



**CITROËN**



# **CITROËN HERITAGE**

COLLECTION OF **DOCUMENTARY FILES**

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## COLLECTION OF DOCUMENTARY FILES

A collector's passion, or the interest of a simple enthusiast, is based first and foremost on curiosity. CITROËN fans have always had an unquenchable thirst for discovery and original facts.

The CITROËN HERITAGE archives department is working continuously to protect and showcase the Marque's inheritance.

Packed with content from the brand archives, the documentary files retrace the rich history of CITROËN.

Focusing on brand models or on key brand themes, they reflect the huge efforts made to structure all the information available.

They provide access to original and authentic documents from the CITROËN archives: sales brochures, advertising posters, prices, users' manuals, articles, in-house memos, etc.

It gives us great pride and pleasure to bring you our catalogue of documentary files. To receive them, please complete the appended order form. New titles are added to the collection every year. Do not hesitate to contact us for more information.

The CITROËN **HERITAGE** team





### TYPE A 10 HP

André Citroën launched Europe's first mass-produced vehicle in 1919: the CITROËN Type A 10 HP. The new vehicle cost FF 7,950. It was delivered with full bodywork, electric headlights, an electric starter and a spare wheel. Authentic documents from the archives will tell you more about the first vehicle to be built by the brand.

### B2, B10 AND B12 10 HP

Following on from the CITROËN Type A in the 1920s, the CITROËN B2, B10 and B12 established the Marque's reputation for reliability, economy and technical innovation. In this file, commercial and technical data from the archives retrace the development of these models, which are rarely talked about today.



### C3 5 HP

In 1922, continuing his efforts to make cars more widely affordable, André Citroën launched the CITROËN 5 HP. More compact, less powerful and easier to service, it met the needs of travelling professional users. A huge popular success, the car made its name as the *Trèfle* (clover) or *Petite Citron* (little lemon), owing to its seating layout and original colours. Discover a selection of authentic documents, covering market launch to servicing.

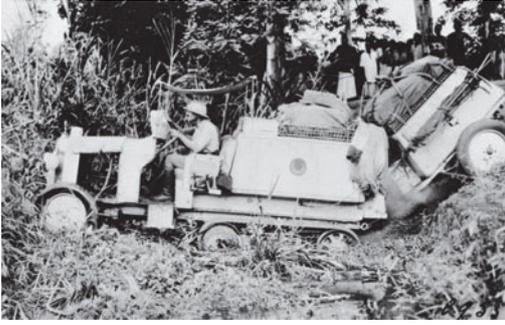
### THE CROISIÈRE JAUNE EXPEDITION

Between 4 April 1931 and 12 February 1932, the *Croisière Jaune* expedition crossed the Asian continent from Beirut to Peking via the Himalayas and the Gobi desert. Of all the major events initiated by André Citroën, this expedition would leave a lasting mark in people's minds. The story of this epic event is retraced in the interviews kept by the CITROËN HERITAGE archives. With these documents, discover or rediscover a human, technological, scientific and cultural adventure.



### THE HALF-TRACK VEHICLES

In 1920, André Citroën founded a company with Adolphe Kégresse and Jacques Hinstin to exploit the patent for the Kégresse-Hinstin half-track system. Adapted to CITROËN models from the B2, it was used to develop solutions for military and agricultural purposes, as well as for commercial vehicles. These half-track vehicles rose to fame for their part in the celebrated CITROËN expeditions of the 1920s and 1930s. Based on technical and commercial documents from the archives, this file will tell you more about the many uses of CITROËN half-track vehicles.

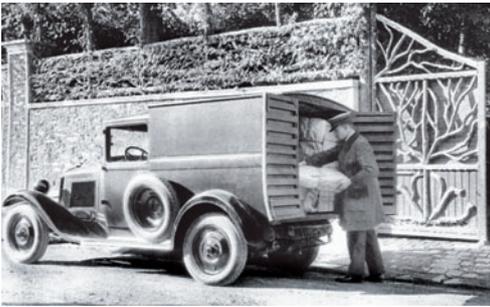


## THE EXPEDITIONS

To demonstrate the capacities and reliability of CITROËN vehicles and the Kégresse-Hinstin half-track system, André Citroën commissioned Georges-Marie Haardt and Louis Audouin-Dubreuil to lead three major expeditions: a trans-Saharan expedition in 1922, the *Croisière Noire* in 1924 and the *Croisière Jaune* in 1931. The researchers, photographers, film-makers and artists who accompanied these expeditions gave them real scientific value. Today, you can relive these expeditions with this particularly rich file of original documents that clearly show André Citroën's talent for communication.

## C4 AND C6

In October 1928, CITROËN presented two new models at the Paris Motor Show: the C4, replacing the B13, and the C6, an executive vehicle with a 6-cylinder in line engine. The range would subsequently include up to 47 different versions of these vehicles. They would be the first to be equipped with a floating engine from April 1932. Find out more about these historic models through their two documentary files. Admire the graphic and documentary quality of the 1930s advertising brochures.



## C4 AND C6 COMMERCIAL AND HEAVY GOODS VEHICLES

The Marque developed many body styles for commercial vehicles based on the CITROËN C4 and C6 chassis for a wide variety of professional sectors. Horse-drawn vehicles were still very much a feature of everyday life but motorised vehicles were developing fast. Contemporary documents highlight the qualities of CITROËN vehicles in terms of practical features and cost, in relation to its competitors' heavier vehicles.

## ROSALIE 8 CV, 10 CV AND 15 CV

On 6 October 1932, CITROËN presented the Type 8, 10 and 15 vehicles to the press. Replacing the CITROËN C4 and C6, these were the brand's last rear-wheel drives. They featured many major innovations: a floating engine, a gearbox with synchronised gears, a silent drive axle, a stiffer, lighter chassis and optional hydraulic shock absorbers. All three vehicles were referred to as "Rosalie" following the record set by *Petite Rosalie* (300, 000 km in 134 days at the Montlhéry track). They were the Marque's last light rear-wheel drive vehicles before the arrival of the revolutionary Traction Avant.



## TRACTION AVANT 7 CV, 11 CV AND 15-SIX

Presented in April 1934, the Traction Avant revolutionised the automotive world. With its self-supporting body, front-wheel drive and hydraulic brakes, it was an avant-garde vehicle with exceptional road manners. As a saloon, family vehicle, commercial vehicle, cabriolet or fixed-head cabriolet, the Traction Avant was a versatile vehicle that made a lasting mark on the French automotive industry. Browse through the commercial brochures and articles published by CITROËN and brought together in these documentary files to find out more about this legendary vehicle whose career spanned more than twenty years. The general file on the Traction Avant has a cultural focus, while the files specific to the 7, 11 and 15 versions contain more technical and practical information for owners of this queen of the highway, a much-admired car prized by collectors.

## FROM THE TPV TO THE 2 CV

The 2 CV was the result of studies on the essential car. Originally scheduled for launch in 1939, it was finally presented at the Paris Motor Show after the war in 1948 in a modified version. Read about the development of the TPV (*toute petite voiture* or very small car), from the project stage to the presentation and launch of the first 2 CV. Discover a selection of original documents (specifications, tests, correspondence, feedback from the first customers). This fascinating file, to be enjoyed page by page, takes you back to the origins of a car that was a post-war social and industrial phenomenon.



## 2 CV 4X4 SAHARA

Featuring two engines to power all four wheels, the 2 CV 4X4 Sahara is a rare and original vehicle, highly sought after by collectors. Based on commercial and technical documents this file features a rich array of information, useful for servicing the vehicle or for finding out more about its history.

## AMI 6

In 1961, CITROËN presented a new intermediary model between the 2 CV and the DS. A vehicle whose original lines can be attributed to the stylist and artist Flaminio Bertoni, the Ami 6 saloon featured a reverse-raked rear window. An estate version was launched in April 1964. Step back into the history of this model with original documents from the archives of CITROËN HERITAGE. This file, produced to mark the 50th anniversary of the Ami 6, contains style drawings, reproductions of the attractive advertising brochures produced by Delpire and some great adverts from other countries.



## JAVEL PLANT

The Javel plant was the largest industrial complex ever built inside Paris. Originally set up by André Citroën to make munitions during the first world war, it was transformed in 1919 to build cars. A visionary manufacturer, André Citroën turned the Javel plant into an example for the entire European automotive industry. Many iconic CITROËN models were built here, including the Traction Avant, Type H, and DS. This file traces the history of the plant through plans, notes, photos and articles, to be discovered page by page.

This emblematic CITROËN plant began operation in 1922 to build the 5 HP and special vehicle bodies. After the second world war, it became the home of the legendary 2 CV. Retrace almost one century of industrial history at Levallois, from its founding by Adolphe Clément in 1893 to make bicycles, through to the production of the last French 2 CV in 1988.

## LEVALLOIS PLANT



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## CITROËN HERITAGE

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Please use this form to order any Citroën Heritage products or services.

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\*Optional field. Please use block letters.

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Please post us the attached order form as well as the proof required for vehicle identification products and your payment:

- By cheque to Automobiles CITROËN.
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Upon receipt of your order, you will receive an invoice from PSA Peugeot Citroën as proof of purchase.

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## Subscription order form – Special rate

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Please indicate the titles you are interested in on the order form below:

Subject	Price per unit	Discount price (-20%)	Quantity	Total (incl. VAT)
• The Type A 10 HP	40,00 €	32,00 €		
• The B2, B10 and B12 10 HP	45,00 €	36,00 €		
• The C3 5 HP	30,00 €	24,00 €		
• The Croisière Jaune	40,00 €	32,00 €		
• Autochenilles	45,00 €	36,00 €		
• The Croisières	55,00 €	44,00 €		
• The C4	40,00 €	32,00 €		
• The C6	45,00 €	36,00 €		
• C4 C6 LCVs and lorries	45,00 €	36,00 €		
• The Rosalie 8 cv	45,00 €	36,00 €		
• The Rosalie 10 cv	45,00 €	36,00 €		
• The Rosalie 15 cv	45,00 €	36,00 €		
• Traction Avants	40,00 €	32,00 €		
• The Traction 7 Avant	40,00 €	32,00 €		
• The Traction 11 Avant	45,00 €	36,00 €		
• The Traction Avant 15 SIX	40,00 €	32,00 €		
• From the TPV to the 2CV	45,00 €	36,00 €		
• The 2CV 4x4 Sahara	30,00 €	24,00 €		
• The Ami 6	45,00 €	36,00 €		
• The Javel plant	45,00 €	36,00 €		
• The Levallois plant	40,00 €	32,00 €		

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