

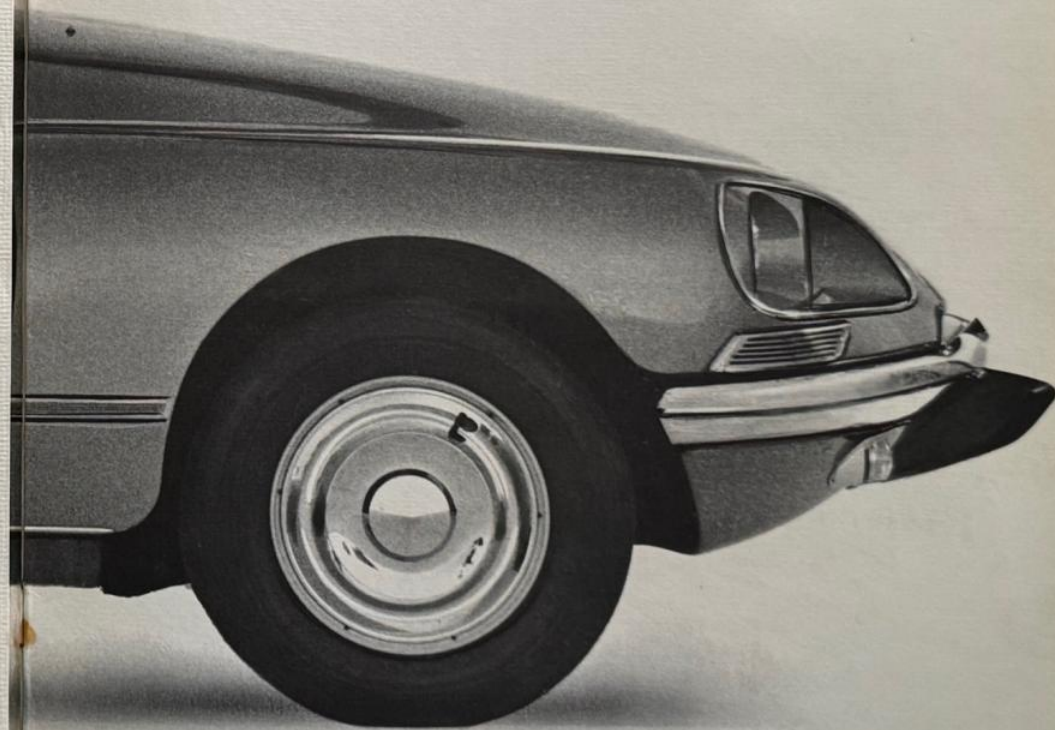
Citroën. We've always had a great car...

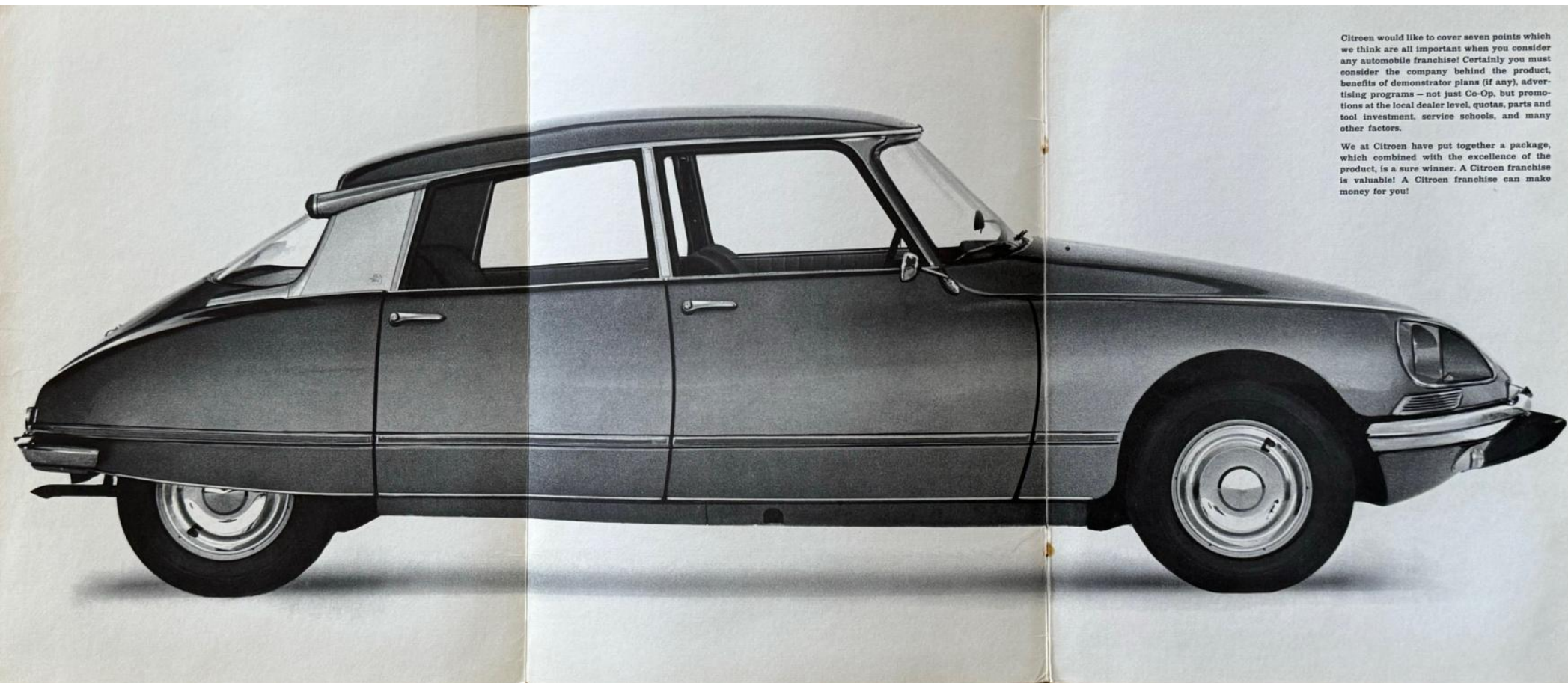


Now we've done a great deal to our look
to make you look into our great deal.

Citroen would like to cover seven points which we think are all important when you consider any automobile franchise! Certainly you must consider the company behind the product, benefits of demonstrator plans (if any), advertising programs — not just Co-Op, but promotions at the local dealer level, quotas, parts and tool investment, service schools, and many other factors.

We at Citroen have put together a package, which combined with the excellence of the product, is a sure winner. A Citroen franchise is valuable! A Citroen franchise can make money for you!





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Who
buys a
Citroën?

1

The latest market study shows that the average Citroën buyer has the following characteristics: Education: College graduate. Occupation: Professional man. Average income: \$17,500. Isn't this just the type of customer you want? An educated man who knows his own mind, and is able to pay for what he wants. Customers like these too are not as inclined to "shop" your deal. Since Citroën never "over-dealerizes", prospects are indeed not able to "shop" deals either. That's why you'll be getting high grosses when you sell Citroën!

Citroën's
unique
demonstrator
program.

2

With other automobile franchises you buy your demo car and, after using it, do your best to sell it even at cost. With Citroën's program your demo car earns you money. Citroën Cars Corporation pays you cash dollars per month to keep a new Citroën on hand for your prospects. You receive a check each month for three months. After that time you should sell your demo — getting a good gross — and then re-order.

Citroën's
special
advertising
program.

3

As with other automobile manufacturers, Citroën naturally has a NATIONAL ADVERTISING CAMPAIGN. You'll find Citroën well represented in such quality national publications as Holiday, Saturday Review, Esquire, New Yorker, Car Life, Road & Track, Motor Trend, etc. This is important. What is most important to you is that Citroën, with their Advertising Agency, will develop a special tailor-made advertising program designed just for you and your dealership. This program is two-fold: the first part will consist of a big OPENING ADVERTISING PROGRAM. Opening announcement ads in your local papers, local radio, etc. Invitations mailed to your list announcing an OPEN HOUSE, or preview showing of your Citroën line. This is fully paid for by us. A separate campaign is then developed in your local papers, local radio, and, under certain circumstances, your local TV. ALL THIS IS PAID FOR BY US! We put our money where it is needed most—right in your local market! In addition, an excellent AD CO-

OP PLAN is set up for additional advertising. All merchandising aids are free of charge, such as quality satin showroom banners, full color window posters, counter cards, window streamers and heavy duty outdoor banners. Even YELLOW PAGE ADVERTISING for Citroën is paid for by us under our "Plan 75". We pay for your Citroën trademark listing in your local Yellow Pages directory and/or suburban directories, up to \$75.00 per year.

You'll find that when it comes to advertising too, Citroën gives you what it takes to sell cars locally — and that is what you are interested in.

While you must have cars in stock at all times, in addition to your demo car, you will find that Citroën does not push cars on dealers. We try never to overload your new car inventory. You order cars as you need them, and you'll find us right there with quick delivery. A large stock of new cars is always available from our central depots, with fresh supplies coming in at regular intervals. Unlike many other makes, you'll never find a field of cars sitting in the open, some months old and exposed to weather. The Citroën you order and get will be factory fresh!

Citroën Cars Corporation maintains huge parts depots on both coasts of the country. These depots are immense, and are operated on the latest of card systems. THE PARTS DEPARTMENT PRIDES ITSELF ON SHIPPING ORDERS OUT THE DAY THAT THE INITIAL ORDER IS RECEIVED. You'll find that our parts depots are modern, efficient, and right up to the mark when it comes to promptness, courtesy, and attention to detail. Dealer markup on parts is excellent.

The official Citroën electric sign is a franchise requirement. The large handsome modern sign is an additional quality note for your dealership. Either single faced, or double faced, the sign is Underwriter approved, and conforms to all local requirements. Metal service signs, plastic desk signs, decals, etc. are provided free of charge.

There are a few special tools especially designed to make working on your Citroëns even easier. There are very few, and they are low in cost. Your field representative will be glad to give you the details.

4

Flexible
inventory
system.

5

Parts,
signs
and tools.

Citroën's
free
service
school.

6

Free of charge to you, and your mechanics is our comprehensive Citroën Service School. Available under two plans: One—if attended in New York, Citroën Cars Corporation will pay you \$15 per day per man to attend. Two—if more convenient to you, our Citroën Instruction School Truck will call upon your dealership and provide on-the-spot training. In either event each mechanic receives a handsome laminated plaque as certificate of graduation from the Citroën Service School.

In addition we have roving factory technicians who are scheduled to call upon the dealers at regular intervals. Should some special emergency occur, you may request one of the technicians at any time free of charge.

All mechanic's manuals are provided free of charge, as well as parts books, etc. Special bulletins are mailed out from the technical department, as changes occur, to keep you fully up to date.

The company
behind
the
product.

7

Established in 1919, Citroën today produces over 600,000 vehicles annually! Factories are established in Great Britain, Australia, Belgium, South Africa, Spain and the Argentine, in addition to the ultra-modern main factories in France. These are all modern marvels of efficient precision engineering on a huge scale.

Behind each sleek and gleaming new Citroën car is a heritage of engineering and craftsmanship which dates back over half a century. In 1919 Citroën announced Europe's first mass-produced automobile . . . a full five passenger touring car with a four cylinder engine, offering electric starting and lighting, as well as Michelin demountable tires. Through the years Citroën has pioneered many automotive firsts. In 1934, Citroën scooped the industry by announcing the first production car with Front Wheel Drive, Torsion Bar Suspension, one-piece Body-Frame Construction, and Dashboard Gearshift. In 1955, Citroën again electrified the automotive world with the introduction of the fabulous DS-19. This was the first car to offer Hydropneumatic Suspension, Power Disc Brakes, Citromatic Drive, all as standard equipment.

From this Citroën has gone from strength to strength. New agreements with Fiat, and the purchase of Maserati and Berliet (one of Europe's largest manufacturers of trucks), puts Citroën in the strongest position ever in fifty years.

Further information about your Citroën Franchise.

We know you'll have many more questions, and would require a lot more information (about floorplanning for example). Please drop the enclosed addressed card in the mail (no stamp required) and the Zone Manager for your area will call you to make a mutually convenient appointment. He'll have a new Citroën with him, and he'll fill you in on the many benefits and advantages of a Citroën franchise.

Many thanks for your time and interest. We sincerely hope to hear from you soon.

Citroen Cars Corporation, 641 Lexington Avenue, New York, N.Y. 10022. Tel. (212) MU 8-1161
Citroen Cars Corporation, 8423 Wilshire Blvd., Beverly Hills, California 90211. Tel: (213) OL 3-8330