

Citroen Seeks To Serve Better

A Citroen executive once remarked, "Other carmakers have customers, but we have fanatics." The knowledgeable Canadian car buyer has long bemoaned the fact that, hitherto, Citroen's Canadian distributors have been guilty of a certain laxity, not befitting a car of such excellence. No doubt, they will be heartened to learn that the parent company, Société André Citroen has established a Canadian subsidiary Citroen Canada Limited, based in Montreal with regional sales and service branches in Quebec and Toronto. It was the first step in a vast investment program that has led to establishment of a wider national network of distribution and service.

The backbone of the Citroen line, the DS and ID series, will send an automobile engineer into ecstasy and will evoke tears of rapture from any automobile enthusiast. Inside, the comfort is all-enveloping, an air-oil, hydro-pneumatic suspension system floats the car on a cushion of



Citroen DS 19 combines luxury, comfort, speed and safety.

air so that the ride is dead smooth: and yet the suspension is capable of tracking around a bend at an Omigosh speed. The brakes are ventilated discs, front (power-assisted on the DS), drums, rear; and there are two brake circuits for safety. The retarding efficiency of this system will pleasantly surprise anyone used to the marginal brakes of most cars produced on this continent.

Of course, an integral part of every Citroen is front wheel drive, a Citroen feature since 1934, and it makes the

car stick to the road like a fly to flypaper. In other words, not because it wants to, but because it has to.

To meet the demands of the harsh conditions imposed by the Canadian climate, improvements have been made to the dual heating system; beneath the sheet metal, a new graphite anti-corrosive

undercoating shields the bodywork from the worst that Canadian roads can throw at it. Parts are stocked in quantity and the whole set-up is backed by a factory-trained technical service. So it is with considerable justification that the Citroen people are able to offer a full guarantee of 2 years or 24,000 miles.

FREE "ACCIDENT" TOWING

