citroëns, the C4 Picasso really stands out from its rivals.

On the inside, the most immediately striking feature is the deliberately uncluttered look and feel in the front, achieved by removing the handbrake and, on most models, the gear lever. These are replaced by a dash-mounted automatic electric parking brake and a paddleshift gearchange and mode selector stalk behind the steering wheel.

This modern design approach helps create the clear, fluid and simple dashboard layout. Many of the usual buttons that litter other MPVs are cleverly incorporated into the C4 Picasso's innovative fixed centred controls steering wheel, while separate, individual controls for the vents and air conditioning are conveniently positioned at either end of the dash. Key driver information is communicated via a centrally located multi-function screen that can be customised to offer a choice of colour settings.

The C4 Picasso is cloaked by a huge expanse of glass, creating a light, bright and attractive environment for all onboard. The wide angle panoramic windscreen, which is the biggest in the class, rises up and over the heads of the front seat occupants, providing a field of vision that has never before been seen in the class and is double that of a standard people mover.

Combined with the slim design of the windscreen pillars and the large side windows with their low waistline, this huge panoramic windscreen ensures that the C4 Picasso offers the best all-round visibility of any compact people mover. This is complemented by the optional sunroof, the largest sunroof in the sector.

The abundance of natural light accentuates the sheer space available in the cabin. The three rows of individual seats can comfortably accommodate up to seven passengers, providing class-leading elbowroom for all. And passengers in the third row benefit from extra legroom thanks to the design of the recessed floor.

But it is the remarkable ease with which the rear two rows of seats can be reconfigured that impresses most. Thanks to their unique design, all five seats can be folded down to create a flat load surface in a matter of seconds by simply pulling on the release straps.

Placing the C4 Picasso a further step ahead of its competitors, this simple system is also the secret to the effortless third row access. The outer second row seats operate like cinema seats - on lifting a lever, the cushion flips up against the backrest and then the whole seat slides forwards, giving plenty of room to step into the rear.

Reinforcing its versatile nature, the C4 Picasso offers the largest boot space in the class when in the most common five seat configuration, with an available 576 litres beneath the luggage cover. This can be extended to a massive 1,951 litres with the second row seats folded away.

To stow away everyday paraphernalia there are a number of useful cubby holes dotted around the interior, which can include a 5.4 litre 'coolbox' in the centre of the dashboard, underfloor storage space in the boot and two illuminated dash-top compartments.

Comfort is by no means neglected for practicality, with quad-zone automatic air conditioning, with individual air-flow controls in row two, guarantees that occupants will be able to relax in the perfect travelling conditions. Particularly useful for short stops on hot days, a 'rest' function allows the air conditioning to continue to operate for eight minutes after the engine is switched off.

For added occupant well-being, the C4 Picasso is equipped with an air quality sensor that monitors the levels of outdoor pollution and will automatically switch the airflow to 'recycle' if high levels of pollutants are detected. As with its C4 stablemate, a built-in air freshener with a choice of scents, including a new tobacco-neutralising fragrance, is also available.

Citroën's new people mover is positively brimming with neat touches. There are aircraft-style trays on the back of the front seats, a clever sun visor system on the panoramic windscreen, which incorporates a sliding blind and flip-down visor to protect the front seat occupants from glare on sunny days, as well as an automatic fuel flap.

The C4 Picasso introduces a number of advanced features to the class, each designed to make the driving experience safe and stress-free.

Rear parking sensors making parking easy and cruise control is allied with a speed limiter to make driving safer.

To further enhance the sumptuous ambiance of the Citroën C4 Picasso, a unique Premium Equipment Pack is available providing luxury and unique features. A full, hand crafted leather interior, with soft French leather used for the seats and door trims, chrome trim for the dashboard and piano lacquer trim finishing the doors and dashboard are just the start. The special wrap-around front luxury seats are electrically operated, with memory settings on the driver's seat, and include heating. The floor is covered tailored deep pile carpet mats and the rear view door mirrors fold flat when car is locked or on demand for tight parking spaces.

But it is at night that the premium pack really reveal its unique colours with no less than 32 light sources in the interior combining to provide a warm, ambient experience, taking the use of innovative lighting to another level.

Subtle, pencil thin, strip lighting is integrated beneath the central fascia strip, in the door panels and in the roof headlining above the front seat occupants. This refined lighting system, which can be adjusted via a control below the dashboard, emits a warm glow around the cabin to create a comfortable and relaxed environment.

Another useful example of the clever application of innovative lighting is demonstrated by the front door bins, which automatically illuminate as soon as a hand reaches into them. Reading lights on the back of the front seats are also provided – to operate passengers merely fold down the airplane style trays and switch on. All of which complements a range of other useful lighting sources that includes illuminated storage compartments on top of and under the dash, overhead reading lights in rows two and three and guide-me-home headlamps.

Citroën places a great emphasis on safety so it is no surprise that EuroNCAP has already awarded the C4 Picasso a maximum 5 star adult occupant protection rating. ABS with EBD and EBA, ESP with traction control and seven airbags are standard on all models.

Four child safety seats attachments are standard, a child mirror in the front, anti-pinch functions on the windows and an electric child lock system reinforce the safety features on this family car. Meanwhile, keeping the vehicle and its contents secure, remote control central locking and automatic locking of the vehicle when in motion are all standard.

To provide a purposeful blend of roadholding and comfort, the running gear of the C4 Picasso has been redesigned from that of the C4 on which it is based, to take into account the extra demands placed on a seven seat people mover.

CITROËN C4 PICASSO: MARKET STORY

The Market

The compact people mover has been the great success story of the European car market over the past decade, exploding from zero to more than 200,000 units a year in a little over ten years in the UK alone.

Citroën has been a major player in this growth with two models, the Citroën Xsara Picasso and the Citroën Berlingo Multispace – the people mover version of the van sold in Australia so successfully – staking their claims as amongst most popular cars in their classes, small people mover and economy people mover sector.

This growth, though, has not been replicated in Australia and New Zealand, not least because many of the market conditions that fuelled this growth in Europe have not been replicated in Australia. Most notably expensive fuel, crowded roads and differential vehicle taxation based on vehicle size, engine size, fuel consumption and/or carbon dioxide emissions.

This, allied with the fact that Citroën Australia could not get production thanks to booming demand for right hand drive Xsara Picassos, halted the launch of the Xsara Picasso in Australia.

Why have things changed now?

Firstly, with regard to production, when the Xsara Picasso was launched in 2000, this market sector was in its infancy and Citroën underestimated the rapid and sustained growth. For the new model, Citroën has built into its plans the demand for Australia and New Zealand.

More significantly, though we are starting to see a shift in market preferences in Australia, fueled by rising fuel prices and an awareness that fuel is never going to be cheap again. There is also a rapidly growing requirement by car buyers for cars to be more environmentally sensitive.

There is, though, one crucial difference between this move in Europe and that in Australia. In Europe customers were predominantly moving out of small hatchbacks, therefore the space and flexibility of this new class of car, combined with similar running costs and operational use to a hatchback was a revelation.

In Australia, while some owners will be moving up into the C4 Picasso, the majority will be moving out of compact and medium 4WDs and larger people movers, as well as full size wagons. These owners are used to the flexibility and space afforded by these larger cars and do not wish to give up these advantages when they move to a more efficient and environmentally friendly car.

This is where the Citroën C4 Picasso will succeed.

Thanks to its intelligent design, the interior space is not just on a par with many 4WDs, it actually beats several of them, and even manages to put some large people movers to shame.

The Buyers

With a market sector that is so much in transition, it is difficult to pinpoint an exact profile of who will buy a Citroën C4 Picasso, but some points are clear:

- The majority will be couples with children, in the 35 to 45 age bracket
- The majority will list the owner as a man but will be predominantly used by a woman.
- They will be predominantly purchased in urban and inner city areas.
- Diesel will account for 80 per cent of sales, as the engine suits this style of vehicle both in driving temperament and economy.
- They will be coming from compact and medium 4WDs
- They will be looking for a car that replicated the functionality of their existing car, but with lower running costs, better environmental compatibility and ease of use.
- A significant number will be 4WD owners looking for an easier car to own in terms of both use and ownership costs, as well as solid proportion who no longer see the image of a 4WD as one with which they wish to be associated.

Further down the track, we may see a replication of European buying patterns, which includes:

- Seven seat people mover buyers significantly younger than five seat people mover buyers
- Seven seat people mover buyers are twice as likely to have children under 10 compared to five seat people mover owners
- A rising number of 'Grandparent owners' who want a car that is suitable for both their own use and for transporting grandchildren when required.

In Europe these compact people mover buyers list space and versatility as the number one consideration, highlighting roominess, good size seats, large boot, easily configured seats and good access to all seats. Safety also features high on the list of priorities, with drivers citing airbags, driving aids and good crash test results as key in making a purchasing decision.

Inevitably, good value for money plays a significant role in the final selection, with buyers looking for high specification from a reputable brand. Finally, after the essential requirements in the decision-making process, come the desirable ones and style is frequently cited on buyers wish lists, suggesting that distinctive looks can help to cement a decision.

STYLE: UNMISTAKABLY CITROËN

With its sleek, powerful exterior lines, huge glazed area and uncluttered interior the new C4 Picasso sees Citroën stretching the boundaries of design once again, effortlessly accommodating seven seats and class-leading amounts of space within the latest innovative design.

Exterior

Looking at the C4 Picasso, the eyes are immediately drawn to the abundance of glass wrapped around the vehicle. This is most noticeable at the front, where the windscreen stretches back over the driver's head, but equally extends to the large side windows, that give the impression of an extended window line thanks to the absence of body coloured pillars.

The prominent chrome chevrons of the C4 and C6 have been moulded onto the front of the C4 Picasso, curving round from the centre of the short, sloping bonnet to the front lights. These large headlamps are underlined by stylish indicator strip lights that incorporate miniature chevrons.

A clean, flowing body shape features subtly flared wheel arches, body-coloured door handles and mirrors and attractive chrome detailing, dependent on model. As the waistline subtly rises towards the rear, the roofline gently drops to help reinforce the sleek and crafted look of the C4 Picasso. This sculpted body style contributes to an outstanding aerodynamic performance, reflected by a drag coefficient value of 0.31.

At the rear of the C4 Picasso the slim high level brake light sits below a mini-spoiler, which spreads out towards another distinctive feature, the extremely distinctive integrated tubular rear lights, which mould effortlessly into the rear pillars. Careful examination reveals a hidden spoiler in the surface of these unique lights to aid cross wind stability. Underneath, robust, twin body-coloured bumpers flank the large tailgate.

The exterior dimensions of the C4 Picasso (4.59m long, 1.83m wide and up to 1.71m high including the roof bars) also give it an impressive on-the-road presence.

Interior

From the moment that passengers step inside the C4 Picasso they are greeted by class-leading levels of light, space and visibility. Thanks to the biggest glazed area in its class the cabin is flooded with light. Combined with its sheer size this ensures that it provides a welcoming atmosphere for all occupants.

Citroën's designers have paid special attention to ensuring that the C4 Picasso interior exudes a high class feel. Its premium build quality is underlined by the use of prestige materials.

The designers have also worked hard to create an uncluttered look and feel in the front of the car. This is achieved by doing away with the conventional handbrake and, on models with an electronic gearbox system, the gear lever; by switching many of the controls to the steering wheel; by tucking away the air conditioning controls at either

end of the dashboard; by covering the stereo control panel and even by hiding away the optional CD autochanger in one of the dash-top compartments.

For simplicity's sake, information is grouped together on a digital screen located in the centre of the dashboard, whilst the driver can personalise this display by selecting the information to be shown, or by adjusting the colour settings.

The Citroën C4 Picasso Premium Pack

To further enhance the sumptuous ambience of the Citroën C4 Picasso, a unique Premium Equipment Pack is available providing luxury and unique features. A full, hand crafted leather interior, with soft French leather used for the seats and door trims, chrome trim for the dashboard and piano lacquer trim finishing the doors and dashboard are just the start. The special wrap-around front luxury seats are electrically operated, with memory settings on the driver's seat, and include heating. The floor is covered tailored deep pile carpet mats and the rear view door mirrors fold flat when car is locked or on demand for tight parking spaces.

But it is at night that the premium pack really reveal its unique colours with no less than 32 light sources in the interior combining to provide a warm, ambient experience, taking the use of innovative lighting to another level.

Subtle, pencil thin, strip lighting is integrated beneath the central fascia strip, in the door panels and in the roof headlining above the front seat occupants. This refined lighting system, which can be adjusted via a control below the dashboard, emits a warm glow around the cabin to create a comfortable and relaxed environment.

Another useful example of the clever application of innovative lighting is demonstrated by the front door bins, which automatically illuminate as soon as a hand reaches into them. Reading lights on the back of the front seats are also provided – to operate passengers merely fold down the airplane style trays and switch on. All of which complements a range of other useful lighting sources that includes illuminated storage compartments on top of and under the dash, overhead reading lights in rows two and three and guide-me-home headlamps.

CITROËN C4: LIGHT, BRIGHT AND AIRY

Once inside the new C4 Picasso, occupants can't fail to be impressed by the high levels of exterior visibility, whilst a number of key design factors combine to create a cabin area that is lighter and brighter than any of its competitors, night or day.

Thanks to the huge panoramic windscreen, with the option of a vast sunroof, the extensive coverage of the side windows and the narrow windscreen pillars, the C4 Picasso offers the biggest glazed area in its class.

The wide angle panoramic windscreen is possibly the C4 Picasso's most eye-catching feature, and serves to double visibility from the front seats. The angle of vertical visibility is 70° compared to 35° for a conventional MPV. This incredible field of vision is created, without compromising the strength of the body structure, by pushing back the roof cross-member header rail by more than 30cm.

Drivers of the C4 Picasso also benefit from the best front and rear three-quarter visibility in the sector. Narrow windscreen pillars and the largest quarter lights available on any people mover help improve safety by markedly reducing the front three-quarter blind spot while simultaneously enhancing visibility when reversing.

Moving backwards, passengers in the second and third rows are certainly not forgotten. Each row possesses the best side visibility in the Compact MPV sector (65° in the front, 78° in row two and 38° in the rear seats), which will be particularly appreciated by children as they take in the views on their travels.

Taking inspiration from the aerospace industry and high-speed trains, the designers of the C4 Picasso have developed an original sun visor system that maintains front seat passenger comfort on the sunniest of days.

Two opaque, independent sliding driver and passenger sun visors block out any glare, effectively reducing the size and dimensions of the panoramic windscreen to those of a conventional one should the occupants so desire. A heat reflecting windscreen also assists in keeping the cabin cool.

Additionally the second and third rows of the vehicle, as well as the tailgate feature tinted windows and integrated sunblinds for the middle row that are almost completely hidden when retracted.

Ensuring the interior can be completely bathed in daylight, the largest tinted panoramic sunroof (1.04m long) in the class is an option.

Uniquely, a rechargeable lamp in the boot fulfils two roles, serving as both a conventional boot-light and a hand-held torch. As a torch it provides approximately 40 minutes of power and recharges as soon as it is replaced in the cradle and the car starts to move.

The innovative lighting theme is extended to accessing and exiting the car at night, which is made even easier as welcome lights set underneath the door mirrors can be activated to bathe the ground with light beside the vehicle.

All of which complements a range of other useful lighting sources that can include illuminated storage compartments on top of and under the dash, overhead reading lights in rows two and three and guide-me-home headlamps.

SPACIOUSLY VERSATILE

No other vehicle in the sector is as practical and versatile as Citroën's C4 Picasso, as highlighted by its unique seating system that allows the rear five seats to be quickly and easily folded away under the floor in seconds.

Its sizeable internal dimensions and well-considered interior layout combine to offer class-leading levels of elbow and legroom, plus an unbeatable boot volume for the sector.

Quick and easy seat reconfiguration

The two rear seats are so easy to fold away that most people will be able to perform the action using one finger only! By pulling on a strap at the bottom of the rear of the seat, it simply pivots down beneath the floor. The rear floor covers are then unfolded to hide the seats and provide a conventional boot floor.

With equal ease, and without removing the head restraints, each of the individual seats in the second row can also be folded away in a single movement, this time by pulling on either of the straps located at the side or rear of the seat base. When folded flat, robust, hinged covers flip-down from the seatbacks to provide a continuous, flat loading space stretching from the boot to the back of the front seats.

Making life even easier, passengers wishing to gain access to the third row seats simply have to lift a lever on the shoulder of the outer second row seats. This action raises the cushion towards the backrest, much like a cinema seat, and the entire seat can then be slid towards the first row.

Plenty of room on board

Each of the seven seats offer class-leading elbowroom, 1.51m at the front, 1.49m in the second row and 1.35m in row three. The space between the front seats is also larger than any other vehicle in the class, providing greater forward visibility for those in the rear. Elsewhere throughout the vehicle a flat floor provides greater comfort and ease of movement.

Unlike in many of its rivals, passengers in the second row benefit from individual seats of the same width (45cm), as well as the most generous legroom in the category.

Third row occupants also benefit from significant and comfortable legroom thanks to the scooped-out footwells that also allow passengers to slide their feet beneath the seat in front.

Class-leading boot space

The boot and cabin layout work together to create a versatile, easy-to-use and convenient load space, with top-of-the-range models also benefiting from a boot-mounted button that can raise or lower the boot sill height.

In the most widely-used five seat configuration, with the third row folded away and the seats in row two pushed right back, the C4 Picasso offers an impressive 576 litres of storage space beneath the luggage cover, the largest in the category. When all the seats are folded away, the maximum capacity rises to 1,951 litres.

To make loading the boot easier, the C4 Picasso also boasts the widest distance between wheel arches in the class, at 1.17 metres. This width remains the same along the entire length of the boot.

With the front passenger seat pushed forward to its furthest point, the load length can be extended to 2.06 metres. And at 55cm deep, the space under the luggage cover is another 'best in category'.

CITROËN C4 PICASSO: COMFORTABLE, COOL & CONVENIENT

More than for many other types of car, comfort features right towards the top of the list of priorities for the driver and passengers when it comes to people movers. Here the C4 Picasso's blend of innovations and neat touches help raise standards of comfort and convenience in the sector to new levels.

Sitting comfortably

To ensure optimum comfort for the driver, the seating position can be altered to suit the individual's requirements.

The range of adjustments includes height, tilt, pitch and lumbar settings. For a perfect fit, the steering column can also be configured for rake and reach.

The driver isn't the only occupant with adjustable seating. The front passenger seat can also be multi-adjustable and all three individual seats in the second row can slide and recline for additional comfort.

A breath of fresh air

The stylish C4 Picasso offers quad zone climate air conditioning as standard on all models. Separate digital controls allow the driver and front passenger to individually adjust the temperature and airflow to their side of the cabin, while there are also individual controls at mid-height on the left and right pillars in row two.

In a particularly neat advancement, the C4 Picasso introduces a 'rest' function that keeps the air conditioning system running for up to eight minutes when the engine is turned off. That way, the cabin remains cool during short stops, for example when the driver refuels the vehicle, nips to the cashpoint or picks the kids up from school.

Certain models feature an air quality sensor that regulates the quality of the air entering the cabin. If it identifies high levels of pollutants outside the cabin, such as carbon monoxide, hydrocarbons and nitrogen oxide, it automatically shuts off the air intake and, instead, recycles the air inside the cabin.

In a nod to its C4 stablemate, the C4 Picasso can also offer an integrated air freshener. With a choice of scents, including a brand new tobacco-neutralising option, the fragrance is circulated via the air flow units. The intensity of the aroma from the inbuilt air freshener, which is located in the centre of the dashboard, can be easily regulated or switched off.

Whisper quiet

On the move the C4 Picasso is impressively quiet thanks to features such as the fitment of an acoustic windscreen which helps filter out wind and exterior noise.

Cabin boom and noise vibration has been minimised by the inclusion of innovative structural inserts in the bodywork and the application of sound damping to some panels. Elsewhere road noise associated with potholes and obstacles is reduced by the fitment

of front hydraulic mounts on the rear axle bushes. Engine noise intrusion is dealt with by effective bulkhead sound-proofing.

Convenient compartments

The C4 Picasso has a host of stowage compartments, many of which are covered to help maintain the clutter-free cabin environment.

On top of either end of the deep dashboard, two hinged covers neatly disguise large, useful stowage compartments, which can be illuminated. The driver's side compartment neatly accommodates an optional six CD autochanger unit when specified.

Blended into the front console, a covered coolbox neatly takes the place usually reserved for a conventional gearlever. This compartment is large enough to chill a 1.5 litre bottle and two 0.5 litre bottles at the same time.

The C4 Picasso also comes with large door bins, stowage nets on the back of the front seats, a low console with cup holders between the front seats, and storage compartments under the front seats and under the floor in row two, depending on model.

In the rear of the vehicle, other cubby holes can be found under the armrest in row three and in the sides of the boot pillars. With the seven seats in place, deep closed compartments under the third row of seats offer an extra 80 litres of storage space.

CITROËN C4 PICASSO: USEFUL TECHNOLOGY

If the C4 was 'alive with technology' then the C4 Picasso takes this a step further, featuring advanced driving aids many of which are unique or rarely seen in the compact people mover sector.

Automatic Electric Parking Brake

Enhancing convenience, an automatic electric parking brake is introduced as standard across the range. The parking brake is automatically applied when the engine is switched off, with an electronic control unit calculating the force required to immobilise the vehicle.

The electric parking brake is automatically and seamlessly released as soon as the torque applied to the drive wheels is sufficient to move the C4 Picasso forward smoothly.

In addition, a manual control for the parking brake is situated in the centre of the dashboard. This facility can be used to apply the parking brake in a conventional manner whenever necessary. Once again, it is automatically released when pulling away.

Xenon Dual-Function Directional Headlamps

To improve visibility when cornering at night, the C4 Picasso can be fitted as an option with dual-function directional headlamps. These potentially life-saving headlamps incorporate an elliptical bi-Xenon directional module, active in low and full beam modes, that widens the field of vision as the steering wheel turns.

Front And Rear Parking Sensors

The Citroën C4 Picasso has rear parking sensors as standard, with front sensors available as an option. These sensors in the front and rear bumpers detect obstacles close to the vehicle and transmit an audible warning 'beep' from the relevant speakers. In addition an image on the multi-function screen provides precise information on the presence and proximity of obstacles in the detection zone.

Cruise Control / Speed Limiter

The convenience and safety benefits of a cruise control and speed limiter, rarely seen in the compact people mover sector, are available as standard on the C4 Picasso. Activated via buttons on the fixed centred controls steering wheel, the cruise control maintains the vehicle at a pre-set speed.

The speed limiter can be used to prevent the vehicle from exceeding a pre-determined speed, as set by the driver. A kick-down function is available for when the driver needs to accelerate suddenly.

Automatic Fuel Flap

The automatic fuel flap is operated via a button low down beside the steering column, removing the need to touch the cap itself. The flap that replaces the conventional cap and seals the system is opened when the pump nozzle is inserted. For additional

convenience, the fuel flap control is disabled at speeds above 10 kmh, preventing the flap from opening while the vehicle is on the move.

NaviDrive

Citroën's optional NaviDrive colour satellite navigation system combines a 7-inch screen with an in-built telephone and an audio system with CD autochanger. Voice activation technology allows the driver to call up a pre-set telephone number, tune into a favourite radio station or select a pre-programmed driving route, all while keeping their eyes fixed on the road and hands firmly on the steering wheel.

With the user's SIM card slotted into the unit, the NaviDrive system will even read back text messages, while for added peace-of-mind it features a convenient, one-touch emergency services call-up facility.

Bluetooth Hands-Free Telephone System

Also allowing drivers to safely make calls, Citroën offers Bluetooth hands-free as an option.

This wireless technology allows drivers to make and receive calls without using their handset. A microphone is built into the ceiling, also allowing voice recognition to be used to make a call, while the vehicle's speakers relay the conversation. Steering wheel controls provide access to telephone numbers stored in the driver's mobile phone directory.

SAFE AND SECURE

Citroën's reputation for producing cars that are both extremely safe and secure is reinforced with arrival of the C4 Picasso. Heading up the Compact MPV class for safety, with 35 points out of 37 for adult occupant protection in the EuroNCAP crash tests, this new model also offers a range of features to keep the vehicle and its contents secure.

A maximum 5 star rating for adult occupant protection puts C4 Picasso in the same league as the Company's C4, C5, C6 and C8 models, while this latest model has also picked up 3 stars for child protection and 2 stars for pedestrian safety from EuroNCAP.

Key to its safety credentials is the standard fitment of features that are rarely available or are unique in the class. These can further enhanced by the availability of other advanced features such as Citroën's dual-function directional headlamps and tyre pressure monitors.

For a start, and placing the C4 Picasso ahead of the field, seven airbags are standard on all models. The driver and front passenger are protected by intelligent airbags that alter the pressure and volume of deployment, dependent on the force of collision, while the fixed centred controls steering wheel allows an optimally-shaped driver's airbag to be fitted.

A steering column airbag protects the driver's legs in the event of an impact, while lateral airbags in the front two seats combine with curtain airbags to provide significant head and chest protection for passengers in the first two rows of seats.

All C4 Picasso models feature ABS with Electronic Brakeforce Distribution (EBD) and Emergency Braking Assistance (EBA), helping drivers to safely bring the vehicle to a stop in all conditions. In addition, and unlike many rivals, Electronic Stability Programme (ESP) with traction control is also standard across the range.

The high performance braking system of the C4 Picasso sees large diameter (302mm) ventilated disc brakes fitted at the front and reinforced disc brakes at the rear. Under rapid braking the hazard lights are automatically illuminated to warn drivers behind.

Child safety is always a key consideration, especially on a people carrier, and the C4 Picasso is the one of the few compact people movers to offer four child seat mounts, including all three seats in the second row. This means that, even with two middle row seats in use by a child seat, access is still possible to the rear seats.

Further child safety features include an additional mirror above the main rear view mirror, which allows the driver to keep an eye on occupants in the back, an electric child lock system for the rear doors and windows, and anti-pinch functions on the windows and shutter blinds to prevent little fingers from becoming trapped.

All seven seats are fitted with three point seatbelts linked to audible and visual warning indicators with the information being displayed via the central dashboard display.

The C4 Picasso, built on a longer version of the platform of the C4, incorporates a specially reinforced structure to optimise energy absorption on impact and meet the toughest passive safety standards.

Programmed front and rear crumple zones absorb impact energy, while the front impact absorbers have been specially designed to allow the windscreen pillars to be made thinner whilst retaining strength. The sizing of the front suspension has been optimized to transfer energy under the body in the case of a frontal impact.

Citroën designers have reinforced the lower impact absorber which, combined with a second lower impact absorber at the bottom of the front end, provides a more effective energy transfer in the case of front impact.

The overall stiffness of the vehicle is improved by the use of high yield steel tubes and crumple impact dampers within the front doors, while the novel use of large structural inserts at the bottom of the front pillar, at the top and bottom of the central pillar and in the cross member above the rear axle stiffen the body further.

For the highest levels of protection against theft and break-in, the C4 Picasso can be specified with laminated glass side windows, making it the very first Compact MPV to be offered with a feature that is more frequently seen on more expensive cars.

All models offer remote control central locking with deadlocks as well as a transponder-based electronic engine immobiliser. If the vehicle is accidentally unlocked, it will automatically lock itself again after 30 seconds, while the doors and boot automatically lock when the vehicle is in motion.

For added security, an optional perimetric alarm system can detect if a door is opened other than via the central control, whilst the optional volumetric alarm, which detects movement inside the cabin, can be disabled if required - for example if a pet is briefly left in the vehicle.

CITROËN C4: DRIVING PLEASURE

On the road, the C4 Picasso delivers a safe, comfortable and relaxed driving experience - the ideal combination for a vehicle that has been specifically designed to enhance the average family's busy lifestyle.

Its ability to deliver such high levels of refinement is derived from a choice of two perfectly-suited engines, two advanced electronic automatic gearboxes and an advanced chassis.

Running Gear

The C4 Picasso affords precise on-road behaviour. Based on that of the C4, the running gear of the C4 Picasso has been redesigned to take into account the additional demands of the life of a seven seat Compact MPV.

The front axle features MacPherson-type suspension with lower wishbones and an anti-roll bar, while the wishbones, steering and subframe have been reinforced to support the additional front load.

The rear axle is completely new. Based on a flexible transverse beam and anti-roll bar, together with coil or air springs, it features inclined shock absorbers to avoid intrusion into the boot area.

Manoeuvring at both high and low speeds is made all the more easy by the variable-assistance power steering, which is driven by a new, more powerful electric pump unit, again to take into account the heavier load on the front axle.

Transmissions

The new C4 Picasso is available with a choice of two transmissions, depending on the engine chosen, the four speed AL4 gearbox for the 2.0 litre petrol unit and, to maximize its performance, Citroën's new AM6 gearbox for the 2.0 litre Turbo Diesel engine. Both are full electronic with fuzzy logic adaptive control and are designed to maximize performance, while minimizing fuel consumption and emissions.

The Engines

C4 Picasso customers have a choice of two proven engines - one petrol and one diesel - each offering flexible and eager performance, high levels of driveability, admirable fuel economy and good CO₂ emissions. The diesel unit also features Citroën's acclaimed Diesel Particulate Filter System, which reduces particle emissions to virtually immeasurable levels.

2.0i 16V

Featuring variable valve timing, the 2.0 litre 16V engine develops 103 kW, maximum torque of 200 Nm at 4,000rpm and a top speed of 190 kmh. This model can also return 6.6 l/100 on the open road cycle and CO₂ levels of 211 g/km.

2.0HDI

Top of the tree is Citroën's 100 kW 2.0HDI engine, which develops a thumping 270 Nm of torque at just 2,000rpm. This unit features a latest-generation injection system and variable-geometry turbocharger, helping it to a top speed of 195 kmh.

An open road fuel consumption figure of 5.9 l/100 km is illustrative of how the 2.0HDI contributes to keeping running costs down, while CO₂ levels are kept down to 159g/km.

Citroën C4 Picasso

Technical Specification

		Citroën C4 Picasso 2.0 litre petrol	Citroën C4 Picasso 2.0 litre Turbo Diesel
Body		Five doors/Seven Seats	Five doors/Seven Seats
Cd		0.31	0.31
Cd.A (m ²)		0.81	0.81
Engine			
Engine Code		EW10A	DW10BTED4
Emission Rating		Euro 4	Euro 4
Engine type		Water-cooled four cylinder, transversely installed driving the front wheels	Water-cooled four cylinder, transversely installed driving the front wheels
Valves		Twin camshafts/16 valves	Twin camshafts/16 valves
Bore/Stroke (mm)		85/88	85/88
Capacity (cc)		1997	1997
Compression Ratio		10.8:1	17.6:1
Engine Management Type		Magnetti Marelli 6LP	Common rail, 1600 bar
Turbocharging		~	Variable displacement
Max Power/rpm (kW)		103/6000	100/4000
Max Torque/rpm (Nm)		200/4000	270/2000
Transmission/Gearbox			
Name		AL4	AM6
Type		Four speed electronic automatic	Six speed electronic automatic
Speed in kmh at 1000 rpm	1 st	9.16	7.95
	2 nd	16.65	14.65
	3 rd	24.98	21.27
	4 th	35.16	28.85
	5 th	~	36.97
	6 th	~	47.18
	Reverse	10.18	8.50
Tyres/Wheels			
Wheels		Alloy 17 x 6J	Alloy 17 x 6J
Tyres		215/55 R17	215/55 R17
Rolling Circumference		1958	1958
Spare Tyre Type		Steel/Full size	Steel/Full size
Steering			
Type		Electric variable assistance	Electric variable assistance
Turns lock to lock		2.77	2.77
Turn circle kerb/walls (m)		11.33/11/85	11.33/11/85
Suspension			
Front		MacPherson Strut, anti rollbar	MacPherson Strut, anti rollbar
Rear		Flexible Transverse beam	Flexible Transverse beam
Rear pneumatic suspension		Option	Option
ESP		Standard	Standard
Brakes			
Front: Type		Ventilated Disc	Ventilated Disc
Front: Width/thickness (mm)		302/26	302/26
Front: Caliper type		Floating	Floating
Rear: Type		Solid Disc	Solid Disc
Rear: Width/thickness (mm)		268/12	268/12
Rear: Caliper type		Floating	Floating
ABS Brakes		Standard	Standard

	Citroën C4 Picasso 2.0 litre petrol	Citroen C4 Picasso 2.0 litre Turbo Diesel
Dimensions (mm)		
Length	4590	4590
Width	1830	1830
Width with door mirrors	2100	2100
Height with/without roof rails	1680/1710	1680/1710
Height with/without roof rails and option air suspension	1680/1690	1680/1690
Wheelbase	2728	2728
Track front/rear	1505/1539	1505/1539
Overhang front/rear	995/867	995/867
Headroom, seat rows 1/2/3	966/973/853	966/973/853
Elbow room seat rows 1/2/3	1508/1493/1346	1508/1493/1346
Load compartment		
Load Volume – All 3 seat rows in place (l)	208	208
Load Volume – Row 3 folded, min/max	576 -672	576 -672
Load Volume – Row 2 and 3 folded, min/max	893/1951	893/1951
Max load length, rows 2 and 3 folded (mm) Min/max	1800/2060	1800/2060
Max load length, row 3 folded (mm) min/max	1030/1160	1030/1160
Weights/Capacities (kg)		
Kerb weight	1600	1620
Gross weight	2260	2320
Front rear weight distribution	935/665	970/650
Gross train weight	3660	3620
Payload	660	700
Towing weight – unbraked	750	750
Towing weight – braked with/without weight transfer	1400/1500	1300 – 1500
Max roof rail load: on hooks, on roof bars	60/80	70 - 80
Fuel Tank (l)	60	60
Performance		
Top Speed (kmh)	190	195
0-400 metre (secs)	18.5	18.5
0-1000 metre (secs)	33.5	33.4
0-100 kmh (secs)	12.2	12.5
Fuel Consumption (l/100 km)		
Urban	12.9	7.9
Extra Urban	6.6	5.1
Combined	8.9	6.1
CO ²	211	159
Services and Warranty		
Service intervals	12 months/20,000 km	12 months/20,000 km
Mechanical Warranty	3 years/ 100,000 km	3 years/ 100,000 km
Paintwork Warranty	3 years	3 years
Through Panel rust warranty	12 years	12 years
Roadside assist	Yes	Yes

Citroën C4 Picasso

Equipment and technical features

	Citroën C4 Picasso 2.0 litre petrol	Citroën C4 Picasso 2.0 litre Turbo Diesel
SAFETY AND SECURITY		
ABS Brakes	✓	✓
Airbags: Adaptive Twin Front	✓	✓
Airbags: Driver's knee bag	✓	✓
Airbags: Front side bags	✓	✓
Airbags: Full length curtain bags	✓	✓
Child safety seat attachments	4	4
Child surveillance Mirror	✓	✓
Electric child lock indicator	✓	✓
Electric Parking Brake (EPB)	✓	✓
Electric windows, anti-pinch	✓	✓
Electronic Brakeforce Distribution (EBD)	✓	✓
Electronic Stability Programme (ESP)	✓	✓
Emergency braking activation of hazard lights	✓	✓
Emergency Braking Assistance (EBA)	✓	✓
Front seatbelts, height adjustable, pretensioners, force limiters	✓	✓
Power Steering, Variable Assistance	✓	✓
Rear Parking sensors	✓	✓
Rear seat belts, 3 point belts on all seats	✓	✓
Remote central locking with dead locks	✓	✓
Remote headlight operation	✓	✓
Seat warning for all seats	✓	✓
Traction Control	✓	✓
Transponder immobilizer	✓	✓
Storage		
Twin dashboard top lockers	✓	✓
Front and rear bottle storage lockers	✓	✓
Underfloor lockers in seat row 2	✓	✓
Right hand storage locker for row 3	✓	✓
Front seat back pockets	✓	✓
Illuminated front glovebox	✓	✓
Air-conditioned front centre locker	✓	✓
Luggage area retractable cover	✓	✓
Comfort and Convenience		
Steering wheel, height and tilt adjustable	✓	✓
Windscreen, wide angle, panoramic	✓	✓
Steering wheel mounted controls	✓	✓
Rear Air Suspension	Opt	Opt
Steering wheel, fixed hub	✓	✓
Cruise Control	✓	✓
Speed Limiter	✓	✓

	Citroën C4 Picasso 2.0 litre petrol	Citroen C4 Picasso 2.0 litre Turbo Diesel
Climate Control AirCon, Split left and rear, rear temperature settings	✓	✓
Pollen and particulate filter	✓	✓
Air Quality Sensor	✓	✓
Airfreshner	✓	✓
Fuel Flap, Automatic	✓	✓
Windscreen wipers, rain sensing	✓	✓
Door mirrors, electrically operated	✓	✓
Electric windows, front	✓	✓
Electric windows, rear	✓	✓
Sun Blinds, row 2 seats	✓	✓
Opening Tailgate window	Opt	Opt
Picnic trays on back of front seats	✓	✓
Roof rails	✓	✓
Lighting and Visibility		
Headlights, Halogen, height adjustable	✓	✓
Remote operation of headlights	✓	✓
Puddle lights under door mirrors	✓	✓
Interior lights for all three seat rows	✓	✓
Boot mounted rechargeable torch	✓	✓
Seating		
Number of seats	7	7
Three individual folding/sliding rear seats in row 2	✓	✓
Two fold flat/sliding individual seats in row 3	✓	✓
Height and angle adjustable front headrests	✓	✓
Height adjustable headrests for row 2	✓	✓
Driver's seat height adjustment	✓	✓
Front centre arm rests	✓	✓
Driver's information		
Audio system, RDS Radio, CD player, six speakers	✓	✓
Digital Speedometer and rev counter	✓	✓
Service indicator	✓	✓
Exterior temperature gauge with ice alert	✓	✓
Trip computer	✓	✓
Black panel function	✓	✓
Multi colour instrument displace	✓	✓
Appearance		
Body coloured bumper inserts, side rubbings trips, door handles, door mirrors	✓	✓
Alloy wheels, standard	17 inch	17 inch

Factory Fit Options	Citroën C4 Picasso 2.0 litre petrol	Citroen C4 Picasso 2.0 litre Turbo Diesel
Metalic Paint/Black Paint	\$700	\$700
Panoramique Glass Sun Roof	\$1750	\$1750
Premium Pack	\$6500	\$6500