



The Salesman's Confidential Guide to the

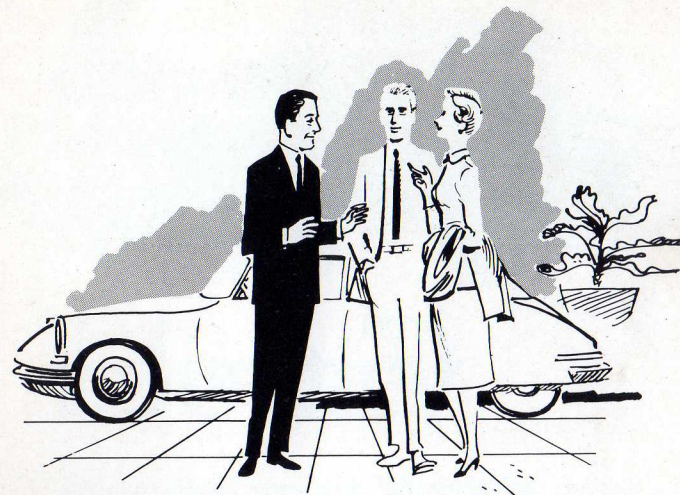
CITROËN

DS 19 • ID 19

Selling the
CITROËN

DS 19
and
ID 19



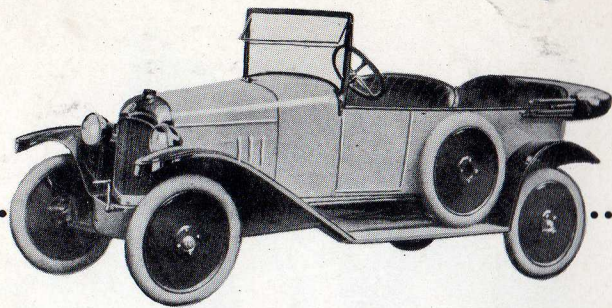


KNOW *the product...*

A thorough knowledge of the product is the foundation of good salesmanship! In this booklet you will find the **FACTS** about Citroën. To **SELL** your product it is necessary to **KNOW** your product!

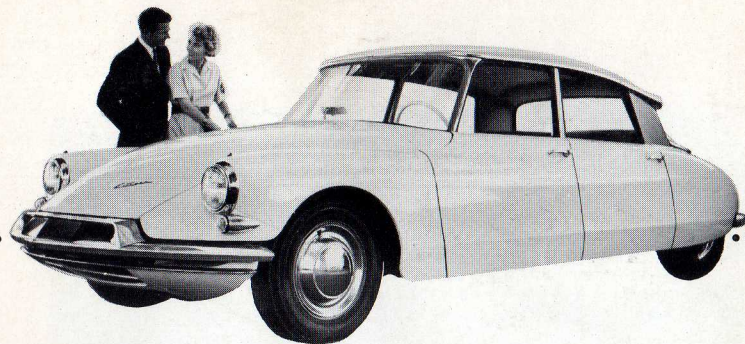
This booklet is divided into sections for easy reference. Study this booklet, and keep it handy for a quick check at all times. We think you'll find the answers to most questions that can be asked about the Citroën.

The facts are here. Know them!



Citroën

Behind each sleek and gleaming new Citroën car is a heritage of engineering excellence and craftsmanship which dates back to 1919. It was in this year that the late Andre Citroën announced Europe's first mass produced automobile—a full five passenger touring car with a four cylinder engine offering electric starting and lighting, and 5 Michelin tires with demountable rims. Ten years later there were more than 500,000 Citroën cars on the roads of the world! 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 Dash-Board Gearshift. Many of these features have inspired other manufacturers since. The ruggedness, dependability, and roadability of these cars became a household word throughout Europe and the World. and it was not necessary to make more than modifications and small improvements until the model was discontinued more than 20 years later! This is the



History

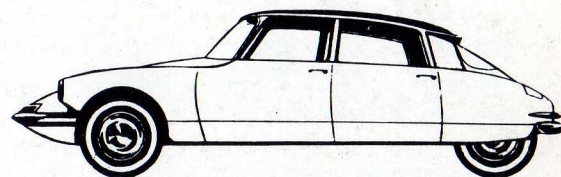
longest model run in the history of the automotive industry, approached only by the Rolls Royce "Silver Ghost" and the Ford "T". Citroën again electrified the world in the fall of 1955 with the announcement of the fabulous Citroën DS-19. This car was the first in the world to offer Air-Oil Suspension, Power Disc Brakes, Citromatic Drive, and Power Rack and Pinion Steering. The clean aerodynamic lines of the Citroën DS-19 caused a minor revolution in automotive design; and its modern functional design won for the Citroën DS-19 awards the world over. The DS-19 was joined in the fall of 1957 by the popular Citroën ID-19—a more popularly priced model with a conventional clutch, and without power assists on brakes or steering. These handsome four door sports sedans are now joined by the Citroën ID-19 8 passenger 4 door station wagon which offers the room and utility of a station wagon with the luxury of Air-Oil Suspension.



International Resources of

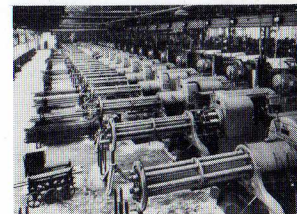
CITROËN is one of the world's largest producers of passenger cars, commercial vehicles, trucks, and busses. Also manufactured are many items of military value to the free nations of the world. Citroën maintains full Sales and Service facilities throughout the world with more than 6,000 authorized dealers. Plants are established in Great Britain, Belgium, Spain, South America, South Africa and Cambodia in addition to several factories in France. The French factories are modern marvels of efficient precision engineering on a huge scale.

In the United States direct factory branches operate in close



Citroën Are Behind Every Car

cooperation with the main factory. Under the supervision of these branches a network of authorized dealers has been established. Large parts depots are located throughout the country, and a Service School for all dealer personnel operates under the direct supervision of a Factory Engineer. A handsome diploma is awarded each man who successfully completes the training course. This pays off in fast, efficient, and economical service to the ultimate customer. You sell not only the car, but the after-sales service. *Tell the customer of Citroën's service facilities — it often is the turning point in the sale!*

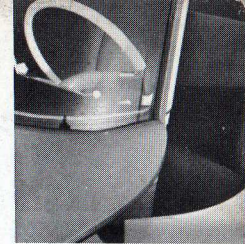
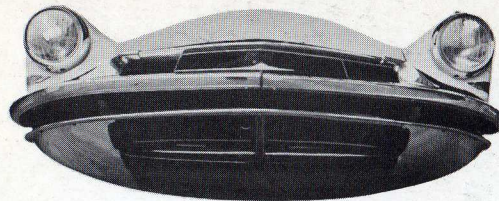


Why people choose
CITROËN



The new Citroen DS-19 and ID-19 offer a combination which is not found in *any* other make of automobile. Here we have for the first time in automotive history a "have your cake and eat it too" car. *Speed?* In the neighborhood of 100 miles an hour . . . but still giving *Economy* up to 33 miles per gallon. *Comfort?* The unequalled luxury of Air-Oil Suspension with the room of a 123" wheelbase (longer than most domestic cars) but still giving the maneuverability and parking ease that can come only with a short (189") overall length. *Roadability?* The cornering ability of an out-and-out competition car thanks to Front Wheel Drive and Rack and Pinion Steering . . . and a full five passenger luxury car with 17.5 cubic feet luggage compartment. *Safety?* The only car in the world offering the protection of a Safety No-Spoke steering wheel, safety "crash-panel dash," safety pop-out windshield, and the security of the Michelin steel-cord "X" tires . . . and beauty which never goes out of style, and which has won awards such as the coveted "Beaute France" and the Milan award . . . all this, coupled with the ruggedness and dependability which won the Monte Carlo Rally against 322 cars of all makes from all countries. Here, for the first time, is a winning combination—these are the reasons why thinking people all over the world choose Citroen.

STYLING: Clean smart lines reflect the true Paris elegance of Citroen! Awards for beauty and functional elegance have been awarded throughout the world. Awarded the coveted "Beaute France" as well as the 1st prize of



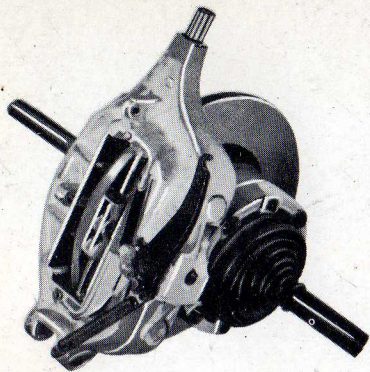
the world renowned "Triennale di Milan." Citroen styling is that of the modern classic, paying off in chic when you own the car, paying off in dollars when you trade.

PROVED POWER UNIT: A precision-engineered four cylinder motor of 1911 cc capacity (116 cu. in.) develops 75 b.h.p. Aluminum cylinder head and inclined overhead valves in hemispheric chambers still further the capabilities of an engine long renowned for its reliability, smoothness, and power.

FULL SCALE INTERIOR COMFORT: Deep beautifully upholstered seats which recline for sleeping provide luxurious accommodation for five *big* adults—together with such features as a folding center arm-rest, interior lights, etc. PLUS the added leg room which can be found only in a car with a long 123" wheelbase.

UNSURPASSED RIDING COMFORT: No car, regardless of price, rides as well as CITROEN. Air-Oil Suspension gives the most comfortable ride in the world coupled with high speed roadability which is unbeatable.

SPORTS CAR STEERING: Rack and Pinion Steering as is found on the world's most expensive sports cars is standard equipment on the Citroen DS and ID 19 models. This gives the precise steering and ease of control necessary on today's crowded highways together with quick control for greater safety. Power Steering is standard equipment on the DS-19 for even greater ease in parking.

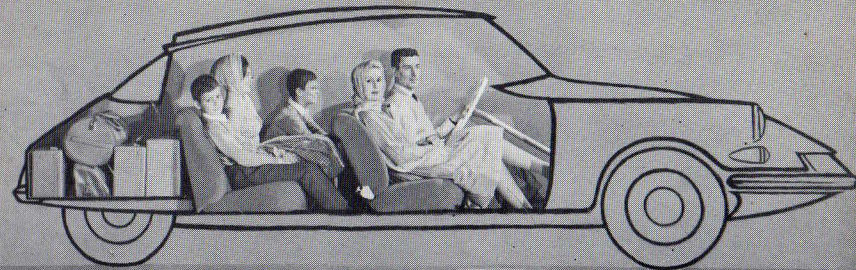


DISC BRAKES: The greater added safety of no-fade disc brakes are yours with Citroën! Fitted to the front, and cooled by air-scoops, disc brakes offer the customer the precision braking of a hand-crafted racing car for the first time on a top performing family sedan. The DS-19 features, in addition, power braking!

NO-SPOKE STEERING WHEEL: No center post aimed at your chest! What other manufacturers have attempted with the deep-dished wheel, Citroën alone has accomplished with the Safety No-Spoke Steering Wheel. Explain this feature to your customer—it may save his life!

WIDE-ANGLE VISIBILITY: Assured by the wide curved safety windshield with its narrow posts, four large windows, and large back window permitting clear vision on all sides as well as of following traffic.

ONE-PIECE BODY FRAME CONSTRUCTION: "Built like a Bridge." Citroën pioneered the unitized body-frame construction more than 20 years ago, now other manufacturers have paid the supreme compliment by following in Citroën's footsteps. Unitized construction eliminates body squeaks and rattles, and permits greater safety with less weight.



LARGE LUGGAGE SPACE: Compare the 17.5 cubic foot trunk of a new Citroën with any other compact or imported car! Room for luggage for the entire family and then some. Here again is yet another selling point where Citroën gains by comparison.

EASY-CLEAN WHEELS: The stainless steel wheel covers (standard on DS-19 and ID "confort"—optional on ID-19 "luxe") enhance the appearance of the car while facilitating cleaning. An optional extra on most cars, they are standard on Citroën.

MICHELIN "X" TIRES: The world's best automobile tire is standard equipment on all models of the Citroën! Proved on race tracks and competition cars throughout the world, the Michelin "X" steel cord tire can give the unbeatable combination of roadability, durability, and safety necessary for today's driving conditions.

LARGE FUEL TANK: A full 17 gallon fuel tank for prolonged uninterrupted cruising incorporates special breather to prevent air locks when refuelling and leakage of fuel from surge when cornering.

