

DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

Paris, 18 May 2015

NEW DS 5: THE SYMBOL OF THE DS BRAND

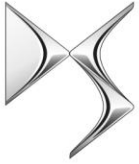
The New DS 5 is a vehicle of avant-garde design, allying dynamic behaviour, refinement and attention to detail with a selection of advanced technologies. It embodies all the attributes of present and future DS vehicles. As the Brand's true flagship model, the new DS 5 embodies DS's avant-garde spirit and, above all, inaugurates the new front face that will characterise the identity of the Brand's future models.

Alongside new features such as the sculpted, vertical grille with the DS monogram in the centre, the DS LED Vision headlamps, touch drive interface and efficient engines, the New DS 5 maintains all the qualities behind its renown: body lines defying conventional definition, an exceptional exterior and interior design with refinement visible in every detail, and a 'cockpit' driving position.

From Europe to China, the DS 5 has made its mark on the public. The New DS 5 is setting its sights even higher with a new front face, styling that remains avant-garde, refinement, attention to detail, driving behaviour worthy of a DS and advanced technology in both design and function. A magnetic car!

Unveiled at the 2015 Geneva Motor Show, this new model is set to arrive in showrooms across Europe in June 2015.

"The New DS 5 is more than just a new car. It is the car introducing our brand identity. Sixty years on from the original DS, the new DS 5 carries all the genes of DS. Above all, it is a clear statement of our ambition: to revive the tradition of French premium vehicles." Yves Bonnefont, CEO of DS



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

CONTENTS

A NEW FRONT FACE FOR A NEW BRAND	Page 2
'AVANT-GARDE' DESIGN	Page 3
STAGING EFFECT TECHNOLOGY	Page 3
REFINEMENT AND ATTENTION TO DETAIL, KEY VALUES OF DS	Page 7
DYNAMIC, RELAXED HANDLING	Page 8

A NEW FRONT FACE FOR A NEW BRAND

"Referred to as a concept car on wheels, the DS 5 is a unique creation with expressive, hypnotic styling. For the New DS 5, we wanted to maintain the strong points that are a key part of its identity while giving further emphasis to DS styling cues. The most symbolic example of course is the front end!" Thierry Metroz, Head of DS Styling

The front end: a key feature on all premium vehicles! On the New DS 5, the front end gains character and prestige. The vertical grille proudly bears the DS Wings - emblem of the DS brand and a nod to the original DS - with new headlamps.

Underlining the assertive looks of the front end, the hexagonal DS Wings grille gains a sculpted, graphic design that is truly unique. A chrome surround further enhances the elegant looks of the grille, which is extended by two wings of light inside the headlamps.

Like the DS 3 and DS 3 Cabrio, the New DS 5 features the brand's new light signature with headlamps combining LED and Xenon technologies with sequential indicators. Designed to resemble stones in their setting, these headlamps are key features in the identity of the front face. Meeting high standards in lighting quality, they also - and above all - illustrate the refinement and attention to detail of DS! Launched on the DS 3 last July, they will feature on the front ends of all DS models.



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

'AVANT GARDE' DESIGN

The new front face - grille, headlamps and side air vents - goes hand-in-hand with the vehicle's avant-garde styling. Whether viewed from the front, side or rear, the New DS 5 is immediately recognisable.

Viewed from the side, the key exterior styling feature, attracting all eyes, is the slender chrome sabre running from the tip of the headlamp to the front window.

The rear view further underlines the status of the New DS 5 with its wide tracks and twin tailpipe integrated with the rear bumper. The rear view is further enhanced by a signature comprising six light guides.

STAGING EFFECT TECHNOLOGY

"Right from the start, the DS 5 expressed a new take on the premium segment. A vehicle different from the rest, one that can't be placed in any category. For me, it's a mix of refinement and technology. Two key words that take on their full meaning with the New DS 5! Because the upgrades are in the details of the car, as is frequently the case with premium brands!" Eric Apode, DS Products & Business Development VP

A 'cockpit' style driving position

The interior of the New DS 5 brings to mind the world of aerospace design. The most symbolic feature is the cockpit roof. With its three light wells, the roof creates a unique ambience tailored to individual requirements, by day and by night. The driving position was designed around the driver. The main controls are grouped on two central consoles, one low and one overhead, with specially designed buttons, dials and toggle switches, inspired by the aerospace industry.

A touch drive interface for new connected services

The New DS 5 continues the high-tech driving experience with a colour touch drive interface.

This new system provides easy access to all in-car functions from navigation to music. It also simplifies the interior layout: for example, with 12 fewer buttons on the central console.

With the arrival of this latest-generation screen, the New DS will feature the *New Mirror Screen connectivity solution*. This system projects smartphone applications onto the car's screen in complete safety. From webradio to latest-generation navigation systems, the applications are immediately and readily accessible, simply by connecting the telephone (subject to compatibility) using a USB cable. When driving, only applications that meet strict specifications applying to the risk of distracting the driver can operate.



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

And because the New DS 5 aims to be a resolutely technological object, the Brand has chosen its flagship model to launch the *MyDS* application. This application is designed to provide assistance throughout the customer's journey (before setting off, when driving and afterwards), along with other innovative, intuitive services. It also provides all the information about the vehicle. By way of example, owners can use *My DS's* "Find my DS" function to find their car quickly and easily. Similarly, "Finish my journey" can be used to walk to the final destination, once the New DS 5 has been safely parked. If the smartphone is *New Mirror Screen*-compatible, drivers can also listen to and dictate text messages in complete safety.

For an even safer drive, the New DS 5 is also available with the 'DS Connect Box' including the 'SOS & Assistance' Pack. This trailblazing system enables localised emergency and assistance calls, sending out assistance where necessary. Today, more than 230,000 DS vehicles equipped with this function are on the road in Europe.

To further increase comfort and peace of mind: a number of 'Connect Packs' are now available:

- the Monitoring pack: virtual maintenance manual (automatic monitoring of mileage, notification of upcoming service operations) and eco-driving tips based on technical information provided by the car;
- the Mapping pack: locates the vehicle, sends an e-mail if the vehicle enters or leaves a given geographical area;
- the Tracking pack: in the event of theft, gives the police the vehicle's geographical position.

A wealth of equipment combining safety and comfort

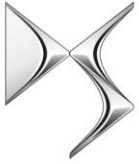
At the same time, the New DS 5 features a range of advanced equipment, most of which is available from the first level of trim.

For example, the blind spot monitoring system joins a range of existing equipment already including a lane departure warning function, automatic highbeam control, swivel lights that work with the static cornering lighting to optimise visibility, hill-start assist, stability control, intelligent traction control, a reversing camera and a head-up display. It is therefore available with no fewer than ten safety systems.

The New DS 5 also sets high standards in comfort with electric memory massage seats, keyless access and start-up including from the rear doors, heated exterior door mirrors, an electrochromic interior mirror, ambient lighting, automatic interior lighting, dual-zone automatic air conditioning and a Denon HiFi system.

The New DS 5 thereby meets the highest standards in safety and comfort for both driver and passengers.

Increasingly efficient engines



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

The new DS 5 comes with the latest engines from the PSA Group. All the engines available with the New DS 5, both petrol and diesel, combine power (between 120 and 210 bhp) with respect for the environment (between 3.8l /100 km and 4.3l / 100 km for the diesel models). Without forgetting the Hybrid 4x4: 90g/km of CO₂ for consumption of 3.5l / 100 km over a combined cycle. These figures place the New DS 5 on a par with the best in the premium segment.

In 2015, customers will have the choice of two Euro6-compliant petrol engines, equipped with the THP turbocharging technology.

- **The THP 165 S&S EAT6 engine**

Featuring the latest-generation 6-speed automatic gearbox (faster gear changing, less internal friction, more driveable, etc.), the New DS 5 THP 165 S&S consumes 5.9l / 100 km over a combined cycle for CO₂ emissions of 135g/km, an improvement of 30g/km or 18% over a combined cycle, compared with the THP 155 Euro 5.

With maximum injection pressure of 200 bars and Stop&Start technology (with a reinforced starter), this engine has maximum output of 121 kW (165 bhp EEC) at 6,000 rpm. Maximum torque of 240 Nm is available from 1,400 rpm and remains constant to 4,000 rpm, for remarkable driveability at both low and high revs.

- **The THP 210 S&S 6-speed manual engine**

By the end of 2015, the New DS 5 will be available with a 210 bhp petrol engine. The THP210 S&S 6-speed manual consumes 6.2 l/100 km and emits 144 g/km of CO₂ in mixed cycles, which is 11 g/km less than the THP 200 6-speed manual.

With an injection pressure of 200 bar, the use of triple injection in all cylinders under heavy loads and the Stop&Start technology with its reinforced starter, top power is 155KW EEC (or 210 bhp EEC), available at 6,000 rpm, and maximum torque reaches 285 Nm from 1,750 rpm, right up to 4,000 rpm. This engine will set a new standard in its category.

Concerning diesel engines, the New DS 5 gains a new generation of diesel engines called BlueHDi.

BlueHDi combines advanced performance with low fuel consumption and CO₂ emissions. This result was achieved



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

by working directly on the engine (improved internal efficiency, new diamond-like carbon coating, fewer mechanical losses, etc.) and by implementing an innovative and efficient exhaust system.

The innovative and unique character of this exhaust line lies in its specific layout: the SCR (Selective Catalytic Reduction) module positioned upstream of the additive particulate filter is the only after-treatment system able to reduce NOx emissions by up to 90% as well as reducing CO₂ emissions by up to 4%.

- **The BlueHDi 120 S&S 6-speed manual**

By combining the latest 6-speed automatic gearbox with BlueHDi technology, this engine naturally meets high standards of performance in terms of fuel consumption and CO₂ emissions as well as torque. With this engine, the figures speak for themselves: 3.8 l / 100 km, 100g / km of CO₂, torque of 300 Nm. With these results, the new DS 5 sets the standard with respect to the competition. In the second half of 2015 this engine will be equipped with the 6-speed automatic gearbox, for efficient pleasure guaranteed!

- **The BlueHDi 150 S&S 6-speed manual**

Another engine for which the New DS 5 sets the standard in torque, fuel consumption and emissions is the BlueHDi 150. This 2-litre HDi 150 bhp engine consumes 4 l / 100 km for CO₂ emissions of 103g / km, an improvement of 22g compared with the HDi 160. At the same time, maximum torque is higher than for the previous generation (HDi 160, Euro 5) with 370 Nm at 2,000 rpm.

- **The BlueHDi 180 S&S EAT6**

The BlueHDi 180 engine delivers exceptional driveability with output of 133 kW and maximum torque of 400 Nm at 2,000 rpm. The addition of a variable-geometry turbocharger along with higher supercharging pressure and combustion pressure boosts the power of the DS5 BlueHDI180 by 20 bhp compared with the previous generation. Further, this new engine is equipped with balance shafts to deliver the acoustic and vibration comfort expected at this level of the range. As a result: the DS5 BlueHDi S&S 180 6-speed automatic combines performance - on a par with the best in its class for CO₂ emissions and fuel consumption (110g/km of CO₂, an improvement of 44g compared with the HDi 160, and 4.3l/100 km) - with real driveability (400 Nm of torque).



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

- The Hybrid 4X4 Diesel

The DS 5 was the first vehicle to feature diesel hybrid technology. The new version will still be available with this drivetrain, which combines the performance of an HDi diesel engine with the qualities of an electric motor. The Hybrid 4x4 delivers powerful driving sensations (200 bhp, four drive wheels, electric urban drive, accelerator boost function) with low CO₂ emissions (90g / km) and consumption of 3.5l / 100 km, falling to less than 3l in the city.

The Hybrid 4x4 model features a choice of four modes: the driver selects one of four operating modes using the dial on the central console: Auto, Zero Emission Vehicle (ZEV), four-wheel drive (front wheels powered by the combustion engine and rear wheels powered by the electric motor) and Sport (maximum use of the electric motor as back-up for the combustion engine).

REFINEMENT AND ATTENTION TO DETAIL, KEY VALUES OF DS

The watchwords for DS are refinement and attention to detail, both on the outside and the inside.

A true flagship vehicle, the new DS 5 reflects the best in brand expertise. Considerable thought went into every detail. This can be seen, for example, in the DS logo on the headlamps, making the front face a unique creation.

For DS, continuous attention to detail is also reflected in the use of authentic materials such as aluminium for the door crossbars, metal for the gear knob, and leather. These authentic materials are showcased in a unique and exclusive way, as illustrated by the 'watch strap' design of the leather seats.

The New DS 5 is one of the few cars to offer a choice of three types of leather, including full grain nappa leather and semi-aniline leather, one of the world's finest types of leather, rarely used in the automotive industry. One DS 5 in every five sold features watch strap upholstery in semi-aniline leather.

New DS 5, new interior trim! A new personalised interior ambience is now available with "watch strap" upholstery in two-tone black and sapphire blue, along with a new DS monogrammed trim on the doors and central console.

Further, a new body colour will be available from launch, Encre Blue, a subtle shade that further underlines the vehicle's identity and elegant looks.



DS AUTOMOBILES

SPIRIT OF
AVANT-GARDE

PRESS RELEASE

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On the road, the new DS 5 delivers a dynamic but relaxed drive. The running gear has been upgraded from launch for improved comfort. The shock absorbers gain PLV (preloaded linear valve) technology. This technology limits sudden changes in damping force, in order to produce a more linear damping curve. At the same time, the compression stroke is longer. As a result, the New DS 5 soaks up bumps and dips in the road more effectively. Vibration comfort is also significantly improved by the reduction in impact noise.

PICTURES

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

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The DS brand

A French brand born in Paris, DS was officially founded on 1 June 2014. Its ambition is to achieve a real upmarket comeback for the French automotive industry. Drawing on the very best of French know-how, DS perpetuates the values of innovation and distinction inherited from the first DS, launched in 1955. Designed for customers looking for a means to express themselves as individuals, the DS range now comprises five models: DS 3, DS 3 Cabrio, DS 4, DS 5, 5LS and DS6* (sold in China only). The DS range makes bold statements in terms of style, pleasure and refinement. And it stands out thanks to avant-garde technology, in particular the Hybrid4 hybrid diesel drive train on the DS 5. Marketed in Europe by CITROËN in dedicated showroom areas, DS boasts its own network of sales outlets in China. For customers, DS has come to represent a brand experience that goes beyond the product to include a range of exclusive premium services, in particular through the DS Privilege Club. DS confirmed its worldwide success in 2013 with sales of 120,000 units, bringing the total number of cars sold since launch to more than 500,000. www.driveDS.com

*Only in China