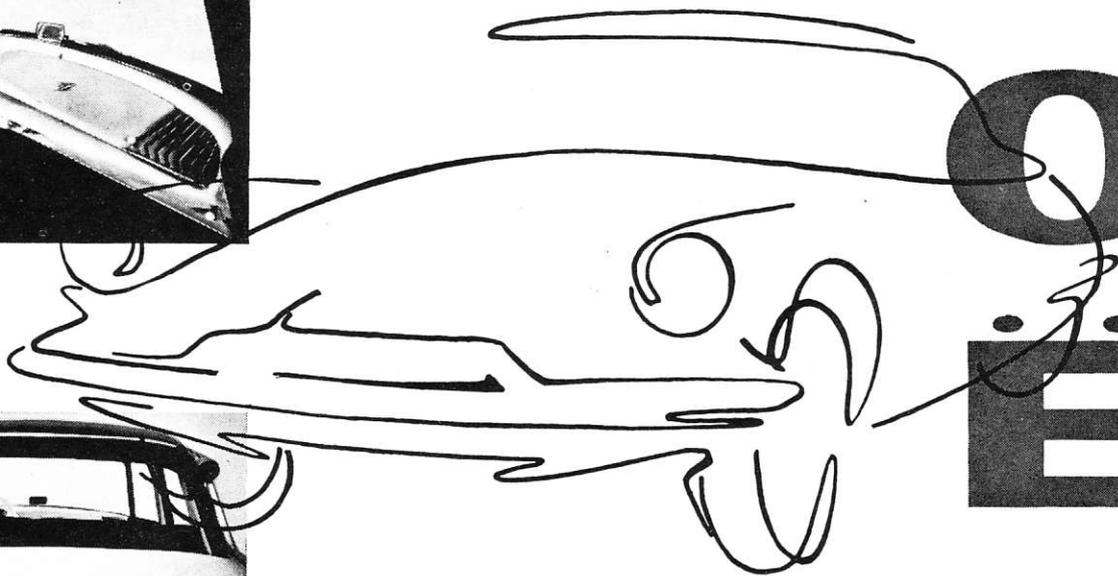
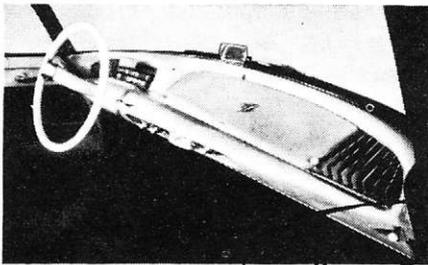


→ This glimpse of CITROËN'S new, revolutionary DS 19 is merely a hint of the unparalleled CITROËN features that places the DS 19 years ahead as the most advanced expression of automotive engineering . . . distinctively French . . . *so unmistakably CITROËN.* Here is a rare blend, combining the performance of the sports car with the luxury of the limousine . . . chic Parisienne elegance wedded to the road-hugging power of a Monte Carlo performer!

# DS 19 the new CITROËN... is here!

→ Here is a richly rewarding experience that will have you literally floating on air! We cordially invite you to see the safest car in the world, the DS 19, in the CITROËN Showrooms today . . . where a complete demonstration awaits you!



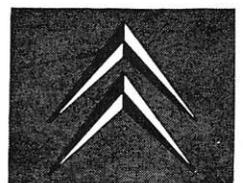
★ Some of the DS 19 features, essential for safety and comfort at all speeds, appear for the first time in automotive history.

For more information and Citroën Dealer nearest you write:

**CITROËN CARS CORPORATION**  
300 PARK AVENUE, NEW YORK, N. Y. • 8423 WILSHIRE BLVD., LOS ANGELES, CALIF.

★ THE CITROËN DS 19 IS THE ONLY CAR, COMBINING AS STANDARD EQUIPMENT, ALL THESE EXCLUSIVE FEATURES: FRONT-WHEEL DRIVE ★ MONOSHELL BODY ★ NEW DS 19 OHV ENGINE WITH DUAL THROAT CARBURETOR ★ POWER DISC-BRAKES ★ INDEPENDENT FRONT AND REAR BRAKES ★ CENTRAL HYDRAULIC SYSTEM WITH AUTOMATIC CLUTCH AND AUTOMATIC GEAR-SHIFT ★ CIT-SAFE® "NO-SPOKE" STEERING WHEEL AND SAFETY DASHBOARD ★ EXCLUSIVE CENTRAL FIXATION OF THE WHEELS ★ LOWEST CENTER OF GRAVITY ★ UNIQUE CITROMATIC® AIR-OIL SUSPENSION . . . THE ONLY SUSPENSION THAT ACTUALLY FLOATS YOU ON AIR OVER THE ROAD!

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Everything about Citroen is exciting. You *feel it* at the first glance of its sweeping, aerodynamic lines, *sense it* the moment you step inside and settle down in foam rubber comfort, become increasingly aware of it, as *Air-Oil* floats you along in a "*comfort unsurpassed by any automobile in the world.*" Cover enormous distances in a Citroen, and arrive remarkably relaxed. Marvel at *Automatic Jacking*, and the way *Front-Wheel Drive* holds you swerve-free around the sharpest curves. Everything about a Citroen is designed for *increased motoring pleasure*. Drive a Citroen...for extraordinary comfort, legendary roadability, and the most exhaustively proven advances in automotive science.

*an  
adventure  
in  
itself...*

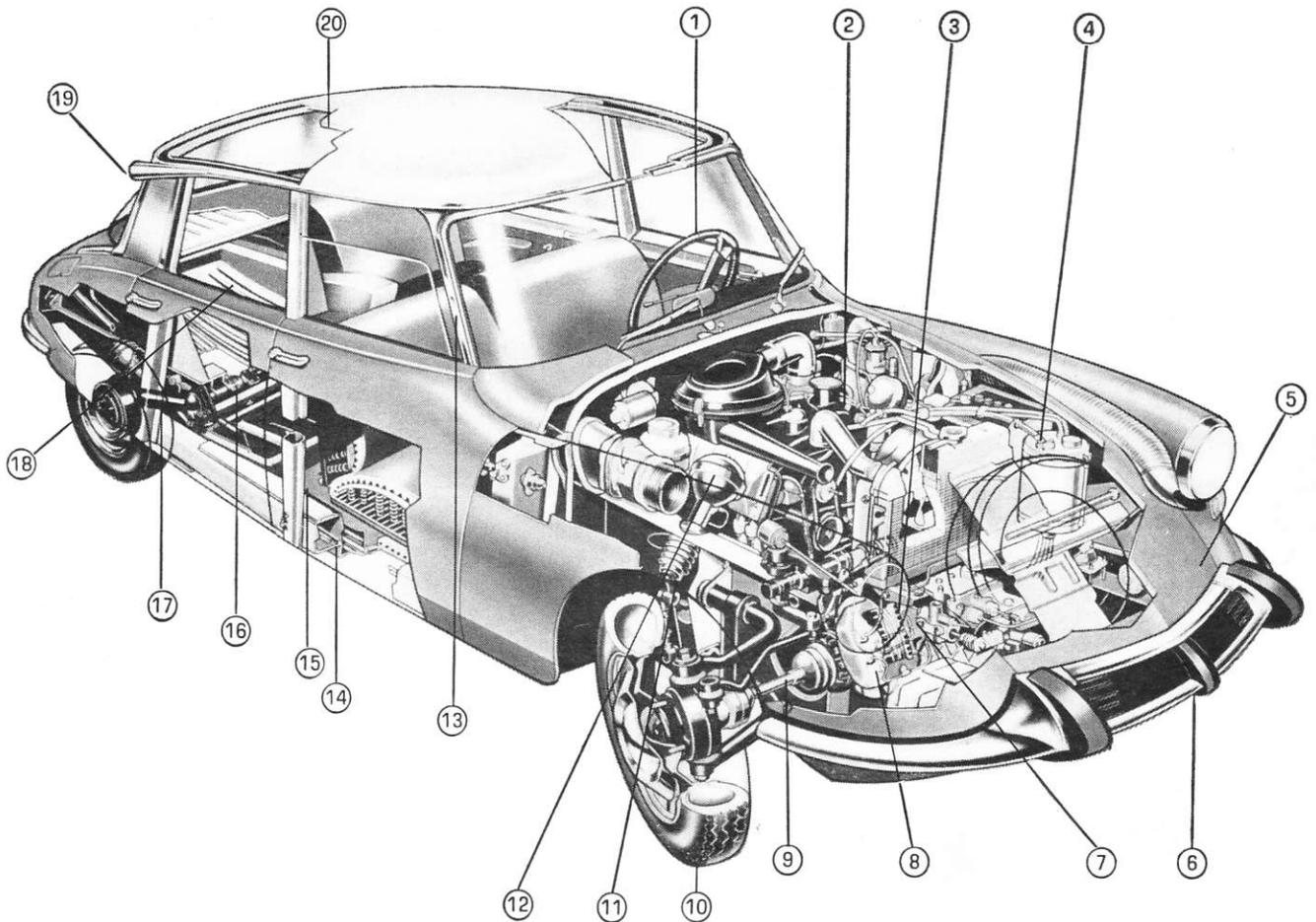
*Citroën*



*from \$2545* p.o.e.

SPEEDS OVER 90 MPH • UP TO 34 MPG • 5 PASSENGERS • DISC BRAKES • FRONT-WHEEL DRIVE...AND AIR-OIL SUSPENSION.  
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# The Citroën



## ...a safe car you should look into.

1. Safety "No Spoke" steering wheel.
2. Rugged hemi head engine, built to maintain high cruising speeds with low gas consumption.
3. Dual proportional braking system that prorates brake force according to front/rear weight distribution.
4. Front-mounted spare tire provides additional impact protection.
5. Aerodynamic body slices through air smoothly, silently.
6. Adjustable Road Clearance to drive right over deep snow, ruts, any terrain.
7. Sensor warns when brake pad linings are low.
8. Power disc brakes. Mounted inboard for better cooling and reduced unsprung weight.
9. Front wheel drive with low center of gravity for better traction and control.
10. Michelin X AS steel cord radial tires.
11. Power Jacking for quick, effortless tire changing.
12. Hydropneumatic suspension for greater stability and a smoother ride.
13. Narrow side pillars to give you better visibility.
14. Mono-shell construction provides a rigid zone of protection around passengers.
15. Flat floor, no driveshaft hump. Full length body underpan.
16. Constant Level Ride regardless of load and weight distribution.
17. Four wheel independent suspension with constant camber.
18. Safety energy-absorbing body sections, front and rear, to cushion collision impact.
19. Turn signals are high mounted for greater visibility.
20. Deep foam-padded interior — top, sides, and even bottom.

All this and more. Take a different kind of test drive in a different kind of car. Different enough to meet your needs for a personal, business, or family car.

For National Dealer List, Literature, or European Delivery Brochure, write: .

**CITROËN CARS CORPORATION.** In the East: 641 Lexington Ave., N.Y., N.Y. 10022. In the West: 8423 Wilshire Blvd., Beverly Hills, Calif., 90211

The fun of the trip is in the ride...with a CITROËN! To beach or supermarket...to city or country club... wherever you travel, a new world of motoring pleasure awaits you and your family. Here is the cloud-soft comfort of AIR-OIL SUSPENSION, with the exclusive POWER-LIFT that lets you adjust the riding level of the car to suit the road. Here is the personal control of the sports car...the tenacious roadability of FRONT-WHEEL DRIVE. In a CITROËN, the functional car with advanced engineering, you will always enjoy safe, economical, restful motoring. Wherever you are driving in pursuit of happiness, take a CITROËN...it is your assurance of extra-enjoyment on the road!

In  
pursuit  
of  
happiness...  
drive  
a  
Citroën!



# CITROËN

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# Citroën... a winner the world over!



## First at MONTE CARLO!

To a distinguished record of automotive "firsts," Citroën now adds the 1959 Monte Carlo Rallye...the world's most gruelling 2000 mile road and mountain test. 322 cars started, from points all over Europe; only 129 finished, with 2 stock Citroën ID 19 sedans coming in first and fourth. Citroën's performance surpassed all others in mechanical endurance and dependability...proof-positive of a ten year lead in automotive engineering superiority.

No wonder the experts say . . . "See Citroën first before you place an order for any new automobile."

Write for FREE Road Tests, or see the Citroën Dealer nearest you.

## First in CALIFORNIA!

Two identical stock Citroën ID 19's cornered and maneuvered their way to "First in Class" honors in the rugged 500 mile NASCAR Memorial Weekend races at Riverside, California. This was the first NASCAR sanctioned event ever to include Imported entries and large displacement American V-8's.

Top speed of the Citroën ID 19's went up to 101 mph and the average gas mileage was 19.3 mpg. Neither car made more than two pit stops in the 500 mile run.



CHEVRONS



OF PRESTIGE

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A MILLION MILES DOWN THE ROAD FROM FRANCE...

# CITROËN

## DS 19

THE WORLD'S FIRST CAR WITH  
AIR-OIL  
SUSPENSION!



### "A MILESTONE IN AUTOMOTIVE DESIGN"

The CITROËN DS 19 is the first and only mass-produced, average-priced car with the luxury ride of AIR-OIL SUSPENSION. "For the insulation of the car's occupants from the vicissitudes of the varied road surfaces of the world while retaining safe control, it is the best yet." Only on the most expensive of other cars is there anything even remotely comparable to it!

### A MASTERPIECE IN MOTION!

In every DS 19 you enjoy the air-borne sensation of flight with a road-hugging maneuverability so superb that the experts call it "the safest production car made."

### A MILLION MILES AHEAD!

Elegantly Parisienne, Economically European, Automatically American, every DS 19 has the "most advanced engineering features of any car in the world today": EXCLUSIVE CITRO-MATIC AIR OIL SUSPENSION... Central Hydraulic System with Automatic Clutch and Gear-Shift... Power Disc Brakes... the most exhaustively proven and widely acclaimed car in all of Citroën's most distinguished automotive history.

For Sports Car Performance, Limousine Luxury... see your Citroën Dealer today for the driving thrill of a lifetime!



THE CITROËN DS 19 IS THE ONLY CAR, COMBINING AS STANDARD EQUIPMENT ALL THESE EXCLUSIVE FEATURES: FRONT-WHEEL DRIVE—MONOSHELL BODY • NEW DS 19 OHV ENGINE WITH DUAL THROAT CARBURETOR • POWER DISC-BRAKES • INDEPENDENT FRONT AND REAR BRAKES • CENTRAL HYDRAULIC SYSTEM WITH AUTOMATIC CLUTCH AND AUTOMATIC GEAR-SHIFT • CIT-SAFE® "NO SPOKE" STEERING WHEEL AND SAFETY DASHBOARD • EXCLUSIVE CENTRAL FIXATION OF THE WHEELS • LOWEST CENTER OF GRAVITY • UNIQUE CITROMATIC® AIR-OIL SUSPENSION...THE ONLY SUSPENSION THAT ACTUALLY FLOATS YOU ON AIR OVER THE ROAD!





## Detour all cars...except Citroën!

Take a Citroën to where the going gets really rough. A dirt road perhaps, hardly worthy of the name. Gouged, rugged, chuck-holed. Now pour on the power!

Test-drivers, auto engineers, people who make cars their business, have done just that, and have come away shaking their heads in wonder. Hard put to find the right words to best describe the way Citroën has rippled them over terrain that could wreak quick havoc to any other production car in the world.

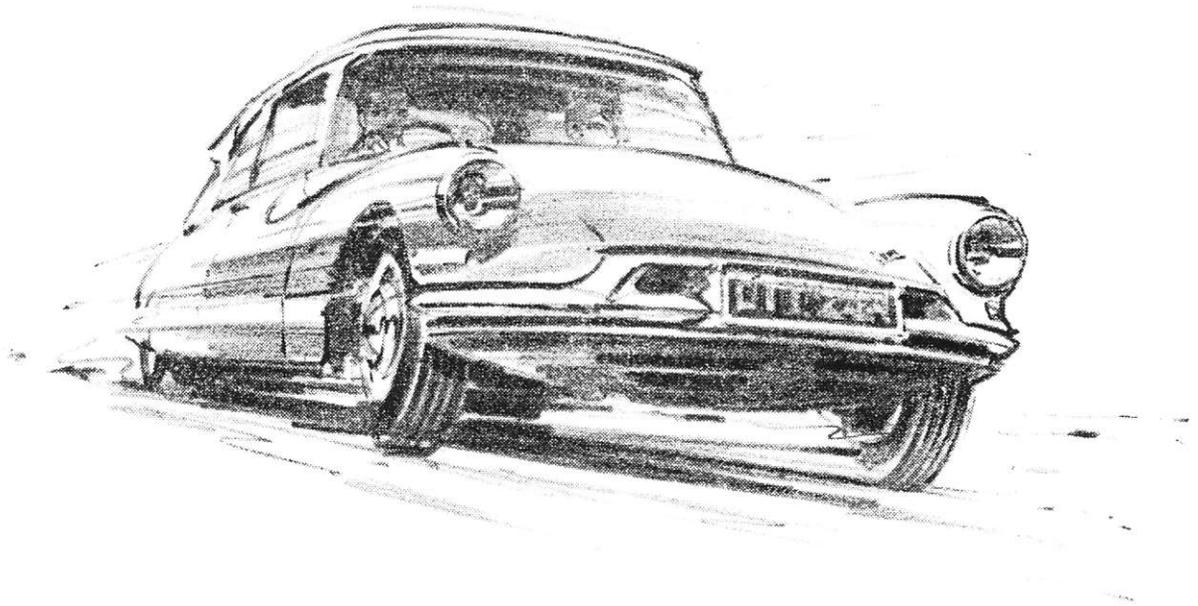
Citroën gets up and goes! Its engine is rugged, sturdy, and surprisingly economical. In fact, the new DS 19 is now capable of speeds in excess of 100 mph, with increased accelerations, and up to 32 miles per gallon. Front Wheel Drive and Air-Oil Suspension give it superb roadability. You must try the new DS 19.

Four-lane highway or road under construction, all roads lead to Citroën. Make your own road test. Only by means of a demonstration can you judge Citroën's unique roadholding, superb comfort and roominess.

We invite you to a free demonstration of Citroën's exclusive Air-Oil ride at your nearest Authorized Citroën Dealer.

# CITROËN

**unique** as only a Citroen can be



A Citroen iD makes motoring completely different—truly unique . . . unique because of the Citroen air-suspension . . . unique because of the front-wheel drive (a feature of all Citroen cars for over a quarter of a century) . . . unique because of its numerous safety features and its amazing roadholding . . . unique in appearance and in so many other ways that it cannot be fully appreciated until it has been experienced . . . unique for value: £1,485.15.10, tax paid.

# **CITROEN** *iD*

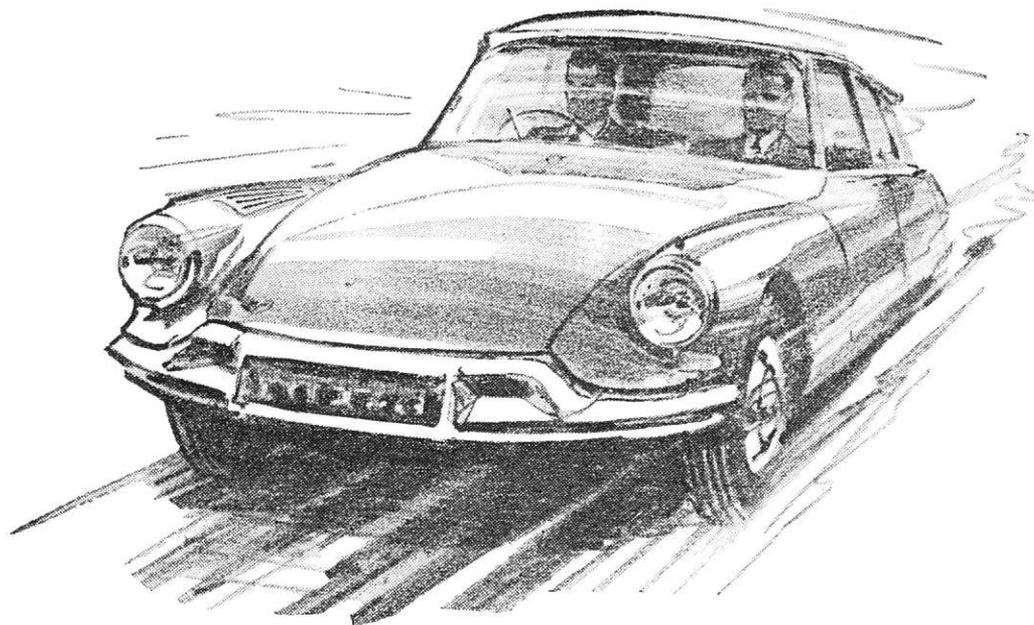
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CITROEN CARS LTD, SLOUGH, BUCKS.

where British Citroens are built for Home and Export



**unique** as only a Citroen can be

**... the DS now with more power**



The Citroen DS, already acknowledged as one of the world's most advanced cars, now has increased engine output. Greater acceleration and higher speed combined with the amazing Citroen air-suspension, front-wheel drive etc. give fast, luxurious and superbly safe motoring. Brakes (with front discs mounted inboard) are all power-operated on two independent circuits and automatically compensate themselves for variations of load within the car. Steering is power-assisted and effortless. The clutch is power-operated (no clutch pedal) and so are all gears over which fingertip selection retains complete control. The new Citroen DS makes motoring completely different... truly unique.

**THE NEW**  
**CITROEN DS**

Price—£1695. 9s. 2d. tax paid

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where British Citroens are built for Home and Export



# This is CITROËN...



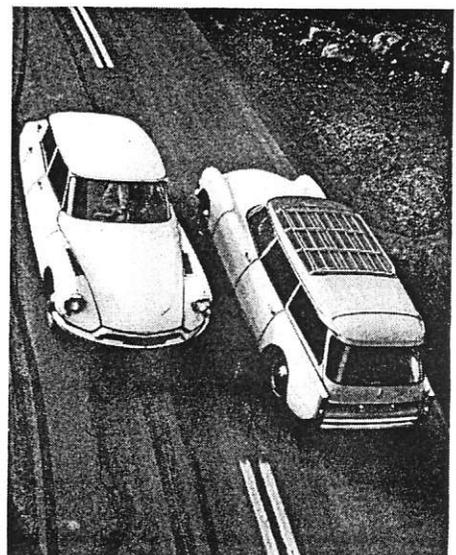
**MILESTONE IN DESIGN:** "The suspension of the Citroën is unlike anything else, a milestone in automobile design. In the popular-car designer's quest for the insulation of the car's occupants from the vicissitudes of the varied road surfaces of the world while retaining safe control, it is the best yet."

ESQUIRE Magazine



**ON ANY SURFACE:** "On the road, as experienced over more than 3,000 miles, and under almost every combination of weather and traffic, including driving over sheet ice and snow taught us that the Citroën provides fast, safe and extremely comfortable transportation."

MOTOR SPORT Magazine (England)



**STATION WAGON PERFECTION:** "When they say of the Citroën station wagon, vive la difference! they mean all I've been saying. The distinctive one-spoke steering wheel, the amazing all-around visibility; the firm front-wheel drive steering; the extra height and length of the cargo space and the sheer handsomeness of the car."

FOREIGN CAR GUIDE Magazine



**SOLID ENGINEERING:** "The latest DS models have this plush interior with revised dashboard layout, a big glove compartment and soft seats. But the car's notable features, while having some value are not its enduring characteristic. The true worth of the DS 19 would seem to be its solid engineering basis and execution."



**REMARKABLE RIDE:** "A rough road only brings out the best features of the Citroën. Most enjoyable of all to us was its competence in fast curves, when it never even disturbed the rest of a sleeping rider. There's never a sound from the standard, steel-reinforced Michelin X tires."



**SEE AND RIDE IN THE CITROËN:** "No one who considers himself well-informed about automobiles should pass up a chance to see and ride in the new Citroën; no one planning to buy a car should sign an order blank before getting to know this astonishing car."



»» *Jim Whipple* — CAR LIFE

**"Ten Years Ahead of its Time"**

"Your first look at the CITROEN DS 19 tells you that it's different... the sloping nose, underslung air intake, long low body and narrow pillars, the rear turn indicator lights streamlined into the roof... all these things give the DS 19 a marked resemblance to the sketches of dream cars... but nothing about this amazing car prepares you for your first drive."



»» *Pete Molson* — MOTOR TREND

**"Left Incoherently Babbling in Wonderment."**

"Hunt up the worst road available... one with big bumps, dips, as we did, a one lane dirt track rutted by mountain storms and totally unmaintained... and you can hurl CITROEN over it with only occasional light thumps from the underpinnings. Three consecutive carfulls of our own passengers were left incoherently babbling in wonderment. So what is there to say? It has to be experienced."



»» *John R. Bond* — ROAD & TRACK

**"Drives Boldly Off the Beaten Path and Never Feels the Bumps"**

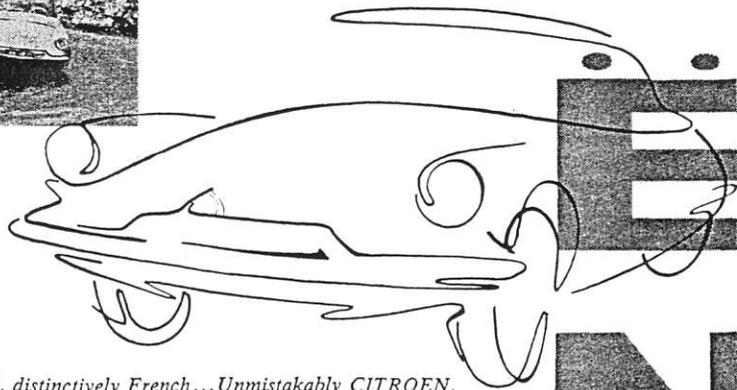
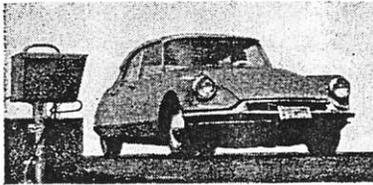
"On every kind of surface traversible by four wheels the 'hydropneumatic' suspension fulfills its designers' claims by absorbing shock and maintaining ability to degree never before achieved."

»» **ROAD TEST REPORTS**

*from the EXPERTS on the*

**DS-19**

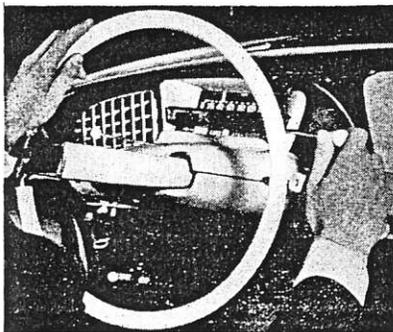
*the new* **CITROËN**



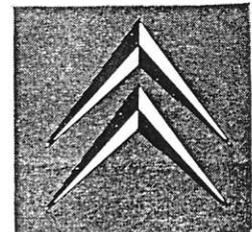
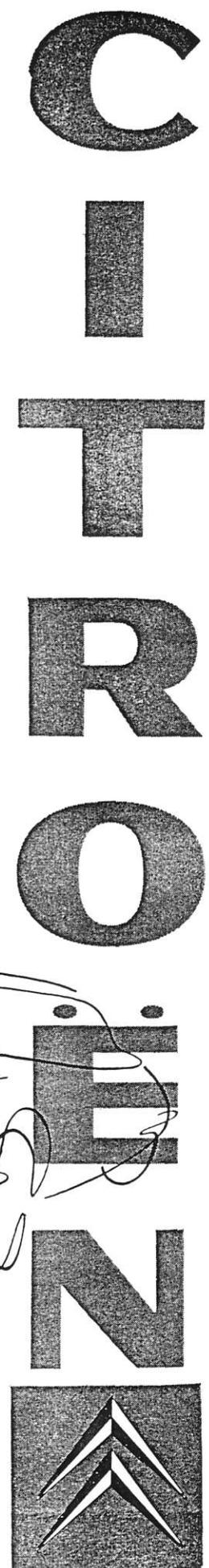
*The DS-19, distinctively French... Unmistakably CITROËN, combines chic Parisienne elegance with the road-hugging power of a Monte Carlo Winner. See the DS-19 in the Citroen Showrooms today, where the most advanced expression of automotive design awaits you!*

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# Is Front Wheel Drive the reason to drive

*Front Wheel Drive since 1934!*



*DS-21 wins 1966 Monte Carlo Rally.*

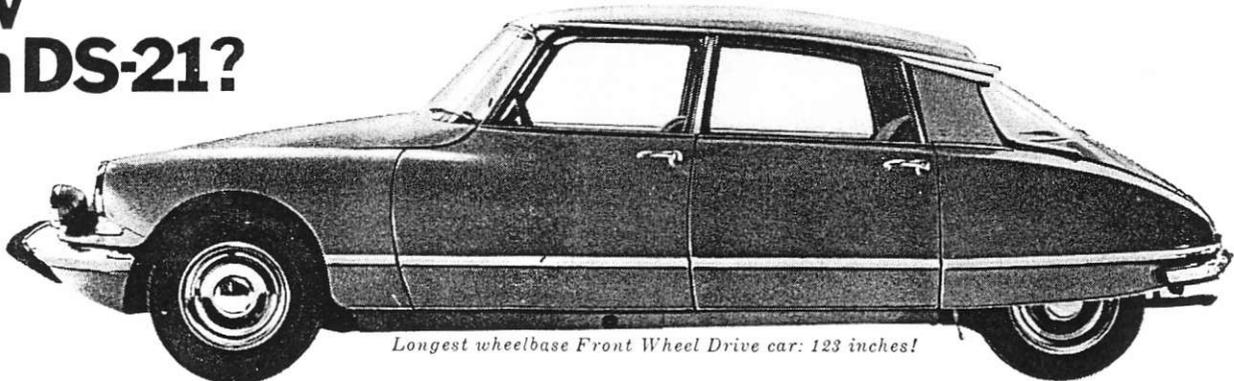


*New "Pallas" models!*



*Our aerodynamic fastback!*

# the new Citroën DS-21?



*Longest wheelbase Front Wheel Drive car: 123 inches!*

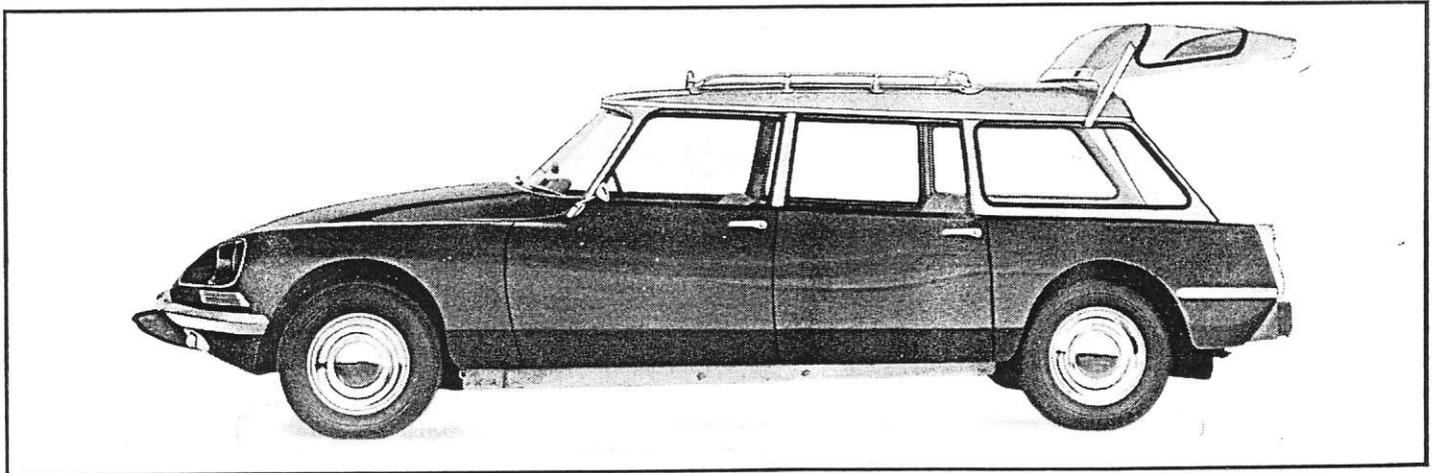
# Or is it Hydropneumatic suspension?

*These are only two of the reasons. The Citroën Front Wheel Drive design gives you stronger traction, better handling, more safety. More room, too, for passengers and luggage. Proven by millions and millions of miles on the road, Citroën is the world's foremost full-size FWD automobile. The only FWD that gives the extravagant comfort of Hydropneumatic suspension. And for '66 there's more power—faster acceleration. Even greater roadability. Ask for an extensive demonstration of the new DS-21 Sports Sedan (and of all of its features) and you'll find still more reasons for owning a Citroën.*

# CITROEN WAGON:



**MORE CAR. LESS TRUCK.**



A station wagon leads a double life. First—it's a wagon, then it's a car. That it happens to handle like a truck is the price you pay in most wagons today.

Not so Citroën! A Citroën wagon is first a car . . . then a wagon, giving you the best of both.

Revolutionary hydropneumatic suspension gives the Citroën wagon greater roadability and the world's smoothest ride. (The same ride you get in a Citroën sedan).

Front wheel drive assures precision steering and control plus road-hugging traction. And since there is no driveshaft tunnel, a Citroën wagon has more load space so you can take almost anything, anywhere. Adjustable road clearance lets you go over back roads, rough terrain, or snow drifts.

You can even use it to change tires without a jack.

Drive anywhere you want, you still get Constant Level Ride whether you're traveling alone, with 6-7 passengers, or a  $\frac{3}{4}$  ton payload. You can't say that about any other wagon. Even with a full payload you can stop short and sure with Citroën's instant-acting power inboard disc brakes which make this wagon one of the safest on the road. No other wagon has them.

Add to all this an amazingly smooth, quiet ride. The Citroën wagon rides like a Citroën car even at speeds over 100 mph because it shares the same unique aerodynamic design which reduces air resistance and turbulence. The Citroën wagon . . . first a car . . . then a wagon.

# CITROËN