

CITROËN

CARS CORPORATION

641 LEXINGTON AVENUE NEW YORK, NEW YORK 10022
MU 8-1161, AREA CODE 212 CABLE ADDRESS: CITROENCAR
TELEX: 82622



Contact: Macdonald Leach

For immediate release

MUSEUM OF MODERN ART EXHIBITS CITROEN MODEL

Cites performance, design and safety.

What do all-out, pure racing cars, and mass-produced family cars have in common? The current exhibition at the Museum of Modern Art "The Racing Car: Toward a Rational Automobile" demonstrates this point. That high-performance design and technical innovations which are developed for racing cars can eventually be used to make the family car safer, more responsive, and more fun to drive.

On the racing end of the scale, and to demonstrate the first half of the show's premise, the cars on exhibit include the Spirit of America, Ferrari Dino, and Porsche Carrera 6. To demonstrate the second, -- how the public benefits from racers -- the touring cars selected include the Citroen DS-21, Toronado, Jaguar, Rover and Mini-Cooper.

The Citroen is cited for its advanced design, safety and roadability. "When this car was introduced in 1955, motor car critics declared that it was ten years ahead of its time; over ten years later they are still saying the same thing." And for design safety "...good proportions and an eminently rational concept make the Citroen one of today's best-designed and safest mass-produced touring cars."

Citroen is also used as a standard of comparison to evaluate other touring cars. "The Austin Mini-Cooper and the Citroen, for example, are very different in standards of comfort, economy, and luxury, but both cars have won first place in the Monte Carlo Rally." "The Citroen and the Mini-Cooper

are the two best examples of the superiority of front wheel drive." The Rover 2000 is described as offering "a standard of safety, road-holding performance and engineering excellence unmatched by any other touring car save the Citroen DS-21."

This is the Museum's third exhibition devoted to automobiles and is scheduled to run through November 27th.

#