

Citroen. The car that looks more beautiful after you drive it.



It's the other way around with most cars.

What starts out as a dazzling beauty in the showroom turns out to look different from the driver's seat.

Not a Citroen.

Simply because Citroen was built by a small group of brilliant heretics who did not care about conventional design. What they sought was very basic; the finest, safest, best engineered automobile in the world.

So they locked themselves drum-tight in a room for six months and showed their working designs to no one. They started from the inside. Where people need enough headroom to wear hats under. And legroom. And sofa-like seats. And all kinds of other refinements that didn't belong in cars. And they liked what they got because it was more comfortable than any other car they had ever been in.

Next came the outside. They wanted a design that would allow the car to part the air. Not do battle with it. So they scooped the hood and sloped it gracefully. And all their windtunnel tests showed it would work.

So they went on to the engine. By now they were ahead of the game. The body was so well designed aero-dynamically,

they didn't need a monstrous gas devourer to push it along. So they came up with a little marvel packing only 117 horses that glides the Citroen to a top speed of 115 and an actual cruising speed of ninety (but don't try it in America or you'll be telling it to a judge.)

Next came the suspension. This was perhaps the most innovative idea of all. Using air and oil in four separate chambers to take the place of springs, and combining that with independent four-wheel suspension, they were able to accomplish what no other type of automobile suspension can approach: the virtual elimination of almost every kind of bump, pothole, or crack from the feel of the road as you drive.

Of course there's a lot more to this story. Things like front wheel drive and automatic jacking. But we don't begin to have room to tell you about all of them here.

Let's leave it at this; next time you're trying to judge the beauty of a car, drive it first. Then look at it again.

Chances are it will look quite different.

If the change is a happy one, chances are you've been driving a Citroen.

Citroen

THE ONE CAR THAT'S ALL CARS IN ONE

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