



CITROËN



NEW CITROËN C3

More Power to #ExpressYourStyle

THE BRAND



**FRENCH
AUTOMOTIVE
BRAND**
ESTABLISHED IN 1919

Citroën is a French automotive brand established in 1919. Present in over 101 countries, the brand has sold over 50 million vehicles in its 104 years.

Globally, the brand is known for its bold design and comfort offerings. Today, the brand is one of the most loved and collected automotive brands worldwide.

Citroën has had a racing lineage & has won 3 WTCC and 8 WRC world championship manufacturers' titles.

Citroën always challenges conventions to offer a modern and innovative approach to mobility. There are many firsts in the automotive world brought by Citroën which led to winning numerous national and international awards.

- 1st mass-market car with front-wheel drive - Traction Avant
- 1st Hydropneumatic self-leveling suspension system in the world
- 1st car model with modern disc brakes - Citroën DS
- The iconic and popular 2CV transcended eras and completed its journey from 1948 to 1990 with over 5 million units globally

Being an innovative brand, Citroën globally offers a wide range of models, from the AMI, an electric quadricycle designed for the city, to sedans, SUVs, and commercial cars, which are available with multiple powertrains – Conventional fuel, Electric & Plug-in hybrid.

CITROËN IN INDIA

IN 2021
**CITROËN
STARTED ITS
JOURNEY IN
INDIA**

The group has invested upwards of 600 crore in Indian market through 2 factories in Tamil Nadu – Vehicle assembly plant in Thiruvallur, Engine & Transmission plant at Hosur along with R&D centre in Chennai.

In 2021, Citroën started its journey in India with the launch of its international flagship - C5 Aircross SUV. In 2022, Citroën launched its first vehicle under the C-Cubed Program – Citroën C3, which has won multiple awards for its bold design, customisation, and advanced comfort offerings.

In 2023, we brought our next all electric mobility offering – New ë-C3 All Electric, making Citroën the 1st automotive brand to launch an Electric on the same platform within 6 months of the launch Internal combustion engine.

Citroën is also revolutionizing the car buying & ownership experience through its La Maison Citroën phygital showrooms – which includes a unique High-Definition 3D configurator along with the ATAWADAC (AnyTime AnyWhere AnyDevice AnyContent) experience.

To further enhance customer experience, Citroën introduced innovative services at your doorstep like – Service on Wheels, 180 minutes-Road Side Assistance Guarantee, Periodic Service & Maintenance with Pickup & Drop and much more.

CITROËN FOR EVERYONE

At Citroën, we've created a legacy of finding harmony between comfort and well-being. Be it on a winding road, shores of a beach, or on the rugged slopes of a hill, we aim to always bring a dynamic design that lets you translate your adventures into any Citroën vehicle - a Premium SUV, a Hatchback, or an Electric Vehicle. Because we believe there's a Citroën for everyone.



CITROËN ë-C3 ALL ELECTRIC



CITROËN C5 AIRCROSS SUV



NEW CITROËN C3



MORE POWER TO #EXPRESSYOURSTYLE

The world can always do more with... more. Comfort, innovation, and power, packed with a host of features, we're always on the lookout for more. Rearing to go, ready to take on the world, it's time to stop looking and start being more.

Intuitive, modern, and stylish, now leave the world behind in a blur and take a glimpse into the future with unrivalled power and unmatched features. Presenting the New Citroën C3, a showcase of exemplary innovation, that reflects your distinctive personality and makes you stand in a league of your own. With the best of the French icons, now experience **More Power to #ExpressYourStyle.**



WHAT MAKES C3 COOL



LIVE ELEVATED

Enjoy its SUV stance with high ground clearance and a confident & high driving position.

CUSTOMISED COMFORT

#ExpressYourStyle with the New C3 that truly represents who you are through a range of 10 exterior colour combinations and 3 customisation packs with 56 customisation options.

MYCITROËN CONNECT APP WITH 35 SMART FEATURES

Stay connected with your New C3, wherever you are with quick and easy access

ADVANCED SAFETY FEATURES

Experience reassured confidence across weather conditions & terrains, and enjoy added safety with Anti-lock Braking System (ABS), Electronic Stability Programme (ESP), Hill Hold Assist and Tire Pressure Monitoring System (TPMS)

LATEST GENERATION ENGINES

The New C3 is fun to drive thanks to its latest generation engines mated to super smooth transmissions that help you express your style, with power to make your drive more enjoyable and to experience a perfect balance of efficiency and driving pleasure.

DESIGN

Fuelled by the signature Citroën design DNA, tracing the lines that etch a strong attitude, the New C3 stands tall with a SUV stance, sporting a high bonnet and dual-LED DRLs.

HAPPY SPACE

With generous space to stretch your legs, ample headroom & tropicalised air-conditioning, enjoy every drive-in comfort with room for everybody and everything.

26 cm CITROËN CONNECT TOUCHSCREEN WITH WIRELESS SCREEN MIRRORING

Stay connected on the move with wireless compatibility with Apple CarPlay™ and Android Auto™

TROPICALISED AC

Discover a new way of driving in comfort with a tropicalised air-conditioning system that delivers faster & efficient cabin cooling specially customised for the Indian summer.

CITROËN ADVANCED COMFORT

Cruise comfortably with a new-generation suspension system



INTERIOR AMBIENCE

Step into a stylish cocoon of comfort that complements the bold SUV design cues of the exterior. The bespoke dashboard lends width to the front view while the comfortable yet tall front seats with contrast stitching and a 26cm Citroën Connect Touchscreen provide a

welcoming environment to reflect your style. The New C3 offers two interior ambiances with unique seat trims and colour touches that uplift your mood in a space that you'll enjoy on every drive.



EXTERIOR DESIGN

The New C3 brings alive a unique design to your urban expression. Innovative design & styling runs through our DNA, which is perfectly illustrated in the dual chrome chevrons with chrome extensions in the front grill. It beckons you to slip behind the wheel of the New C3, a hatchback with a twist.

The SUV attitude comes alive with its strong wheel arches with R15 alloy wheels, front & rear skid plate, fluid lean muscle exterior design, and unique proportions that feed into this subtle yet confident stance.



Standing tall on a 100+ year-old legacy of innovation and comfort, we welcome our customers into the world of Citroën with the Citroën Advanced Comfort Program. Providing innovative solutions using the latest technological advancements, we unlock this potential through four key pillars:

LIVE ELEVATED

CUSTOMISED COMFORT

HAPPY SPACE

INTUITIVE TECHNOLOGY

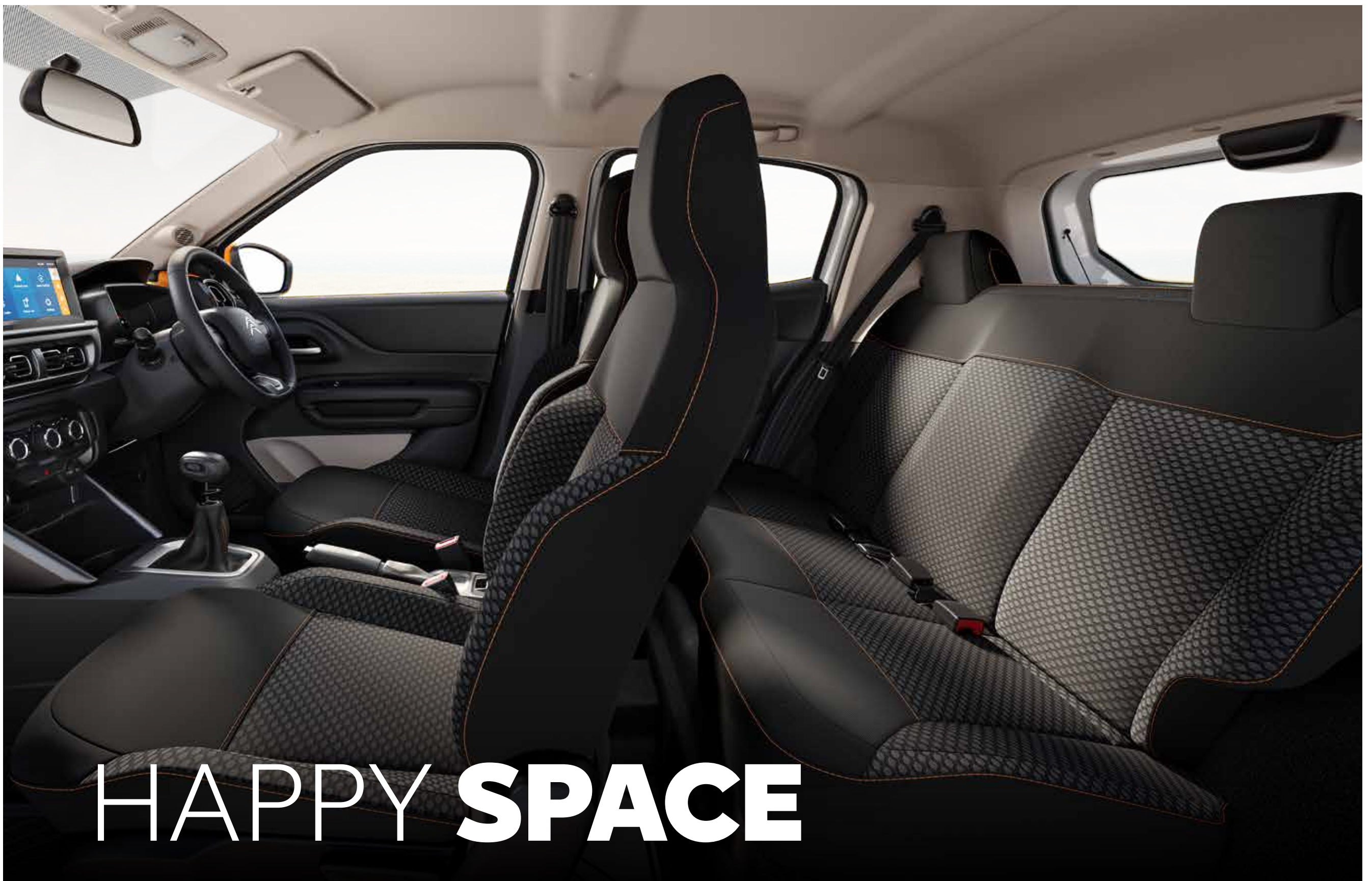
The Citroënist
Est. 1919



LIVE **ELEVATED**

The New C3 is a hatch with a twist that's inspired by SUV styling codes that attracts attention wherever it goes. The car is designed with a high ground clearance of 180mm along with a higher driving position that is 100mm more than some of the other sub 4m hatchbacks. For enhanced driving comfort, the driver seat is height-adjustable along with a tilt-adjustable steering wheel. The suspension system is tuned for varied driving conditions offering refined chassis-suspension dynamics for a flying carpet effect.

The New C3 features an imposing SUV stance which is accentuated by its high bonnet, split headlights, extended chrome chevrons, wheel arches with alloy wheels, front skid plate and the fluid lean muscle exterior design form that give it a stylish & differentiated road presence.



The New C3 provides a welcoming interior ambience that is stylish, spacious & comfortable. There's room for you and your loved ones with storage space for an errand in the city or a journey outside. With an impressive 1378mm rear shoulder room, now don't worry about seating your family or friends in the backseat.

Comfort also takes a front seat with 991mm of headroom. With the 2540mm wheelbase of the New C3, enjoy a stable and comfortable ride with more space for everyone. With functional & smart storage spaces throughout the cabin, you'll always find room to tuck away your daily essentials and a lot more.



BOOT SPACE

Wherever you are heading to or whoever you are going with, the spacious 315l boot space of the New C3 can cater to all your luggage needs.

CUSTOMISED COMFORT



Every individual desires to express their style. The New C3 enables you to do that through a vast array of customisation choices. Citroën adds a bit of fun in the selection process with ready-made colour & chrome packs that match the exterior highlights to dual-tone or single-tone roof options. You can also choose from two dashboard colours to customise as per your distinctive style.

For the exterior design, choose from 10 exterior colour combinations and 3 customisation packs with 56 customisation options. It's time to let yourself be comfortable with more power to #ExpressYourStyle (Refer to New C3 customisation brochure for detailed options)

4 | EXTERIOR COLOURS

2 | DASHBOARD COLOURS

3 | CONVENIENCE PACKS

2 | STYLISH SEAT COVERS

2 | ROOF COLOURS

3 | PACKS WITH 56 CUSTOMISATION OPTIONS

8 | BODY & ROOF GRAPHICS



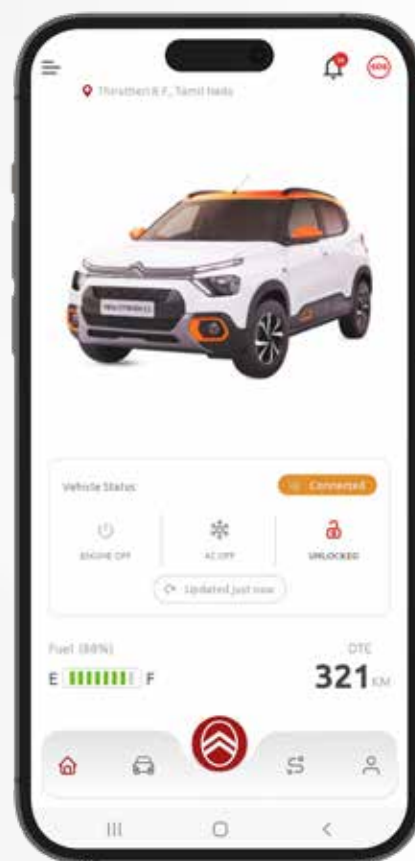
INTUITIVE TECHNOLOGY

The intuitive and modern 26cm Citroën Connect touchscreen allows you to mirror key functions of your smartphone* through wireless compatibility with Apple CarPlay™ and Android Auto™, now access your multimedia content and apps, or simply manage your smartphone directly through the large high-definition touchscreen. Relax in the comfort of the New C3 and enjoy a seamless driving experience.

In times of new-age technology, gizmos, and gadgets, stand out with connectivity app customised for your unique personality. With quick access of your New C3 at your fingertips, lead the charge with next-gen MYCITROËN CONNECT app with 35 smart features.

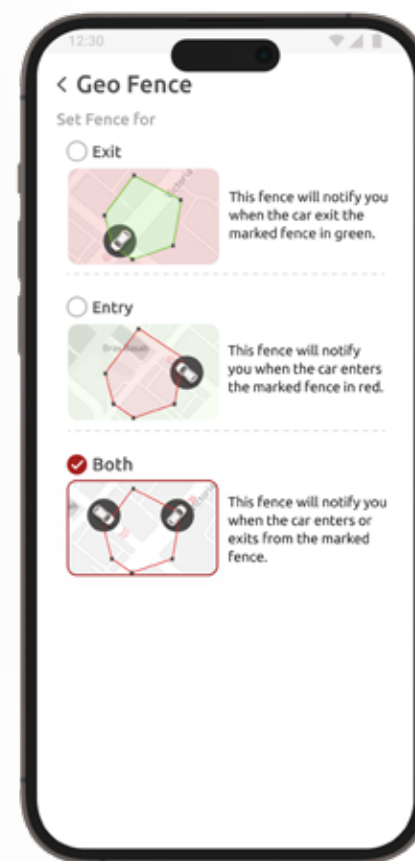
* T&C: As certified by test agency under Central Motor Vehicle Rules, 1989. ^Available in select cities.

ACCESS 35 SMART FEATURES WITH NEX-GEN MYCITROËN CONNECT APP



FUEL STATUS

Track your New C3 fuel and distance to empty status directly on your smartphone with MyCitröen Connect App.



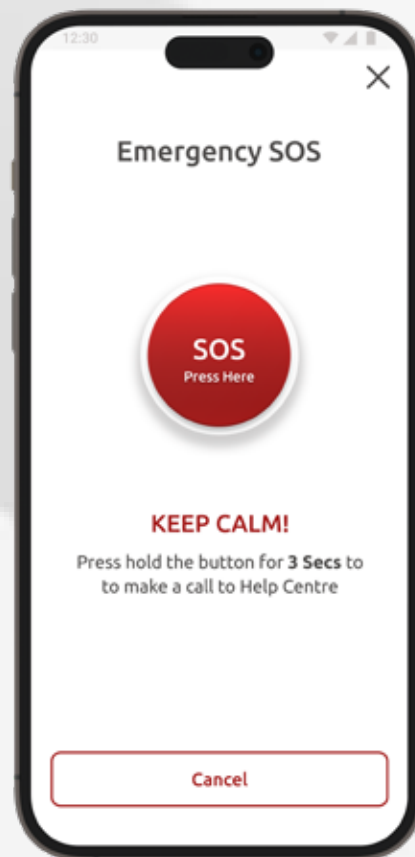
GEO-FENCING & LOCATE CAR

Receive a notification and track your New C3 if it crosses a pre-set radius. Additionally, locate your New C3 quickly at the click of a button.



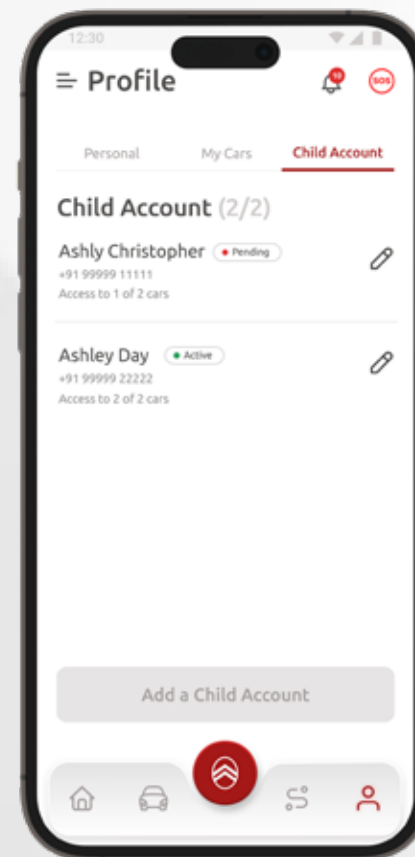
INTRUSION SOS ALERT

Get notified instantly in case of any intrusion or unauthorised access to your New C3.



ONE CLICK SOS ALERT

The app is equipped with an SOS and an RSA call button to directly place a call to the help line. Additionally, an SMS notification is also sent over to your emergency contacts.



CHILD ACCOUNT/ SECONDARY ACCOUNT

The app will allow you to include two additional users. You can now also track users including their location, overspeed, charging status.



*T&C: Functioning of some features is subject to availability of internet and dependent upon network speeds. Features and specifications may vary model wise.

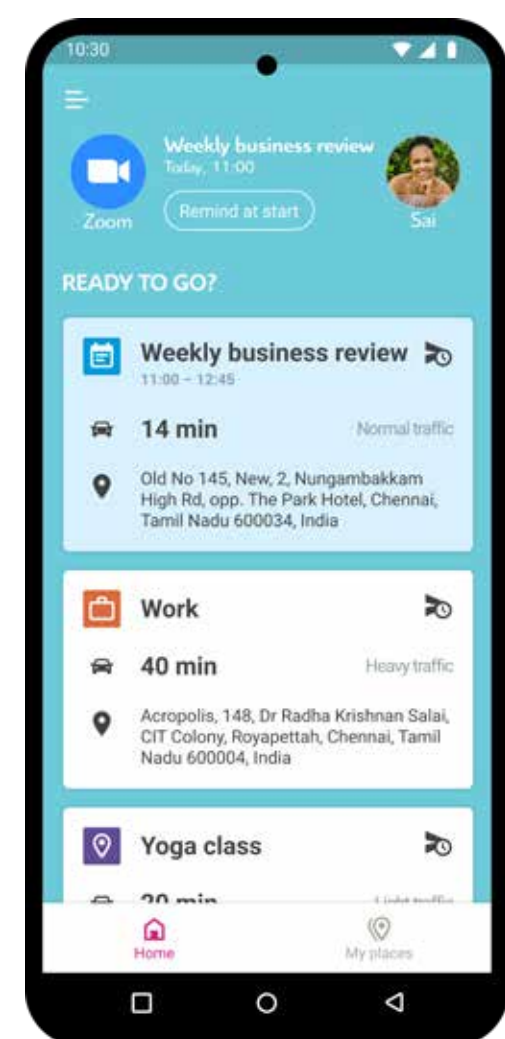
C-BUDDY



Presenting C-Buddy, an intuitive mobile application that adds intelligence to your journeys, saves time and reduces stress as a driver, available on both Android and iOS platforms.

C-Buddy creates relevant suggestions about navigation and communication using your visited places and calendar data. Use one-tap navigation on your favourite maps (Google Maps & Apple Maps) and send an estimated arrival time to your contact via a simple tap. C-Buddy application can also be mirrored on the 26cm Infotainment screen of your C3*.

C-Buddy helps to keep you organised as a driver via multiple apps like Teams, Zoom and Google Meet*. Now don't worry about missing your important meetings when you are on the road as you can join the call from within the app. You can also use voice commands through Google Assistant or Siri to navigate to your visited places or to join your next meeting.

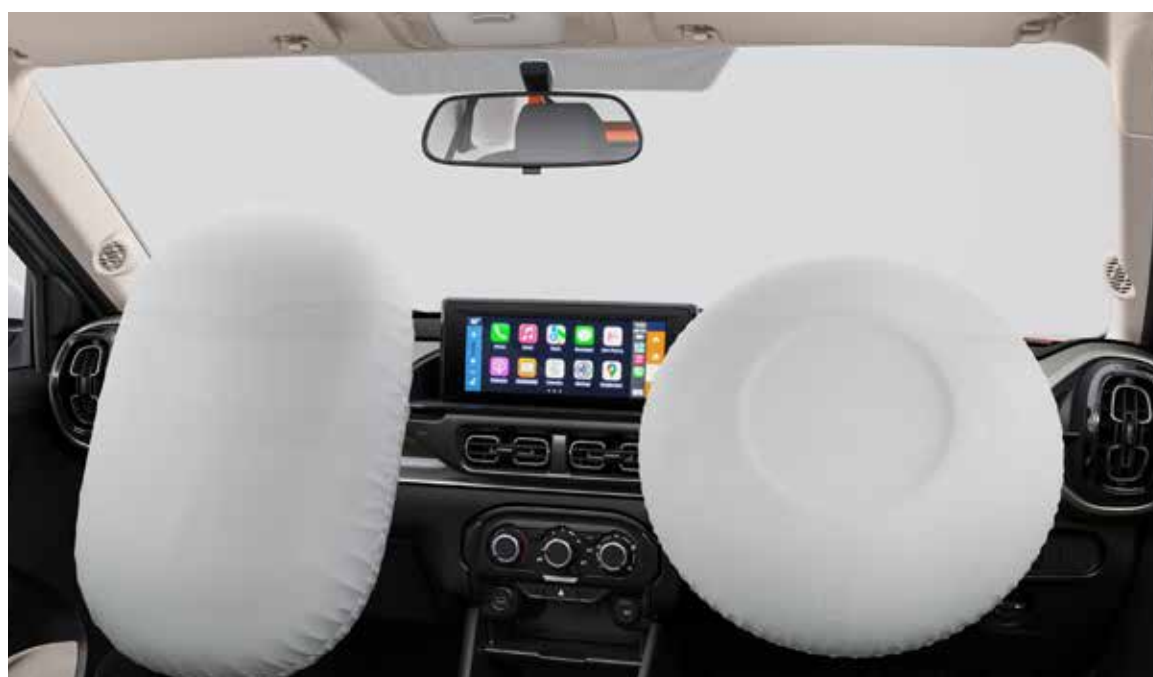


*T&C: Screen Mirroring function currently available only on Android Auto™. Corporate calendar may not sync properly because of corporate IT restrictions and hence meetings may not be visible on C-Buddy app

ADVANCED SAFETY FEATURES

Be it sunshine and rainbows, or a drive through the fiercest storm, no matter the weather conditions, experience reassured confidence with advanced safety suits of New Citroën C3. Equipped with Dual airbags, ABS with EBD, ESP & Hill Hold Assist enjoy improved

vehicle control and stability. For an improved driving experience New Citroën C3 now comes equipped with Day-Night IVRM, Rear Wiper & Defogger & Tire Pressure Monitoring System (TPMS) which gives alerts if tyre pressure falls below the recommended levels.



DUAL AIRBAGS

Stay safe and secure with standard dual airbags for driver and co-passenger safety.



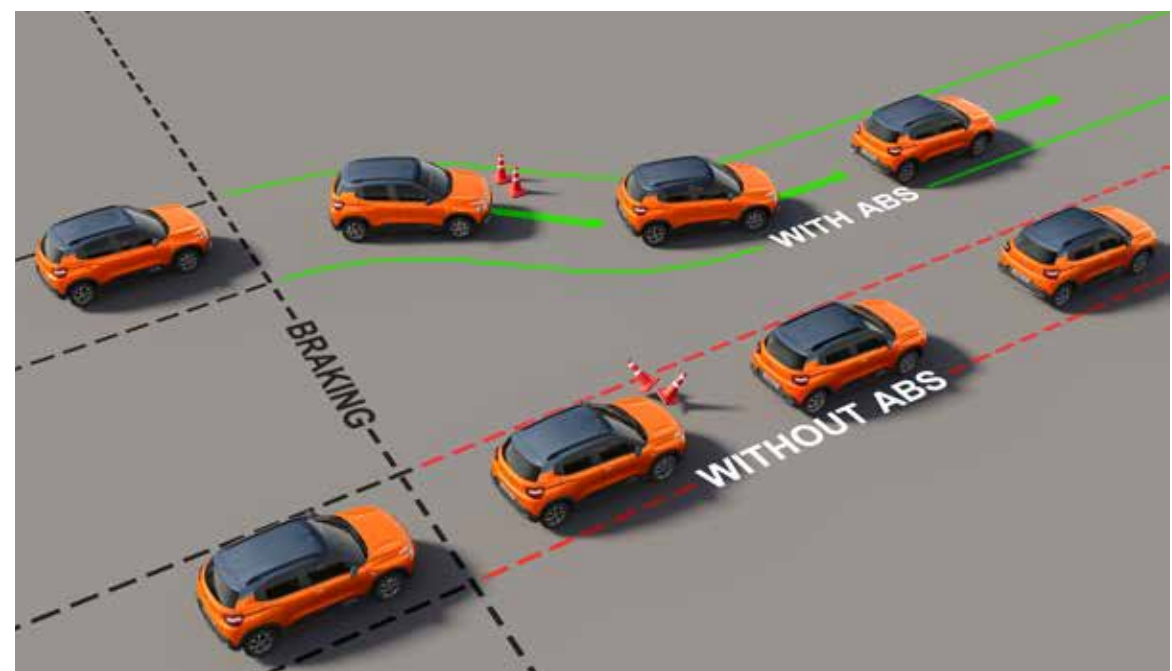
REAR PARKING ASSIST SYSTEM WITH CAMERA

Keeps you aware of surroundings while parking with rear parking assist system with a camera



HILL HOLD ASSIST

The only way to move in your New C3 is forward and upward. With Hill Hold Assist, Drive stable and steady on an incline, without the fear of rolling back after the releases of brake pedal



ABS, ESP & TPMS

Giving prime importance to your comfort and safety, New C3 come equipped with Anti-brake Locking System (ABS), Electronic Stability Program (ESP) and Tire Pressure Monitoring System (TPMS) to have maximum traction on the road to avoid wheelspin in slippery & loose terrain.

*T&C: Features and specifications may vary model wise.



PERFORMANCE

The New C3 is built to perform enthusiastically and efficiently for the unmistakable Citroën experience. It gives you the opportunity to truly express yourself with the 1.2l PureTech 110 and the 1.2l PureTech 82.

PURETECH 110 (TURBO)

- 1.2l - 6 Speed Manual Transmission
- Power: 110 PS @ 5500 rpm & Torque : 190Nm @ 1750 rpm
- Fuel efficiency of 19.3 km/l*

PURETECH 82 (NATURALLY ASPIRATED)

- 1.2l - 5 Speed Manual Transmission
- Power : 82 PS @ 5750 rpm & Torque : 115Nm @ 3750 rpm
- Fuel efficiency of 19.3 km/l*

T&C: *As certified by test agency under Central Motor Vehicle Rules, 1989.

COLOUR COMBINATIONS

4 MONOTONE BODY COLOURS



POLAR WHITE



ZESTY ORANGE



PLATINIUM GREY



STEEL GREY



POLAR WHITE BODY WITH ZESTY ORANGE ROOF



PLATINIUM GREY BODY WITH ZESTY ORANGE ROOF



STEEL GREY BODY WITH ZESTY ORANGE ROOF



POLAR WHITE BODY WITH PLATINIUM GREY ROOF



ZESTY ORANGE BODY WITH PLATINIUM GREY ROOF



STEEL GREY BODY WITH PLATINIUM GREY ROOF

3 CUSTOMISATION PACKS



VIBE PACK: ZESTY ORANGE



VIBE PACK: PLATINIUM GREY



ELEGANCE PACK: CHROME#

2 INTERIOR TRIMS

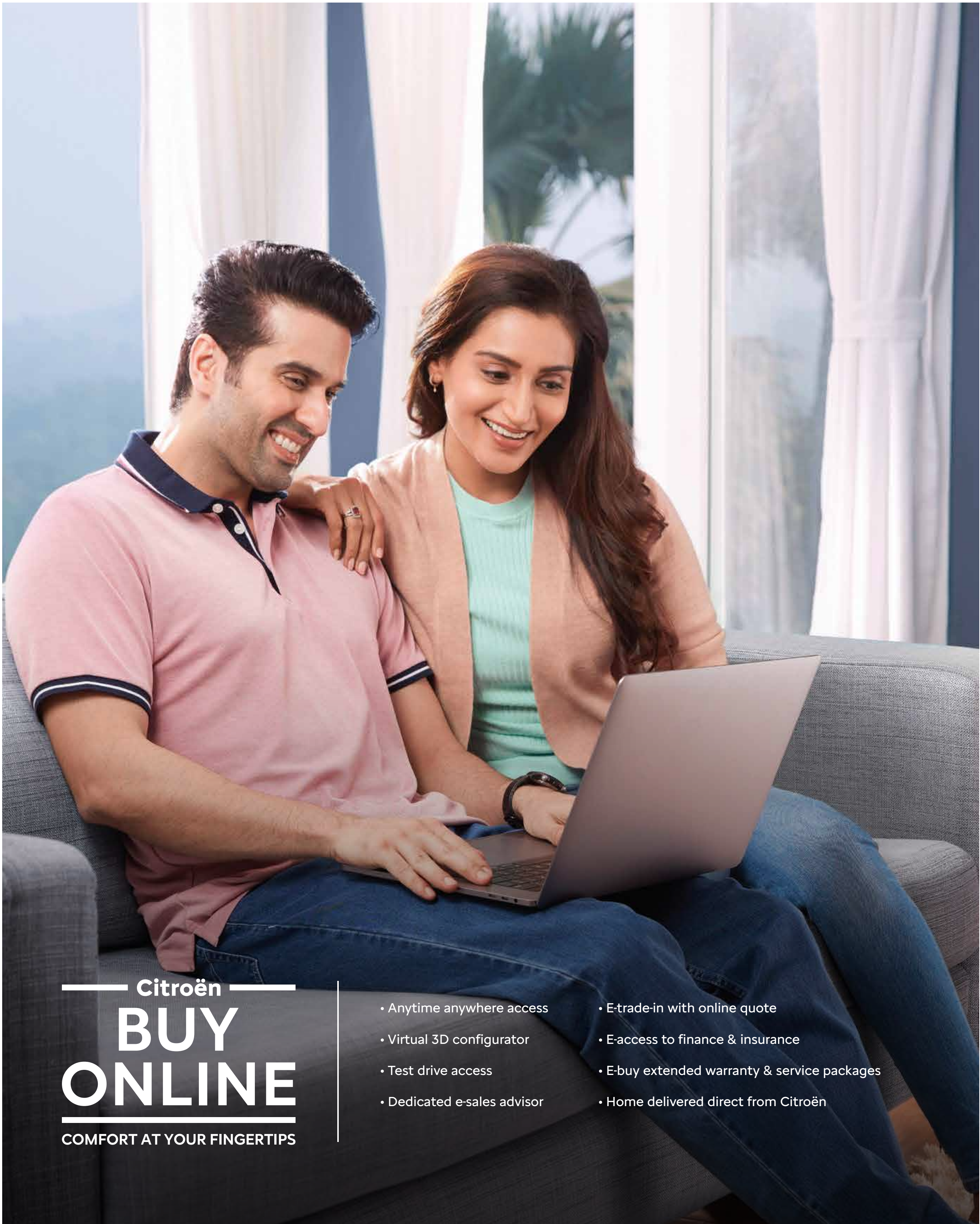


ANODIZED ORANGE



ANODIZED GREY

#Elegance Pack (Chrome): Dealer Installed



Citroën

BUY ONLINE


COMFORT AT YOUR FINGERTIPS

- Anytime anywhere access
- Virtual 3D configurator
- Test drive access
- Dedicated e-sales advisor
- E-trade-in with online quote
- E-access to finance & insurance
- E-buy extended warranty & service packages
- Home delivered direct from Citroën



WARRANTY

At Citroën, comfort and mobility are at the heart of everything we do. The Citroën Warranty Programme has been designed keeping these values in mind. With services like standard vehicle warranty for 2 years or 40,000 km (whichever is earlier) and 24/7 Roadside Assistance (Toll-free number – 1800 419 2000), we promise to make your Citroën experience truly comfortable. Extended warranty and maintenance packages are also available through your dealer. Additionally, you can access a network of dealerships equipped with state-of-the-art service facilities, tools, and equipment. Service appointments may be booked in advance on www.citroen.in or call the Citroën Customer Experience Centre at 1800 267 1000.

 +91 73585 02839.

TECHNICAL SPECIFICATIONS

ENGINE	PURETECH 82	PURETECH 110
Fuel Type	Petrol	
No. of Cylinders	3	3
Displacement (cc)	1198	1199
Max. Engine Output (ps (kw) @ rpm)	82 ps (60 kw) @ 5750 rpm	110 ps (81 kw) @ 5500 rpm
Max. Torque (Nm @ rpm)	115 Nm @ 3750 rpm	190 Nm @ 1750 rpm
Fuel Efficiency (km/l)	19.3	19.3
Transmission	5-MT	6-MT
Fuel Tank Capacity (l)	30	
DIMENSIONS		
Overall Length (mm)	3981	
Overall Width (w/o mirrors) (mm)	1733	
Overall Height (Unladen) (mm)	1586/1604 (With Roof Rails)	
Wheel Base (mm)	2540	
Boot Space (l)	315	
WEIGHTS		
Kerb Weight (kg)	LIVE : 958, FEEL : 982, SHINE : 987	FEEL : 1048, SHINE : 1055
Gross Vehicle Weight (kg)	LIVE : 1358, FEEL : 1382, SHINE : 1387	FEEL : 1448, SHINE : 1455
SUSPENSION		
Front	MacPherson Strut with Coil Spring	
Rear	Rear Twist Beam with Coil Spring	
BRAKES		
Front	Disc	
Rear	Drum	
STEERING		
Power Steering Type	Electric	
Minimum Turning Circle Radius (m)	4.98	
TYRE SIZE		
Tyres	195/65 R15	
Spare Wheel	165/80 R14 Steel	185/65 R15 Steel

DIMENSIONS



Terms & Conditions: Images and illustrations are indicative and for informative purposes only. All features/specifications are not available in all variants and may vary for different variants. Features and accessories shown may not be standard equipment and are subject to change without prior notice. Please consult an authorised Citroën dealer for latest information on features/specifications before deciding to place an order. Colours, dimensions and proportions may not match the actual due to digital layout.

FEATURES

VARIANTS	LIVE	FEEL	SHINE
PureTech 82	✓	✓	✓
PureTech 110		✓	✓
EXTERIOR			
Front Panel: Brand Emblems - Chevron	Silver Painted	Chrome	Chrome
Front Grill - Matte Black	•	•	•
Body Coloured Front & Rear Bumpers	•	•	•
Halogen Headlamps	•	•	•
Side Turn Indicators on Fender	•	•	•
Body Side Sill Panel	•	•	•
'TESSERA' Full Wheel Cover	•	•	
Sash Tape - A/B Pillar	•	•	•
Sash Tape - C Pillar		With Dual Tone Only	With Dual Tone Only
Body Coloured Outside Door Handles		•	•
Outside Door Mirrors	Glossy Black	High Gloss Black	High Gloss Black
Wheel Arch Cladding		•	•
Skid Plate - Front		•	•
Skid Plate - Rear (NEW)			•
Front Fog Lamp (NEW)			•
Signature LED Day Time Running Lights		•	•
Roof Rails - Glossy Black		•	•
Dual Tone Roof		PureTech 82 - Option PureTech 110 - Standard	PureTech 82 - Option PureTech 110 - Standard
"OCTO" R15 Diamond Cut Alloy (NEW)			•
INTERIOR			
Interior Environment - Single Tone Black	•	•	•
Seat Upholstery - Fabric (Bolster/Insert)	Rubic/Nimbus	Rubic/Hexalight	Rubic/Hexalight
Front & Rear Seat Integrated Headrest	•	•	•
AC Knobs - Satin Chrome Accents	•	•	•
Parking Brake Lever Tip - Satin Chrome	•	•	•
**Instrument Panel - Deco (Anodized Orange/Anodized Grey)		•	•
AC Vents (Side) - Glossy Black Outer Ring		•	•
Insider Door Handles - Satin Chrome		•	•
Satin Chrome Accents - IP, AC Vents Inner Part, Gear Lever Surround, Steering Wheel		•	•
INFOTAINMENT AND CONNECTIVITY			
Citroën Connect Touchscreen (26cm)		•	•
Bluetooth® Connectivity		•	•
Mirror Screen (Apple Carplay™ and Android Auto™) - Wireless Smartphone Connectivity		•	•
Steering Wheel with Audio and Phone Controls		•	•
Roof Antenna	•	•	•
MyCitroën Connect App with 35 Smart Features (NEW)			•
C-Buddy Personal Assistant Application	•	•	•
COMFORT AND CONVENIENCE			
Manual Air Conditioner with Heater	•	•	•
12V Socket - Front	•	•	•
Rear Seat - 100% Fold Flat	•	•	•

Terms & Conditions: ** Deco colour depends on exterior body/roof colour.

FEATURES

VARIANTS	LIVE	FEEL	SHINE
Front Windscreen Wipers - Intermittent	•	•	•
Bottle Holders on Doors - 1 Litre (Front & Rear)	•	•	•
Bag Support Hooks in Boot (3 kg)	•	•	•
Outside Mirrors - Manually Adjustable (Internally)	•	•	
Power Windows - Front & Rear	Front Only	•	•
One - Touch Auto Down - All 4 Power Windows	Front Windows Only	•	•
Remote Keyless Entry		•	•
Driver Seat - Manual Height Adjustable		•	•
Tilt Steering		•	•
Parcel Shelf		•	•
Front Passenger Seat Back Pocket		•	•
Co-Driver Side Sun Visor with Vanity Mirror		•	•
Electrical Adjustable Outside Rear View Mirrors (NEW)			•
Rear Wiper & Washer (NEW)			•
Rear Defogger (NEW)			•
Day/Night Inside Rear View Mirror (NEW)			•
Engine Auto Stop/Start (NEW)		Turbo Only	Turbo Only
SMARTPHONE FRIENDLY			
Smartphone Storage - Rear Console	•	•	•
Smartphone Charger Wire Guide on Instrument Panel	•	•	•
USB - Front 1 + Rear 2 Fast Charger		•	•
INSTRUMENTATION & LIGHTING			
Digital Cluster	•	•	•
Tripmeter	•	•	•
Distance to Empty	•	•	•
Average Fuel Consumption	•	•	•
Low Fuel Warning Lamp	•	•	•
Gear Shift Indicator	•	•	•
Front Roof Lamp	•	•	•
Door Ajar Warning		•	•
SAFETY AND SECURITY			
Front Driver and Passenger Airbags	•	•	•
ABS with EBD	•	•	•
Reverse Parking Sensors	•	•	•
Rear Doors Manual Child Lock	•	•	•
Seat Belt Reminder (Driver & Co-Driver Side)	•	•	•
Engine Immobilizer	•	•	•
*High Speed Alert System	•	•	•
Speed Sensitive Auto Door Lock		•	•
ESP (NEW)			
Hill Hold (NEW)		Turbo Only	Turbo Only
Tyre Pressure Monitoring System (NEW)			
Rear View Camera (NEW)			•
VIBE PACK (Factory Fitted)			
Body Side Door Moulding & Painted Insert			
Painted ORVM Cover		Option	Option
Painted Front Fog Lamp Surround		(Zesty Orange/ Platinum Grey)	(Zesty Orange/ Platinum Grey)
Painted Rear Reflector Surround			
Front Fog Lamp (Only FEEL)			

Terms & Conditions: *The speed alert system gives an audible warning to driver at 80 km/h and 120 km/h.

Citroën 360 COMFORT



Meaning the home of Citroën, our phygital showrooms unite technology with comfort.



Providing service on the go, wherever you go. Assured best-in-class service along with genuine spare parts availability.



Delivering a seamless digital customer experience that can be accessed anywhere on any device.



Download the MyCitroën App on your smartphone and experience its 35 smart features like charging station locator, car locator, geo-fencing and many more.



Service offered to get an estimated trade-in valuation for your existing used car on placing an order for a new Citroën vehicle.



Best-in-class financing solutions that are tailor-made to make your ownership journey easy and comfortable.



After-sales workshop offering maintenance and care services for all Citroën vehicles.



Revolutionary door-step service offered by Citroën. Includes routine service, car cleaning and minor emergency repairs.

Citroën Maintenance

From roadside assistance to replacing wear and tear parts or regular servicing, with Citroën Maintenance, you have total peace of mind.

Citroën Warranty

Every new Citroën car comes with a vehicle warranty for 2 years or 40,000 km (whichever is earlier).

Citroën Assistance

Citroën Assistance brings rapid expert roadside assistance to you in an emergency in response to a telephone call.

*T&C Apply.



INTERNATIONAL BRAND BORN FRENCH



INTERNATIONAL BRAND FOR INDIA



CORPORATE OFFICE ADDRESS:
PCA AUTOMOBILES INDIA PRIVATE LIMITED
Adhigattur Village, Kadambathur P.O Thiruvallur, Tamil Nadu 631203

THE CITROËN CUSTOMER EXPERIENCE CENTRE
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CITROËN



TO FIND OUT MORE

visit www.citroen.in

VER-1/APRIL 2023