

## PRESS RELEASE

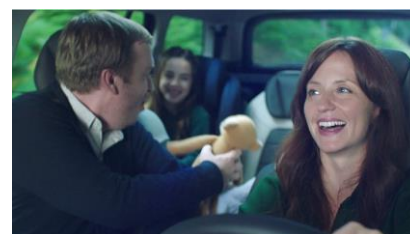


Paris, 13 October 2016

### CITROËN LAUNCHES NEW INSTITUTIONAL CAMPAIGN, "CITROËN INSPIRED BY YOU"

Citroën today is launching a new institutional campaign entitled "Citroën inspired by you". The Brand is putting into images the experience people have in their cars, inspired by the findings of a [survey carried out in Europe](#) and published on 28 September.

The campaign consists of a main film and several short films, each one depicting the responses provided by Citroën cars, technologies and services to continually enhance the in-car experience. The campaign perfectly illustrates Citroën's "People-minded brand" positioning and its "Be different, feel good" claim. Find out more at: [citroeninspiredbyyou.com](http://citroeninspiredbyyou.com)



Two weeks ago, Citroën published the results to its exclusive "Our lives in cars" survey carried out in seven European countries. The results comprise the responses of over 3,500 drivers and passengers on their automotive habits. After the figures, make way for the images: Citroën today is launching **its new institutional campaign, "Citroën inspired by you"**. Created on the basis of the findings of the survey, administered by CSA Research, the campaign depicts what we all experience in our cars:

- The **main film** (long, 50-second format) is based on the following idea: we spend **4 years and 1 month of our lives in a car, so you might as well enjoy that time in a Citroën!** The film shows how the Brand's cars enable people to take best advantage of that in-car time, for example, through user-friendly design and travelling well-being.
- A series of **shorter films** (six, lasting 15 to 20 seconds) provide a practical illustration of how the Brand's technologies and services are making motoring an increasingly seamless experience. This is true of the film on MyCitroën, the mobile app that helps motorists find their car when they have forgotten its whereabouts – something that happens 104 times in a driver's life!

The campaign, with which drivers and passengers alike will identify, was launched simultaneously in Belgium, France, Italy, Portugal and Spain, to be followed by a second wave in January 2017 in other European countries as well as China and Latin America.

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*"This evening marks the kick-off of a worldwide communication sequence," said Arnaud Belloni, Senior Vice President, Marketing and Communication at Citroën. "The institutional campaign illustrates the Brand's renewal in a particularly strong year for product launches. It is the perfect time to highlight what Citroën is about today: a popular brand in the noble sense of the term, as it is close to its customers, and a brand inspired by its customers and at the service of their desires".*

The new campaign also kicks off a change in some of the Brand's visual cues, with:

- a **new, flat-design 2D logo**, lending the double chevron extra modernity and visibility,
- a **new, warm and rhythmic, sound signature**, reflecting the Brand's values of boldness and closeness.

As with Citroën's most recent campaigns, the music was created by a talented French electro-pop artiste, this time DatA, as part of a project led with Sacha Sieff called Retrofuturesoul.

His previous collaborative effort with the Brand for the "Bus shelter" TV ad for the Citroën C1 has won a number of awards, and the video for "Don't Sing" has attracted over five million views.

The Brand is supported in the new campaign by the Les Gaulois agency.

### **An original and innovative media plan**

Revealed by Citroën CEO Linda Jackson at the Paris Motor Show press conference, the Brand campaign was previewed in a teasing phase in the social networks over the last two weeks. The **main, 50-second film** will be broadcast on television from this evening through to Sunday with the objective of strong impact, particularly in prime time.

**Two shorter films** focusing on technology and services will back up the main film in France, appearing in the same ad slots on an alternating basis. The 50-second film will also be showing on Facebook and YouTube all weekend long.

Starting on Monday 17 October, all of the content produced for the campaign will be supported on **Facebook** and **YouTube** for two weeks. In parallel, the **citroeninspiredbyyou.com** website will present the entire campaign with all the technology- and service-related solutions that Citroën brings its customers.

### **Concrete solutions for how we live in and use our cars**

Alongside the main film, six shorter videos illustrate the various innovations launched by the Brand:

- Technological innovations, in the creative spirit of the Brand
- **Citroën ConnectedCAM™**: "Photograph the world and share it", with photos and videos taken from the New C3.
- **Citroën Advanced Comfort®**: for "travelling well-being in all circumstances" through the [Brand's modern and overarching approach](#) for all occupants.
- **Airbump**: a "stylish lateral protection cushion" to protect your car with panache.
  - Innovations to simplify car travel, in the spirit of Citroën Advanced Comfort®
- **MyCitroën app**: "Find where you parked your car", and much, much more, with all of Citroën practically in your pocket!
- **Citroën Advisor**: for sharing your opinions on dealerships and checking the opinions of other customers, with an initial film, "Trust our garages, they are rated by our customers". The Citroën Advisor website was launched two years ago and has already attracted 80,000 user comments on dealerships. Citroën this summer extended the site to include its products with the same principle, as illustrated in a further film, "Your opinion on our cars interests us. Share it".

- Innovations focused on mobility, in the popular spirit of the Brand

Three other short films will be released for the second wave of the campaign, exploring:

- **Citroën Rent & Smile:** the car hire offer in the Brand network for “**Rent a Citroën at Citroën for maximum freedom**”.
- **Citroën Earn & Drive:** with this service, available at train stations, airports and urban car parks, “**Your car earns you money when you’re not using it**”.
- **Citroën Share & Drive:** the Brand’s carsharing solution.

### **The campaign showcases the difference of the Citroën brand**

Citroën has always been interested in the relationship people have with their cars. This attachment to people is inscribed in Citroën’s DNA and has never wavered throughout its history. The Brand’s cars, always connected to their time, stand as solutions for the uses of all motorists. For Citroën, drivers and passengers are the best possible source of inspiration, as shown once again in this new campaign.

The Brand’s previous institutional campaign, in 2009, supported the launch of the “Creative Technologie” baseline combined with the launch of a new logo, which is still in use in its 3D form.

### **FILMS AND PHOTOS AVAILABLE ON:**

<http://www.citroencommunication-echange.com/>

Username (CAPS): CAMPAGNE

Password (CAPS): BRAND16

### **The Citroën brand**

Citroën is an international automotive brand with a core full-line range. A purveyor of optimism since 1919, the Brand stands apart through its creativity and boldness – values that it places at the service of its customers by devising fresh solutions to the challenges arising in each new era. Citroën today is reinventing itself with models placing a premium on design, comfort and technological intelligence and with a seamless and transparent customer experience, as illustrated by its online opinion site, Citroën Advisor. With 10,000 customer contact points and presence in over 90 countries, Citroën sold nearly 1.2 million vehicles in 2015. The Brand has also amassed eight Constructors’ titles in the WRC and won its second consecutive Constructors’ title in the FIA WTCC in 2015.

### **PRESS CONTACTS**

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