



CITROËN



THE NEW ë-C3
ALL ELECTRIC
#EXPRESSYOURëSTYLE

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 103 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 are bringing 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 C3



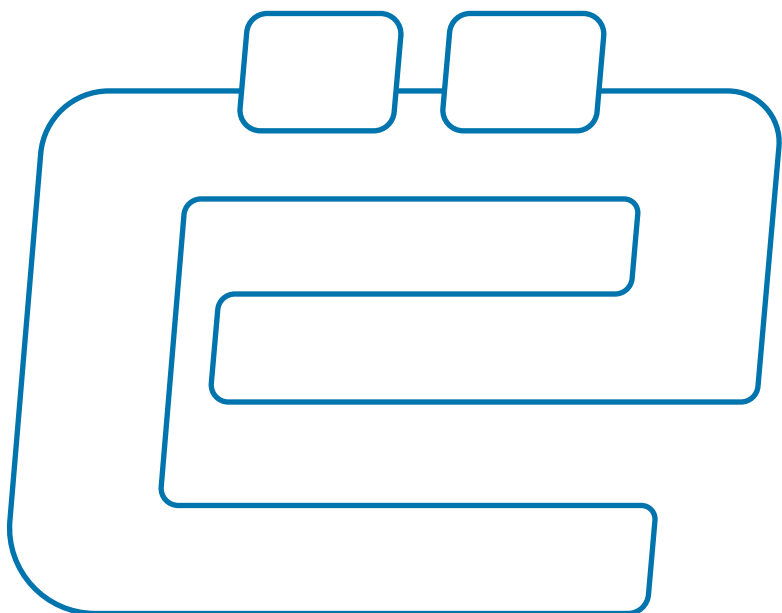
CITROËN C5 AIRCROSS SUV



NEW ë-C3 ALL ELECTRIC



#EXPRESSYOUR^ëSTYLE



As a young and progressive individual, every choice, every moment, and every step of your evolution shapes who you are. Your unique experiences & conscious lifestyle fuel your unique story. And this story is a measure of every element of your life, especially of the vehicle that charges your drive.

Built to keep your story on the forefront, we present to you the **New ë-C3 All Electric**, an intuitive and advanced embodiment of comfort and innovation in an all-new electric avatar. Now **#ExpressYour^ëStyle** and showcase your unique personality with India's first and only Electric "Customisable Unique Vehicle", which comes with a range of 13 exterior colour combinations, 3 packs, and 47 customisations.

10 ELECTRIFYING FEATURES



320 km* RANGE IN A SINGLE CHARGE

Enjoy long and uninterrupted drives with the New ë-C3 All Electric's 320 km* single-charge range

100% DC FAST CHARGING FOR QUICK CHARGING & WORRY-FREE DRIVE

With DC fast charger, the New ë-C3 All Electric can be charged from 10% to 80% in just 57 minutes**

26 cm CITROËN CONNECT TOUCHSCREEN WITH WIRELESS SCREEN MIRRORING

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

3 ACCESSORY PACKS WITH 47 CUSTOMISATION OPTIONS

#ExpressYourëStyle and showcase your electrifying personality with various customisation options

LIVE ELEVATED

SUV stance with high ground clearance, confident & high driving position

29.2 kWh BATTERY PACK WITH REGENERATIVE BRAKING

Charge your vehicle's battery every time you apply brakes with Regenerative Braking

MYCITROËN CONNECT APP WITH 35 SMART FEATURES

Stay connected with your New ë-C3 All Electric, wherever you are with quick and easy access

CITROËN ADVANCED COMFORT WITH FLYING CARPET EFFECT

Cruise comfortably with a new-generation suspension system

TROPICALISED AC

Beat the heat with an air-conditioning system that keeps your cabin cool, even in the harsh Indian summers

HAPPY SPACE

With generous space & ample headroom, now enjoy every drive in comfort with room for everybody and everything

T&C: *As certified by test agency under Central Motor Vehicle Rules, 1989. **Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary.



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:

INTUITIVE TECHNOLOGY

LIVE ELEVATED

CUSTOMISED COMFORT

HAPPY SPACE

The Citroënist
Est. 1919

INTUITIVE TECHNOLOGY



320 km* RANGE IN A SINGLE CHARGE
Enjoy long and uninterrupted drives with the New ë-C3 All Electric's 320 km* single-charge range



29.2 kWh BATTERY PACK WITH REGENERATIVE BRAKING

Charge your vehicle's battery every time you apply brakes with Regenerative Braking

For the laidback and the adventurous. For the procrastinators and the proactive ones. With the New ë-C3 All Electric, no matter what your personality is, our intuitive tech solutions will cater to all your needs.



FULLY AUTOMATIC DRIVE WITH AN E-TOGGLE

Advanced "E-Toggle" automatic gearbox for a truly comfortable driving experience

ECO/STANDARD DRIVE MODES

Switch between ECO and Standard drive modes to customise your driving experience

Explore the unexplored and enjoy every adventure without a worry in mind with the 320 km* range on a single charge & with the assurance of our Road Side Assistance for charging on the go[^].

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

CHARGING SOLUTIONS



DC FAST CHARGER: With DC fast charger, the New ë-C3 All Electric can be charged from 10% to 80% in just 57 minutes**

CHARGING FACILITY AT LA MAISON: Every Citroën showroom across India has a charging facility for the comfort of customers

HOME/WORKPLACE CHARGING: Conveniently charge your New ë-C3 All Electric from 10% to 100% in 10 hours 30 minutes** with 15 Amp plug point at your Home or workplace

PORTABLE CHARGING CABLE WITH YOUR NEW ë-C3 ALL ELECTRIC: A Portable charging cable comes with your car kit, which can be plugged into any 15 Amp socket

MOBILE CHARGING WITH ROADSIDE ASSISTANCE: Roadside assistance for mobile charging support is available 24x7 in emergency situations^

T&C: **Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary. ^Available in select cities.



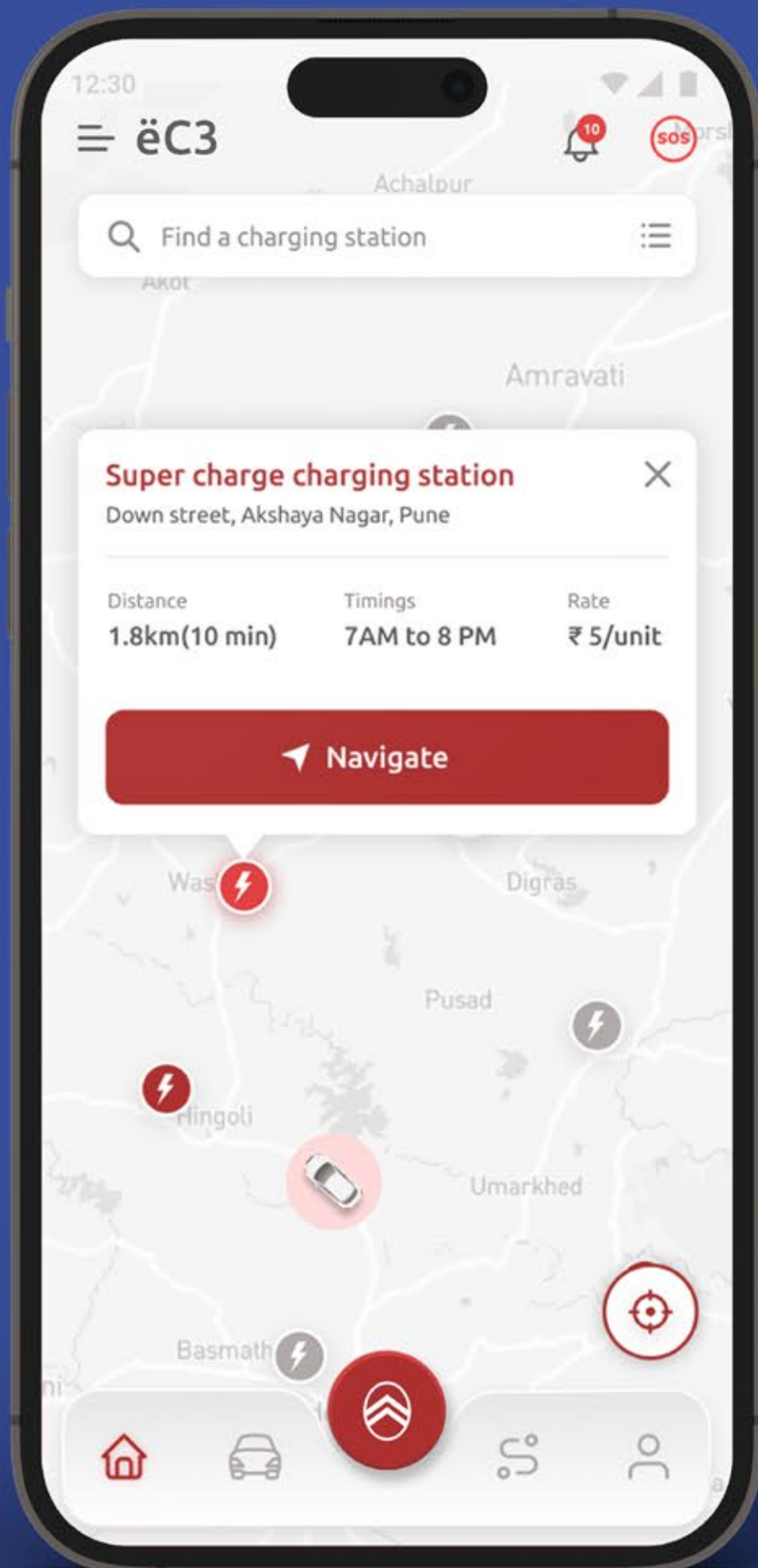
INFO10MENT & CITROËN CONNECT

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 ë-C3 All Electric 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 ë-C3 All Electric at your fingertips, lead the charge with next-gen **MYCITROËN CONNECT** app with 35 smart features.

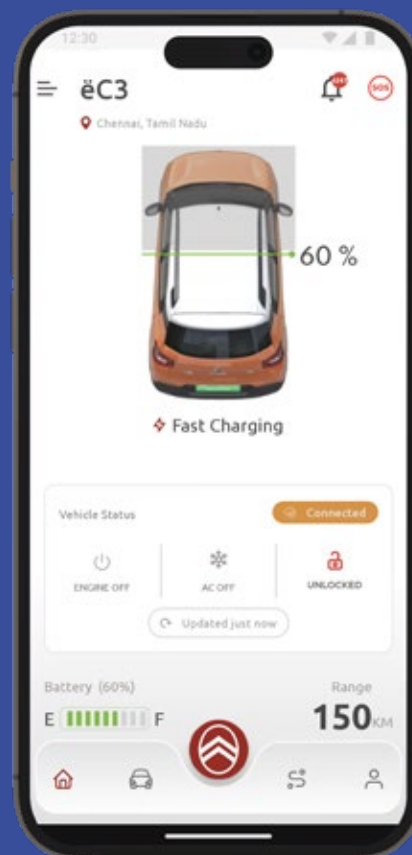
*T&C: Application features and displays may vary depending on the different operating systems or smartphone devices being used. Avoid using the phone while driving for your safety

ACCESS 35 SMART FEATURES WITH NEX-GEN MYCITROËN CONNECT APP



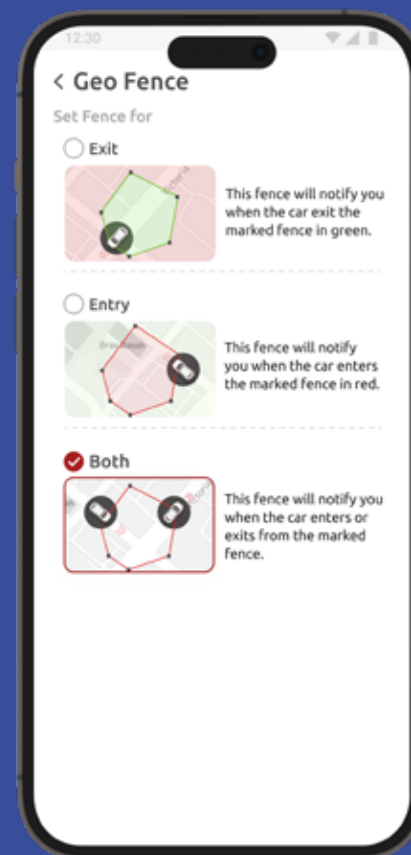
CHARGING STATION LOCATOR

Locate your nearest charging station, no matter where you are.



CHARGE STATUS

Track your New ë-C3 All Electric's charge status directly on your smartphone with MyCitroën Connect App.



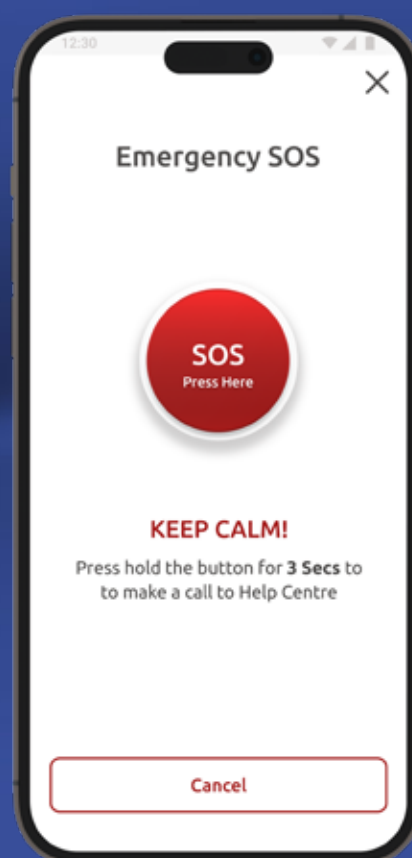
GEO-FENCING & LOCATE CAR

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



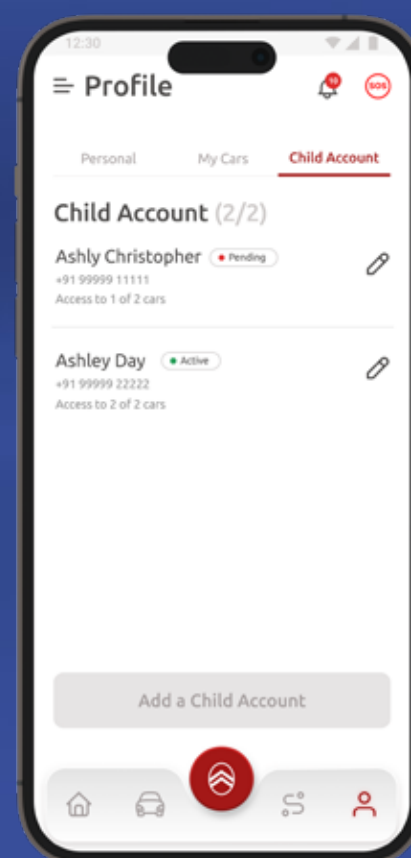
INTRUSION SOS ALERT

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



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.

COLOUR COMBINATIONS

4 MONOTONE



POLAR WHITE



ZESTY ORANGE



PLATINUM GREY



STEEL GREY

9 DUAL TONE



POLAR WHITE BODY WITH ZESTY ORANGE ROOF



PLATINUM GREY BODY WITH ZESTY ORANGE ROOF



STEEL GREY BODY WITH ZESTY ORANGE ROOF



POLAR WHITE BODY WITH PLATINUM GREY ROOF



ZESTY ORANGE BODY WITH PLATINUM GREY ROOF



STEEL GREY BODY WITH PLATINUM GREY ROOF



ZESTY ORANGE BODY WITH POLAR WHITE ROOF



PLATINUM GREY BODY WITH POLAR WHITE ROOF



STEEL GREY BODY WITH POLAR WHITE ROOF

3 CUSTOMISATION PACKS



VIBE PACK: POLAR WHITE



VIBE PACK: ZESTY ORANGE



VIBE PACK: PLATINUM GREY



ELEGANCE PACK: CHROME#

2 INTERIOR TRIMS



ANODIZED ORANGE



ANODIZED GREY

#Elegance Pack (Chrome): Dealer Installed



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.

- High Voltage Battery warranty for 7 years or 1,40,000 km (whichever is earlier)
- Electric motor warranty for 5 years or 1,00,000 km (whichever is earlier)
- Standard vehicle warranty for 3 years or 1,25,000 km (whichever is earlier)

We promise to make your Citroën experience truly comfortable with **24/7 Roadside Assistance (Toll-free number - 1800 419 2000)**. 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**.

TECHNICAL SPECIFICATIONS

| ELECTRIC MOTOR | |
|---------------------------------------------------------------------|------------------------------------------------------|
| Electric Motor Type | Permanent Magnet Synchronous Motor |
| Electric Motor Power (ps) | 57 |
| Electric Motor Torque (Nm) | 143 |
| Drive Modes | Standard ECO |
| Max. Speed (km/h) | 107 [^] |
| Acceleration (0-60km/h in sec.) | 6,8 ^{^^} |
| HIGH VOLTAGE BATTERY | |
| Battery Capacity (kWh) | 29.2 |
| Battery Type | High Energy Density Lithium-Ion Battery Pack |
| Thermal Management System | Natural Air Cooled |
| On-Board Charger (kw) | 3.3 |
| Emission | Zero Tail Pipe Emission |
| TRANSMISSION | |
| Transmission | Single Speed Automatic |
| 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 : 1302, FEEL : 1316 |
| Gross Vehicle Weight (kg) | 1716 |
| 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 | 185/65 R15 Steel |
| CHARGING | |
| Charging Standard | CCS2 |
| Estimated Charging Time (SOC 10%-100% from any 15amp plug point) | 10 Hours 30 minutes* |
| Estimated Charging Time (SOC 10%-80% from DC Fast Charger) | 57 min* |
| WARRANTY | |
| Battery | 7yrs/140,000 kms (whichever is earlier) [#] |
| Electric motor | 5yrs/100,000 kms (whichever is earlier) [#] |
| Vehicle | 3yrs/125,000 kms (whichever is earlier) |
| DRIVING RANGE | |
| Range At Full Charge (As Per MIDC Cycle) (km) | 320 ^{**} |

[^] For private users only; for commercial usage maximum speed is limited to 80km/h

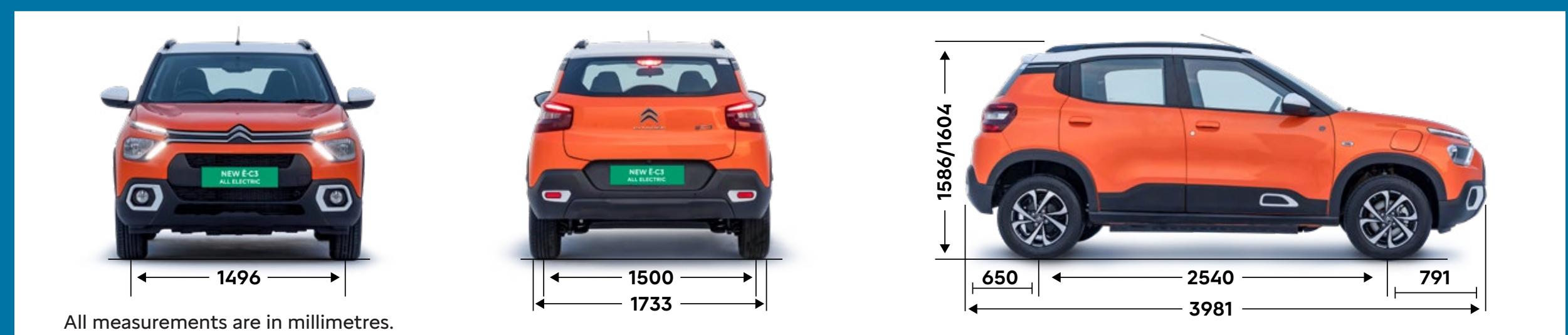
^{^^} As per internal testing data, under test ambient temperature conditions.

[#] For Private users only; For commercial usage warranty will be 3yrs/125,000 kms

* Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary.

** As per ARAI (under standard testing conditions), actual performance figures may vary depending on various conditions including driving pattern, etc.

DIMENSIONS



All measurements are in millimetres.

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 |
|------------------------------------------------------------------------------------|----------------|---------------------|
| EXTERIOR | | |
| Front Panel: Brand Emblems - Chevron | Silver Painted | Chrome |
| Front Grill - Matte Black | Y | Y |
| Body Coloured Front & Rear Bumpers | Y | Y |
| Halogen Headlamps | Y | Y |
| Side Turn Indicators on Fender | Y | Y |
| Body Side Sill Panel | Y | Y |
| 'TESSERA' Full Wheel Cover | Y | Y |
| Sash Tape - A/B Pillar | Y | Y |
| Sash Tape - C Pillar | - | With Dual Tone Only |
| Body Coloured Outside Door Handles | - | Y |
| Outside Door Mirrors | Glossy Black | High Gloss Black |
| Wheel Arch Cladding | - | Y |
| Signature LED Day Time Running Lights | - | Y |
| Roof Rails - Glossy Black | - | Y |
| Dual Tone Roof | - | O |
| INTERIOR | | |
| Interior Environment - Single Tone Black | Y | Y |
| Seat Upholstry - Fabric (Bloster/Insert) | RUBIC/NIMBUS | RUBIC/HEXALIGHT |
| Front & Rear Integrated Headrest | Y | Y |
| AC Knobs - Satin Chrome Accents | Y | Y |
| Parking brake Lever Tip - Satin Chrome | Y | Y |
| **Instrument Panel - Deco (Anodized Grey / Anodized Orange) | - | Y |
| Insider Door Handles - Satin Chrome | - | Y |
| Satin Chrome Accents - IP, AC Vents Inner Part, Steering wheel | - | Y |
| High Gloss Black - AC Vents surround (Side), eToggle surround | - | Y |
| INFOTAINMENT AND CONNECTIVITY | | |
| Citroën Connect Touchscreen (26cm) | - | Y |
| Bluetooth® Connectivity | - | Y |
| Mirror Screen (Apple Carplay™ And Android Auto) - Wireless Smartphone Connectivity | - | Y |
| Speakers - 4 | - | Y |
| Steering Wheel with Audio and Phone Controls | - | Y |
| Roof Antenna | Y | Y |
| MyCitroën Connect | Y | Y |
| C - BUDDY' Personal Assistant Application | Y | Y |
| COMFORT AND CONVENIENCE | | |
| Manual Air Conditioner with Heater | Y | Y |
| 12V Socket - Front | Y | Y |
| Rear Seat - 100% fold flat | Y | Y |
| Front Windscreen Wipers - Intermittent | Y | Y |

** T&C: Deco colour depends on exterior body/roof colour

FEATURES

| VARIANTS | LIVE | FEEL |
|----------------------------------------------------|--------------------|-----------------------------------------------------------|
| COMFORT AND CONVENIENCE | | |
| Bottle Holders on Doors- 1Litre (Front & Rear) | Y | Y |
| Bag Support Hooks in Boot (3kgs) | Y | Y |
| Outside Mirrors - Manually Adjustable (Internally) | Y | Y |
| Power Windows - Front & Rear | Front Only | Y |
| One-Touch Auto Down - All 4 Power Windows | Front Windows Only | Y |
| Remote Keyless Entry | - | Y |
| Driver seat - Manual Height Adjustable | - | Y |
| Tilt Steering | - | Y |
| Parcel Shelf | - | Y |
| Co-Driver Side Sun Visor with Vanity Mirror | - | Y |
| SMART PHONE FRIENDLY | | |
| Smartphone Storage - Rear Console | Y | Y |
| Smartphone Charger Wire Guide on Instrument Panel | Y | Y |
| USB Port - Front 1 + Rear 2 Fast Charger | - | Y |
| INSTRUMENTATION & LIGHTING | | |
| Digital Cluster | Y | Y |
| Tripmeter | Y | Y |
| Battery State Of Charge (%) | Y | Y |
| Drivable Range (km) | Y | Y |
| Eco/Power Drive Mode Indicator | Y | Y |
| Battery Regeneration Indicator | Y | Y |
| Front Roof Lamp | Y | Y |
| Door Ajar Warning | - | Y |
| SAFETY AND SECURITY | | |
| Front Driver and Passenger Airbags | Y | Y |
| ABS with EBD | Y | Y |
| Reverse Parking Sensors | Y | Y |
| Rear Doors Manual Child Lock | Y | Y |
| Seat Belt Reminder (Driver & Co-Driver Side) | Y | Y |
| *High Speed Alert System | Y | Y |
| Speed Sensitive Auto Door Lock | - | Y |
| VIBE PACK (Factory Fitted) | | |
| Body Side Door Molding & Painted Insert | - | Optional (Polar White/ Zesty Orange/ Platinum Grey) |
| Painted ORVM Cover | | |
| Painted Front Fog lamp surround | | |
| Painted Rear Reflector Surround | | |
| Front Fog Lamp | | |

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

CITROËN

360[^] COMFORT



ATAWADAC
 ANY TIME ANY WHERE ANY DEVICE ANY CONTENT
 3D - CONFIGURATOR | citroen.in | SOL - SELLING ONLINE



CITROËN | FINANCE
 CITROËN | INSURANCE
 CITROËN | LEASE

CITROËN
SERVICE PROMISE
 COMFORT AT YOUR FINGERTIPS

- ANYTIME ANYWHERE ACCESS
- VIRTUAL REMOTE DIAGNOSIS
- PERIODIC SERVICE & MAINTENANCE WITH PICKUP & DROP
- 180-MINUTE RSA GUARANTEE
- REMOTE SERVICE JOB CARD OPENING
- SERVICE COST ESTIMATOR ON WEBSITE



RATE YOUR
 DEALERSHIPS / PRODUCTS / SALESMEN



THE MOBILE APP
 CONNECTED TO MY CITROËN



SERVICE ON WHEELS



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