



## PRESS RELEASE

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### CITROËN continues the Méhari's 45<sup>th</sup> birthday festivities at the Linas-Montlhéry autodrome.

CITROËN is partnering the fifth Autodrome Héritage Festival on 8 and 9 June. The event, drawing fans of legendary cars and motorbikes to the famous Linas-Montlhéry track, is the perfect opportunity for the Brand to continue celebrating the Méhari's 45<sup>th</sup> birthday, and for the "Amicale" CITROËN France federation to celebrate its 30<sup>th</sup> birthday.



Having partnered the Autodrome Héritage Festival since 2009, CITROËN is taking advantage of this year's event to bring together Brand collectors and fans, including the Méhari-mad members of Méhari Club de France. At the legendary venue, CITROËN is presenting a model that this year celebrates its 45<sup>th</sup> birthday: the Méhari. The classic vehicle will be on show in several forms, including a 4x4 model used for medical assistance at the 1980 Paris-Dakar rally, a 1979 Méhari, and a 4x4 chassis. Throughout the weekend, visitors will celebrate the spirit of freedom that continues to inform the Méhari today.

The event is also a major occasion for the "Amicale" federation of CITROËN France clubs, which this year celebrates its 30<sup>th</sup> birthday. In permanent contact with the Brand, the "Amicale CITROËN" federation unites, coordinates and supports 45 CITROËN clubs across France, totalling over 9,000 members.

Amicale CITROËN will be exhibiting a number of emblematic Brand models at the meet, including the Traction, Type H, 2CV, DS, CX and SM. And some of them will even be taking a spin out on the track, as part of parades organised all weekend long. The "cabriolet" parade will be sponsored by CITROËN in a nod to the recently launched DS3 Cabrio, also present at the event.

#### FILMS AND PHOTOS AVAILABLE AT

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

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### The CITROËN brand

CITROËN was born 90 years ago at the foot of the Eiffel Tower. A dynamic and creative brand, in 2010 it launched the DS line, a new line of distinctive products that today features the DS3, DS4 and DS5. Building on its "Créative Technologie" positioning, CITROËN markets a range including a full-electric car as well as vehicles equipped with e-HDi micro-hybrid and Hybrid4 full hybrid technology. The brand's technological advance is also on show in the World Rally Championship, where it has amassed eight Constructors' titles. In addition, the Marque is innovating in services with the CITROËN MULTICITY mobility offering. CITROËN has 10,000 customer contact points, presence in 90 countries and sold 1,265,000 vehicles in 2012.

