

New DS Models Arrive

A new brand has recently arrived on the motoring scene, DS Automobiles and right away you will recognise its close relationship with Citroen.

We normally associate premium brands with Germany, not on this occasion, a new name from France with an abundance of style and appeal.

Launched in 2014 expect to see an array of new models over the next couple of years adorned with the distinctive DS badging.



I have had the opportunity to get behind the wheel of two models, the DS4 and the DS Crossback, very similar in style but designed and engineered for two distinct roles.

You could almost describe the DS4 as a car for the urban environment while the Crossback is going to have a lot of appeal for those with a more outdoors lifestyle.

Both models arrive in the C-segment which continues to grow at a steady rate throughout Europe and with the two new offerings expect DS Automobiles to score well.

Coupe like styling gives both models a good helping of on road presence and the Crossback rides higher thus providing better ground

clearance. I had better mention that a new SUV will arrive under the DS banner.

Avant-Garde design and a wide colour choice further adds to the appeal of the new vehicles, the DS4 offers no less than 38 colour combinations.

Both models boast a high level of finish and I did observe that a number of styling cues are borrowed from the DS of 1955 vintage.

We all appreciate technology with the modern motor car and with the DS4 and the Crossback you certainly will not be disappointed. Once onboard and behind the wheel there is a welcoming seven inch touchscreen which controls all of the major functions. A raft of functions including APPLE CARPLAY, so you can enjoy music and keep in contact with friends and business associates as you enjoy the level of luxury provided by these two new offerings.

Two trim levels for the DS4, Elegance and Prestige, while the trim employed for the Crossback is largely based on Prestige.

Providing the power a range of engines, both petrol and diesel which please with low emissions and good economy. The DS4 is offered with a choice of six engines while the Crossback has three to choose from.

Allied to the power units, the choice of a six speed manual or a six speed automatic, I tried the manual and it was positive in operation, at some future date I hope that the opportunity arrives to sample the automatic.

On the road, comfort and road holding is good, this was a major objective of the engineers to deliver the best of both worlds.





All too often in the past I have driven French cars which offer supreme levels of comfort but compromise when it comes to handling, DS has the recipe just about right.

Looking at the all important costs, prices for the DS4 start at £19,495 while the Crossback prices start at £21 745.

Summing up two cars with a strong personality, entering a market that is somewhat crowded, only time will tell just how successful they will be.

Ian Lynas