



CITROËN'S BOLD DS5 ARRIVES IN AUSTRALIA

MODEL HIGHLIGHTS

- Bold modern styling and a luxurious interior. Aviation inspired cockpit with a pilot-style cabin.
- Compact and agile, spacious and versatile. Five doors, five full-size seats and up to 465-litres of boot space.
- Unique market position challenging core 'D' segment competitors and premium executive models.
- Maximum 5-star Euro NCAP test rating, including 97% Safety Assist score.
- Créative Technologie includes; keyless access & start; smart lights; colour head-up display
- High levels of equipment as standard

The new Citroën DS5 is the epitome of innovation with an audacious approach to design, comfort and refinement; the DS5 appeals to customers looking for a resolutely modern and original approach to the premium luxury car that meets both rational and emotional ownership demands.

Inspired by the striking C-SportLounge concept car, DS5 completes the current DS line. An instantly recognisable range, the DS line appeals to both the emotional and rational decision-making process of today's car buyer. All three models in the premium DS line offer creative design, outstanding quality and desirable technology.

This combination of rational and emotional attraction provided by the DS5 is reflected by the awards it has collected – on one hand the DS5 is the '2012 Car Design of the Year', presented by Car Design News for its aesthetic styling achievements, while Top Gear UK have made the DS5 its '2012 Family Car of the Year' thanks to its high level of rational and practical design.

Not only does the Citroen DS5 come as standard with all the equipment and features expected in this class, these features have been enhanced. For example, the standard Climate Control Air Conditioning offers three different air flow intensities while maintaining full automatic control; the glass sunroof comes in three sections, each with its own sun blind to allow each occupant to set their own level of roof light; front and rear parking sensors are backed by a rear parking camera; the automatic headlights also have an automatic high beam function. At the same time the Citroen DS5 offers equipment and features as standard that are expensive options on other cars, such as the full colour head up display that provides vehicle speed, cruise control status and navigation

instructions; electric front seats with memory and massage functions for the driver's seat; a cooled compartment for food and drinks; a full alarm system and dual function Xenon steerable headlights; LED interior mood lighting.

Power for the Citroen DS5 comes from a sophisticated 1.6 litre turbocharged engine developed in conjunction with BMW which produces 115 kW and 240 Nm of torque at just 1400 rpm, which, matched to an electronically controlled six speed automatic gearbox provides the DS5 with a 0-100 kmh time of 9.7 seconds and a combined fuel consumption figure of 7.3 l/100km.

The Citroen DS5 arrives in Australia as a single, fully equipped and specified model that is powered by a responsive turbocharged engine matched to an advanced six speed gearbox and priced at \$47,990 excluding statutory charges, dealer costs and delivery, adding value for money to its already impressive list of design, style, safety and equipment achievements.

BUYER PROFILE & COMPETITORS

Customers in the premium and prestige segment are looking for vehicles that stand out from the crowd with a distinctive, contemporary flair. They want a car that is rewarding and engaging in day-to-day use that delivers true driving pleasure.

The new Citroën DS5 is designed to reconcile fun at the wheel with distinctive style, luxury, comfort and exquisite aesthetics. The DS5 is aimed squarely owners who wish to make an emotional purchasing decision driven by the heart but which is also counter-balanced by brain-driven rational purchasing choices that enable owners revel in the style and pleasure of ownership, but safe in the knowledge that the DS5 is also sensible, rational car offering safety, fuel economy and useable space.

Citroen DS5 buyers will be 35 plus with a male bias. Typically energetic business leaders, they are sophisticated, style conscious and early adopters of new technologies. Creative and independent minded, they are brand conscious, aspirational and discerning.

The new Citroën DS5 sits in a unique market position between core 'D' segment models with its ability to match the rational purchase choices such as the Volkswagen Passat, Honda Accord but also with the style and personality to counter the heart-driven models in this sector such as the Audi A4, BMW Three series and Volkswagen CC.

NEW CITROËN DS5 IN DETAIL

STYLE & QUALITY

The DS5 is an aerodynamic tour de force with taut features, flowing lines and a dynamic profile. The front end instantly identifies the car's DS lineage with its pronounced air-intakes, chrome grille and incisive 'gaze' underscored by LED light signatures. At the rear, the DS5 sits squarely on wide tracks, underlined by chrome-finished twin exhausts and heavily sculptured rear clusters with six light guides.

The DS5 is lavished with an alternation of gloss blacks and eye-catching chrome-finished details, such as the slender chrome 'sabres' that run from the tips of the headlamps to the front windows.

The new DS5's uniquely styled interior exudes ergonomic function and aesthetic design. Inspired by the world of aviation, the cabin's standout feature is the sweeping cockpit roof, which features pilot-style overhead switchgear. The large glass roof, divided into three areas, features individual electrically operated sunblinds, allowing occupants to control their amount of light entering the cabin both day and night.

Immaculate attention to detail throughout ensures an immediate impression of quality and refinement. Authentic, premium materials such as finest-grain leather are used including an optional a 'watchstrap' effect on the seats.

The driver-focused cockpit fuses the driving position of a coupé with the finesse of a Gran Turismo. Highlights include a wraparound dashboard and wide central console, both ergonomically positioned. The innovative retractable colour head-up display projects essential driving information directly into the driver's line of vision, whilst the stylish analogue clock adds a final touch of sophistication to DS5's interior. LED lighting appears throughout, bathing DS5's interior in an ambient display of intermittent reds and whites, highlighting the various features.

Acoustic treatments ensure a velvet-smooth atmosphere inside the cabin. There is excellent insulation from road and wind noise thanks to laminated windows.

SPACE & VERSATILITY

The new Citroën DS5 is sleek and compact, yet spacious and versatile, avoiding the usual compromises between driving pleasure and occupant comfort. At 4.53m long, 1.85m wide and 1.51m high, the five-door layout offers five full-size premium seats and a generous boot volume of up to 465-litres VDA.

The central console has a 13-litre double compartment under the armrest with audio and USB ports for connecting and concealing mobile devices, as well as a cooled and illuminated area for drinks. Overhead, the aviation inspired roof has two storage areas for eyewear.

CRÉATIVE TECHNOLOGIE

The DS5 offers new, innovative features to make driving even more pleasurable and reassuring. These include:

- Keyless Access & Start, which uses Radio Frequency Identification (RFI) technology to allow drivers to unlock and start/stop DS5 whilst keeping the electronic key separate.
- A colour head-up display, which projects essential driving information (speed, speed limiter and cruise control settings and navigation settings) in the driver's direct line of sight.
- A reversing camera that sends a colour image of the car's rear view to the navigation display screen.
- A driver's seat with electric lumbar adjustment and massage function.
- Dual-zone automatic air conditioning with three air flow levels (soft, medium, intense).
- An advanced programmable speed limiter and cruise control system.
- Smart beams that process images from the built in camera to trigger automatic activation and de-activation of the high beam lamps according to lighting and surrounding traffic conditions.

The new DS5 boasts a comprehensive range of audio and telematics equipment, including USB and Bluetooth® connectivity. Citroën's latest-generation in-car eMyWay navigation comes as standard. The integrated system features a high-resolution 7-inch colour widescreen, internal memory for

map data, speed limit sign reminders and Bluetooth® hands-free and audio streaming for listening to music files stored on mobile phones.

DS5's audio system features ARKAMYS acoustic processing for authentic sound playback. An optional premium 10-speaker DENON Hi-Fi has also been developed for an even richer soundscape within the cabin.

POWER & PERFORMANCE

The DS5's compact and agile design delivers exemplary handling for a thoroughly engaging driving experience. Dynamically tuned, the precise and direct steering gives drivers the immediate sensation of total and accurate control.

Confident and reassuring, DS5 features active safety equipment (EBD, EBA, ABS, ESP, intelligent traction control) and powerful brakes - thanks in particular to 340mm diameter front discs.

Power for the Citroen DS5 comes from a sophisticated 1.6 litre turbocharged engine developed in conjunction with BMW which produces 115 kW and 240 Nm of torque at just 1400 rpm, which, matched to an electronically controlled six speed automatic gearbox provides the DS5 with a 0-100 kmh time of 9.7 seconds and a combined fuel consumption figure of 7.3 l/100km.

SAFETY & SECURITY

The new Citroën DS5 achieves a maximum 5-star rating in the latest Euro NCAP tests, including an impressive 97% score in the Safety Assist category.

Offering the highest standards of protection for its occupants, DS5's extensive safety features include:

- ABS with Electronic Brakeforce Distribution (EBD) & Emergency Braking Assistance (EBA)
- Electronic Stability Programme (ESP) with traction control and hill start assist
- Driver's, front passenger's, front lateral as well as front and rear curtain airbags
- A cornering light function that increases visibility by up to 75° when turning

CITROEN DS5

Technical Specifications

		DS5 DSport THP 155 6-speed automatic 1CB8A5TCCM75A010	
Model Code			
ENGINE			
Fuel type		Unleaded 95 RON min	
Emission control rating		Euro V	
Engine Designation		EP6CDT	
Number of cylinders/valves		4 - 16	
Variable valve timing		Intake	
Variable valve lift		NA	
Bore / stroke	mm	77 x 85.8	
Capacity	cm ³	1598	
Compression ratio		10.5 : 1	
Injection type		Direct - Bosch MEV 17.4	
Turbocharging	bar	0.8	
Max power / speed	kW EEC	115 - 6,000	
Max power / speed	bhp EEC	156 - 6,000	
Max torque / speed	Nm CEE	240 between 1,400 and 4,000	
TRANSMISSION / GEARBOX			
Speed per 1000 rpm	1st	kph	7.39
	2nd	kph	12.59
	3rd	kph	19.19
	4th	kph	25.74
	5th	kph	35.04
	6th	kph	44.38
	Reverse	kph	9.35
TYRES			
Dimensions		235/45 R18 W	
Rolling circumference	mm	2041	
Tyre brand		Continental	
Spare Wheel/Tyre Size		135/90-16	
Wheel Type		18" Canaveral Diamond Tipped Gloss Black Alloy Wheel (Set of Four)	
STEERING			
Type of power steering		Electro-hydraulic, variable	
Steering ratio		16.1 : 1	
Turns lock to lock		2.75	
Steering wheel diameter	mm	380	
Turning circle, kerbs	m	10.7	
AXLES - SUSPENSION			
Front		Front Macpherson Strut/Coil Springs/Hydraulic Dampers	
Rear		Rear Independent Trailing Arms/Coil Springs/Hydraulic Dampers	
ESP		Standard with intelligent traction control	
Anti-roll bars		Front and Rear	
BRAKES			
Front: diameter - disc thickness - calliper type	mm	Ventilated 302 x 26 - Floating	
Rear: diameter - disc thickness - calliper type	mm	Solid 283 x 12 - Floating	

DIMENSIONS / VOLUMES		
Length	mm	4,530
Width: vehicle sides - with mirrors	mm	1,871 - 2,128
Height	mm	1,504
Wheel base	mm	2,727
Front track	mm	1580
Rear track	mm	1615
Front overhang	mm	996
Rear overhang	mm	807
Cabin length	mm	1,744
Seat height: front - rear	mm	290 - 306
Headroom at 14°: front - rear	mm	882 - 854
Elbow room: front - rear	mm	1,504 - 1,478
Load length behind front seats	mm	820
Load length behind rear seats	mm	567
Load sill height	mm	770
Boot width between wheel arches	mm	1.202
Height under parcel shelf	mm	598
Boot capacity Seats up, with	Litres	465
Boot capacity Rear seats folded, to the roof	Litres	1021
WEIGHTS		
Unladen (EEC min): without - with driver	kg	1,420
Kerb weight	kg	1,495
Gross vehicle weight	kg	2,170
Front-rear distribution (EEC min without driver)	kg	891 - 529
Front-rear distribution (EEC min with driver)	kg	930 - 565
Gross train weight	kg	3335
Payload: without - with driver	kg	615 - 540
Towing weight: unbraked	kg	745
Towing weight: braked	kg	1150
Max load: on hook - on roof bars	kg	75 - 100
CAPACITIES		
Fuel tank	litres	60
AERODYNAMICS		
Cd		0.321
S - Cd.A	m ²	2.37 - 0.763
PERFORMANCE (driver only/DIN Load)		
Top speed	kph	202
0 - 100 kph	Seconds	9.7 - 10.5
400m from a standing start	Seconds	16.9 - 17.5
1000m from a standing start	Seconds	30.6 - 31.5
CONSUMPTION / EMISSIONS		
Urban	l/100 km	10.3
Extra-urban	l/100 km	5.6
Combined	l/100 km	7.3
CO2 emissions	g/km	169
MAINTENANCE / WARRANTY		
Service		6 months/10,000 km
Mechanical Warranty		3 years/100,000 km
Paint warranty		3 years/12 years

Body/rust warranty	3 years/12 years
Road side assistance	3 years/100,000 km

CITROEN DS5

Trim and Equipment

	DS5 DSport THP 155 6-speed automatic
SECURITY	
Perimetric and Volumetric Anti-Theft Alarm	Standard
Hands Free Access and Start-Up	Standard
Remote Central Locking with Plip Keys	Standard
Two Plip Keys with Integrated Keys	Standard
Deadlocking	Standard
Automatic Central Locking when Driving Away	Standard
Automatic Door and Boot Locking when Car in Motion	Standard
Push Button Central Locking on Centre Console	Standard
Permanent Display of Door Lock Status	Standard
Electric Child Safety Locking for Rear Doors and Windows	Standard
Guide-Me-Home Lighting with Time Setting Options	Standard
Indicator Sound for 'Lights-On'	Standard
Door Open Warning Sound when Car in Gear	Standard
Transponder Immobiliser with Rolling Code	Standard
Outside Temperature Indicator with Ice Alert	Standard
Vin Coded Audio System	Standard
Interior Operated Fuel Filler Cap	Standard
INTERIOR FEATURES	
Hands Free Access and Start-Up	Standard
Cockpit Roof with Toggle Switches and 3-Part Glass Roof with Electric Sunblinds	Standard
Colour Heads-Up Display (Displaying Speed, Cruise and Navigation)	Standard
Heads-Up Display Adjustable for Height and Brightness	Standard
Satellite Navigation	Standard
Rearview Camera	Standard
Variable Electro-Hydraulic Power Steering	Standard
Multifunctional Steering Wheel	Standard
Leather Steering Wheel with Alloy Inserts	Standard
Height and Reach Adjustable Steering Wheel	Standard
Horn Control on Steering Wheel	Standard
Cruise Control with Speed Limiter and Memory Settings	Standard
Driver's Foot Rest	Standard
Patterned Alloy Interior Door Handles	Standard
Automatic Dimming Interior Rear View Mirror	Standard
Black Panel Function	Standard
Rear Window Demister	Standard
Front and Rear Electric Windows with 'One-Touch' Operation and Anti-Pinch	Standard
Windows Closing Via Plip	Standard
Acoustic Laminated Windscreen and Laminated Rear Glass	Standard
Dark Tint Rear and Back Windows	Standard
Front Sunvisors with Illuminated Vanity Mirrors	Standard
12 Volt Socket Front and Rear	Standard
Soft-Touch Effect Upper Dashboard and Front Door Trims	Standard
Chrome Door Sill Protectors	Standard

Alloy Interior Door Handles	Standard
Fuel Flap Release and Tailgate Release on Lower Dash	Standard
Tailgate Release on Plip	Standard
INTERIOR CLIMATE CONTROL	
Automatic Digital Air Conditioning with Three Intensities	Standard
Dual Zone Temperature Setting	Standard
Rear Centre Console and Footwell Air Vents	Standard
Pollen Filter	Standard
Cooled Centre Console	Standard
IN –CAR ENTERTAINMENT & HANDS FREE CONNECTIVITY	
Stereo Radio with Single CD Player	Standard
“Arkamy” Acoustic Processing Software	Standard
MP3	Standard
Six Speakers	Standard
Audio Controls on Steering Wheel	Standard
Auxiliary Socket	Standard
USB Connectivity	Standard
Bluetooth: Telephone connection and audio streaming	Standard
SEATING & TRIM	
Steering Wheel and Instrument Hood in Full Grain Leather	Standard
Mistral Claudia Leather Trim	Standard
Sports Front Seats with Memory Setting	Standard
Eight Way Electrically Adjustable Seats	Standard
Manual Adjustment for Cushion Support	Standard
Heated Driver and Passenger Front Seats	Standard
Driver’s Seat Electric Massage Function and Lumbar Adjustment	Standard
Front Centre Armrest with Cooled Storage	Standard
Rear Centre Armrest with Cup Holders	Standard
Height and Tilt Adjustable Front Head Restraints	Standard
3-Height Adjustable Rear Head Restraints	Standard
Storage Pockets on Backs of Front Seats	Standard
2/3-1/3 Split Fold Rear Seat Providing Flat Floor	Standard
Ski Flap	Standard
Two Rear Clothing Hooks	Standard
Floor Mats	Standard
STORAGE	
Illuminated Glove Box	Standard
Cooled Storage Under Front Centre Armrest	Standard
Two Eyewear Storage Areas on Cockpit Roof	Standard
Storage in Front Door Pockets with Alloy Surround Cup Holders	Standard
Storage in Rear Door Pockets	Standard
Rear Centre Armrest with Cup Holders	Standard
Ski Flap	Standard
Storage Pockets on Backs of Front Seats	Standard
DRIVER INFORMATION	
Colour Heads-Up Display (Displaying Speed, Cruise and Navigation)	Standard
Satellite Navigation	Standard
Rearview Camera	Standard
Multi-Function On-Board Trip Computer	Standard
Analogue Clock	Standard
Cruise Control with Speed Limiter and Memory Settings	Standard
Rev Counter	Standard
Speedometer with Analogue Dial and Digital Display	Standard

External Temperature Display with Frost Alert	Standard
Water Temperature Warning Light	Standard
Fuel Gauge	Standard
Maintenance Indicator	Standard
Oil Level Indicator	Standard
Black Panel Function	Standard
Audible and Visual Warning Light when Doors Open	Standard
Audible and Visual 'Lights on' Warning	Standard
Fuel Flap Release and Tailgate Release on Lower Dash	Standard
BOOT FEATURES	
Rigid Parcel Shelf	Standard
Protective Trim on Boot Lip	Standard
4 Tie-Down Rings	Standard
Rear Anchor Points for Child Seat Restraint	Standard
Closing Handles	Standard
Bag Hooks	Standard
EXTERIOR FEATURES	
Chrome Sabre from Headlights to Windscreen	Standard
Panoramic Windscreen	Standard
Dark Tinted Rear Side and Tailgate Windows	Standard
Front and Rear Electronic Park Assistance	Standard
Location of Car by Holding Lock Function on Plip	Standard
Electrically Folding Rear View Side Mirrors with Kerb Light	Standard
Heated Rear View Side Mirrors	Standard
Body Coloured Bumpers	Standard
Top of Door Mirror Casing is Body Colour, Bottom is Gloss Black	Standard
Body Coloured Door Handles with Chrome Strip	Standard
Gloss Black Rear Spoiler	Standard
Chrome Side Rubbing Strips	Standard
Twin Chrome Exhaust Pipes Built Into Rear Bumper	Standard
LIGHTING & VISIBILITY – EXTERIOR	
Automatic Rain-Sensing Windscreen Wipers	Standard
Automatic Activation of High Beam Function Depending on Traffic	Standard
Automatic Illumination of Headlights	Standard
Xenon Dual Function Directional Headlights with Washers	Standard
Day-time Running LEDs	Standard
Guide-Me-Home Headlight Function	Standard
Front Fog Lights with Cornering Function	Standard
Heated Rear Hatchback Window	Standard
Rear Wiper with Wash Function	Standard
Automatic Rear Wiper when Reverse Gear is Engaged	Standard
High Mounted LED 3rd Stop Light	Standard
Rear Reversing Lights	Standard
Rear Fog Light	Standard
Front, Side and Rear Directional Indicators	Standard
'Lights On' Audible and Visual Warning	Standard
Electrically Heated and Folding Door Mirrors with Integrated Kerb Side LED	Standard
LIGHTING & VISIBILITY – INTERIOR	
Front and Rear Courtesy Lights	Standard
Front and Rear Led Reading Lights	Standard
LED Interior Mood Lighting when Sidelights Illuminated	Standard
Front Footwell Lighting when Doors Open	Standard
Glove Box Lighting	Standard

Boot Lighting	Standard
FACTORY FIT OPTIONS	
Denon Hi-Fi System with 10 Speakers including Boot Mounted Sub Woofer	OPTION
Metallic/Pearlescent Paint	OPTION
Black Watchstrap Club Leather Trim	OPTION
Alezan Watchstrap Club Leather Trim	OPTION

CITROEN DS5

Trim and Colours

COLOUR	DESCRIPTION	CODE	INTERIOR TRIM
PEARL BLACK	BLACK	9VM0	Brown Mistral Claudia Leather Trim
GRIS ALUMINIUM	SILVER	ZRM0	Black Mistral Claudia Leather Trim
PEARL WHITE	PEARL WHITE	N9M6	Black Mistral Claudia Leather Trim
GRIS GALENA	MID GREY	E8M0	Black Mistral Claudia Leather Trim
BLEU PHILAE	LIGHT BLUE-SILVER	U5M0	Black Mistral Claudia Leather Trim