

The New Citroen C3 Second Time Around

by Ian Lynas



Bi-tone is currently becoming fashionable yet again. So what is bi-tone? A two tone paint finish, of course car manufacturers have used such in the past.

My latest test drive featured the new C3 from Citroen and earlier I had returned from the launch of the new Yaris and within this new range Toyota also has opted to feature bi-tone paint finishes. So is it going to be a current fashion thing! No doubt with Citroen it is, the French manufacturer has always strived to be that little bit different from the norm and it is this that sets the brand apart from the competition.

The C3 has been a success story since 2002 and some 3.6 million have been sold with 200,000 sales in the UK.



With the third generation model Citroen went to the loyal band of C3 customers and asked what did they require from their car and they came back with three key points; safety, unique styling and connected. The latter is currently the most sought after requirement by young customers and it is fast becoming a must in all cars.

The Citroen designers and engineers have delivered on all three and from my point of view the new C3 has maintained the true values of Citroen with its unique styling

which stands it apart from its competitors in the supermini segment.

Citroen is all too aware how important this area of the market is, extremely competitive. Key to being competitive simply does not rest with pricing; today's customer demands a lot and this latest version features equipment that you normally find on much larger cars.

With a choice of three trim levels and power choices with three petrol engines and two

diesels. Is there a clue there?

Is the petrol engine becoming the one of choice, not so sure, in Northern Ireland we like our diesels, my test example featured diesel power and the plus, excellent economy.

The new C3 has a lot of street cred with an exterior with its air bumps (first seen on the Cactus). An explosion of colour with nine body colours and a choice of three roof colours, the end result 36 colour combinations, something to suit most tastes.

The exterior colour follows through to the interior, one which is bright and well appointed with a clutter free dashboard and the use of soft touch trim is cosy.

When I attended the launch event I tried a variety of engine options, not only wallet pleasing fuel figures, but also emission figures, starting as low as 92g/km and a possible 80mpg.

My test car featured a five speed manual transmission and I did not feel the need for a sixth cog, there should be automatic transmissions now. They were not available on the launch event.

Now to a very special feature, the ConnectedCAM Citroen is making its first appearance on this new model, it is a connected camera (wide 120° angle, full HD, 2 million pixels) with GPS and a 128GB internal memory.

Positioned just behind the rear-view mirror, it records what the driver sees for two main purposes. The driver can click a button to safely take photos as keepsakes or for instant sharing on social media. A longer press of the button captures video for up to 20 seconds, which can then be shared once the car is stationary.

Stored content is directly accessible via the ConnectedCAM Citroen free app. In the event of a vehicle collision, the video system switches on automatically. The video can run for up to 1½ minutes (30 seconds before and 60 seconds after the incident).

This footage can be useful as evidence following an accident. With the ConnectedCAM



Citroen, a driver can also locate their vehicle and store its position to ensure they can find it in unfamiliar or busy places.

I did state that the new C3 is well connected; alas my test car did not have this feature.

Summing up the styling of the new C3 may not appeal to everyone, however if you desire something that is different, it is certainly worth visiting your local Citroen dealer and do take a test drive.

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