




CITROËN



THE NEW ë-C3
ALL ELECTRIC
#EFFORTLESSLYELECTRIC

THE BRAND



 **FRENCH
AUTOMOTIVE
BRAND**
ESTABLISHED IN 1919

Citroën is a French automotive brand established in 1919. Present in over 101 countries, the brand has sold over 50 million vehicles in its 103 years, owing to the founder's vision to make well-being accessible through comfort.

Globally, the brand is known for its bold design and comfort offerings. Over the years of its operations, it evolved into a brand that not only sets new limits for excellence but also challenges convention. Today, the brand has grown to become one of the most loved and collected automotive brands worldwide.

Citroën dares to push limits and break conventional norms, due to which it has had a racing lineage & has won 3 WTCC and 8 WRC world championship manufacturers' titles.

Citroën offers innovative solutions to mobility with an innovative modern approach, while retaining its tradition of excellence. There are many firsts in the automotive world brought by Citroën which led to it winning numerous national and international awards.

- 1st mass-market car with front-wheel drive - Traction Avant
- 1st Hydropneumatic self-levelling suspension system in the world
- 1st car model with modern disc brakes - Citroën DS
- The iconic and popular 2CV transcended eras and completed its journey from 1948 to 1990 with over 5 million units globally

Being an innovative brand, Citroën globally offers a wide range of models, from the AMI, an electric quadricycle designed for the city, to sedans, SUVs, and commercial cars, which are available with multiple powertrains – Conventional fuel, Electric & Plug-in hybrid.

CITROËN IN INDIA

IN 2021
**CITROËN
STARTED ITS
JOURNEY IN
INDIA**

The group has invested upwards of 600 crores in the Indian market through 2 factories in Tamil Nadu – A vehicle assembly plant in Thiruvallur, an Engine & Transmission plant at Hosur along with an R&D centre in Chennai. Moreover, the group has earmarked an additional investment of 2000 crores, reinforcing the brand's commitment to India.

With the vision to make comfort more accessible, Citroën started its journey in India with the launch of its international flagship - C5 Aircross SUV.

In 2022, Citroën launched its first vehicle under the C-Cubed Program – Citroën C3, which has won multiple awards for its bold design, customisation, and advanced comfort offerings.

In 2023, Citroën launched its first all-electric mobility offering – New ë-C3 All Electric. Owing to Citroën's tradition of challenging limits and exceeding expectations, it became the 1st automotive brand to launch an Electric Vehicle merely 6 months after the launch of its Internal Combustion Engine counterpart.

Citroën is revolutionising the car buying & ownership experience through its La Maison Citroën phygital showrooms – which include a unique High-Definition 3D configurator along with the ATAWADAC (AnyTime AnyWhere AnyDevice AnyContent) experience.

To further enhance customer experience, Citroën introduced innovative services at your doorstep like – Service on Wheels, 180 minutes-Road Side Assistance Guarantee, Periodic Service & Maintenance with Pickup & Drop, and much more.

CITROËN FOR EVERYONE

At Citroën, we've created a legacy of finding harmony between comfort and well-being. Be it on a winding road, shores of a beach, or on the rugged slopes of a hill, we aim to always bring a dynamic design that lets you translate your adventures into any Citroën vehicle - a Premium SUV, a Mid-Size SUV, a Hatchback or an Electric Vehicle. Because we believe there's a Citroën for everyone.



CITROËN C3



CITROËN C5 AIRCROSS SUV



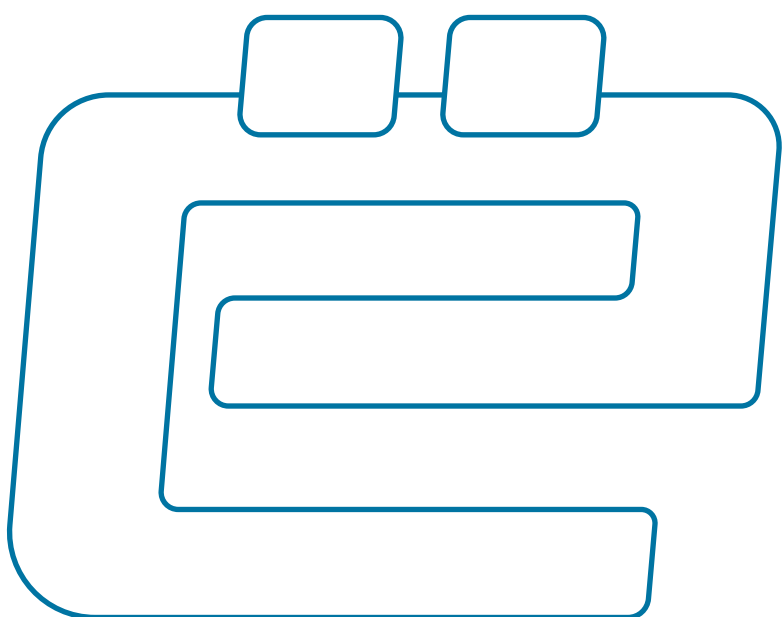
CITROËN ë-C3 ALL ELECTRIC



CITROËN C3 AIRCROSS SUV



#EFFORTLESSLYELECTRIC



As a young and progressive individual, every choice, every moment, and every step of your evolution shapes who you are. Your unique experiences and conscious lifestyle fuel your unique story. And this story is a measure of every element of your life, especially the vehicle that charges your drive.

Built to keep your story at the forefront, we present to you the **New ë-C3 All Electric**, an intuitive and advanced embodiment of comfort and innovation in an all-new electric avatar. Now **#EffortlesslyElectric** and showcase your unique personality with India's first and only Electric "Customisable Unique Vehicle," which comes with a range of 11 exterior colour combinations, 5 packs, and 47 customisations.

10 THRILLING FEATURES



246 km* RANGE IN A SINGLE CHARGE

Enjoy long and uninterrupted drives with the New ë-C3 All Electric's 246 km* single-charge range

100% DC FAST CHARGING FOR QUICK CHARGING & WORRY-FREE DRIVE

With DC fast charger, the New ë-C3 All Electric can be charged from 10% to 80% in just 57 minutes**

26 cm CITROËN CONNECT TOUCHSCREEN WITH WIRELESS SCREEN MIRRORING

Stay connected on the move with wireless compatibility with Apple CarPlay™ and Android Auto™

5 ACCESSORY PACKS WITH 47 CUSTOMISATION OPTIONS

Showcase your electrifying personality with various customisation options

LIVE ELEVATED

SUV stance with high ground clearance, confident & high driving position

29.2 kWh BATTERY PACK WITH REGENERATIVE BRAKING

Charge your vehicle's battery every time you apply brakes with Regenerative Braking

MYCITROËN CONNECT APP WITH 35 SMART FEATURES

Stay connected with your New ë-C3 All Electric, wherever you are with quick and easy access

CITROËN ADVANCED COMFORT WITH FLYING CARPET EFFECT

Cruise comfortably with a new-generation suspension system

TROPICALISED AC

Beat the heat with an air-conditioning system that keeps your cabin cool, even in the harsh Indian summers

HAPPY SPACE

With generous space & ample headroom, now enjoy every drive in comfort with room for everybody and everything

T&C: *As certified by test agency under Central Motor Vehicle Rules, 1989. **Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary.

HYPER ELECTRIC EXTERIORS



Let your eyes trace the bold lines of this hatchback with a twist, along with resilient wheel arches built into SUV-like proportions. Subtle touches of chrome and colour culminate into the iconic dual-chevron front grill, adorned with split headlamps.

Express your own style with the New ë-C3 All Electric, with a host of customisation options, asserting an electrifying presence on the roads.



ENERGISING INTERIORS

Comfortable. Spacious. Stylish. Energising. With an interior design that expresses your personality, the New ë-C3 All Electric exudes 'you,' with commanding views of the outside world, customisable dashboards, contrast stitching, and a 26cm touchscreen.

Take style a notch further and customise the unique seat trims with subtle colour touches in your New ë-C3 All Electric.





Standing tall on a 100+ year-old legacy of innovation and comfort, we welcome our customers into the world of Citroën with the Citroën Advanced Comfort Program. Providing innovative solutions using the latest technological advancements, we unlock this potential through four key pillars:

INTUITIVE TECHNOLOGY

LIVE ELEVATED

CUSTOMISED COMFORT

HAPPY SPACE

The Citroënist
Est. 1919

INTUITIVE TECHNOLOGY

246 km* RANGE IN A SINGLE CHARGE

Enjoy long and uninterrupted drives with the New ë-C3 All Electric's 246 km* single-charge range



29.2 kWh BATTERY PACK WITH REGENERATIVE BRAKING

Charge your vehicle's battery every time you apply brakes with Regenerative Braking

For the laidback and the adventurous. For the procrastinators and the proactive ones. With the New ë-C3 All Electric, no matter what your personality is, our intuitive tech solutions will cater to all your needs.



FULLY AUTOMATIC DRIVE WITH AN E-TOGGLE

Advanced "E-Toggle" automatic gearbox for a truly comfortable driving experience

ECO/STANDARD DRIVE MODES

Switch between ECO and Standard drive modes to customise your driving experience

Explore the unexplored and enjoy every adventure without a worry in mind with the 246 km* range on a single charge & with the assurance of our Road Side Assistance for charging on the go^.

* T&C: As certified by test agency under Central Motor Vehicle Rules, 1989. ^Available in select cities.

LIVE ELEVATED



The agility of a hatchback. The attitude of an SUV. Now live on top of the world with a design unique to Indian streets, in an icon like never seen before. Crafted to give an unmistakable experience, the New ë-C3 All Electric sports a driving position 100mm higher than other sub-4m hatchbacks and an elevated ground clearance of 170mm. Now explore the wilderness and allow your car to adapt the drive to your liking, with a tilt-adjustable steering wheel and a height-adjustable driver seat.

Crafted to perfection, elevate your driving experience and style, with the SUV-like stance and the high bonnet of the New ë-C3 All Electric. Featuring split headlights, extended chrome chevrons, imposing wheel arches, front skid plates, and a lean muscle exterior, with strong shoulder lines, command an electric style with the New ë-C3 All Electric.



HAPPY SPACE

Happy places can differ from person to person – from the familiarity of home to scents and flavours that evoke deep emotions. Presenting to you, our 'Happy Space' - large enough to fit all your memories with additional room to make some more.

With 1378mm of shoulder room for rear passengers or 991mm of headroom for the front passengers, enjoy plenty of space for everyone and everything.

The New ë-C3 All Electric takes practicality and convenience to a new level, with its 2540mm wheelbase offering you an enjoyable drive alongside cleverly hidden storage.

BOOT

Live the SUV life in the New ë-C3 All Electric, complete with nimble handling, a 315L boot, and a comforting abundance of space - to fit your belongings and spares too.



CUSTOMISED COMFORT



An aesthetic that echoes your personality, a style that redefines customisation. Step into the electric revolution with the New ë-C3 All Electric. With 11 exterior colour combinations, 5 packs and 47 customisation options, enjoy a walk-in wardrobe of options and customise what your Happy Space will look like.

#EffortlesslyElectric with the New ë-C3 All Electric.

11 | EXTERIOR COLOUR COMBINATIONS

7 | DUAL-TONE OPTIONS

4 | MONOTONE COLOURS

5 | PACKS WITH 47 CUSTOMISATION OPTIONS

1 | INTERIOR THEME

>70 | ACCESSORIES

CHARGING SOLUTIONS



DC FAST CHARGER: With DC fast charger, the New ë-C3 All Electric can be charged from 10% to 80% in just 57 minutes**

CHARGING FACILITY AT LA MAISON: Every Citroën showroom across India has a charging facility for the comfort of customers

HOME/WORKPLACE CHARGING: Conveniently charge your New ë-C3 All Electric from 10% to 100% in 10 hours 30 minutes** with 15 Amp plug point at your Home or workplace

PORTABLE CHARGING CABLE WITH YOUR NEW Ë-C3 ALL ELECTRIC: A Portable charging cable comes with your car kit, which can be plugged into any 15 Amp socket

MOBILE CHARGING WITH ROADSIDE ASSISTANCE: Roadside assistance for mobile charging support is available 24x7 in emergency situations^

T&C: **Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary. ^Available in select cities.



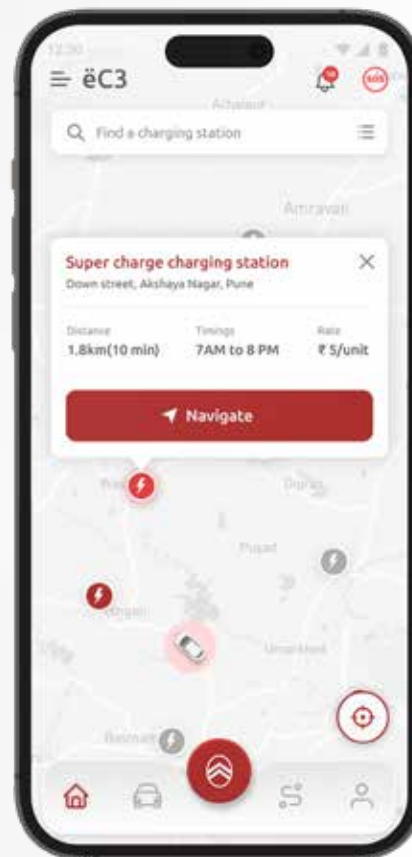
INFORMATION & CITROËN CONNECT

The intuitive and modern 26cm Citroën Connect touchscreen allows you to mirror key functions of your smartphone* through wireless compatibility with Apple CarPlay™ and Android Auto™, now access your multimedia content and apps, or simply manage your smartphone directly through the large high definition touchscreen. Relax in the comfort of the New ë-C3 All Electric and enjoy a seamless driving experience.

In times of new-age technology, gizmos, and gadgets, stand out with connectivity app customised for your unique personality. With quick access of your New ë-C3 All Electric at your fingertips, lead the charge with next-gen **MYCITROËN CONNECT** app with 35 smart features.

*T&C: Application features and displays may vary depending on the different operating systems or smartphone devices being used. Avoid using the phone while driving for your safety. MyCitroën Connect subscription period is for 7 years from the date of purchase of the vehicle.

ACCESS 35 SMART FEATURES WITH NEX-GEN MYCITROËN CONNECT APP



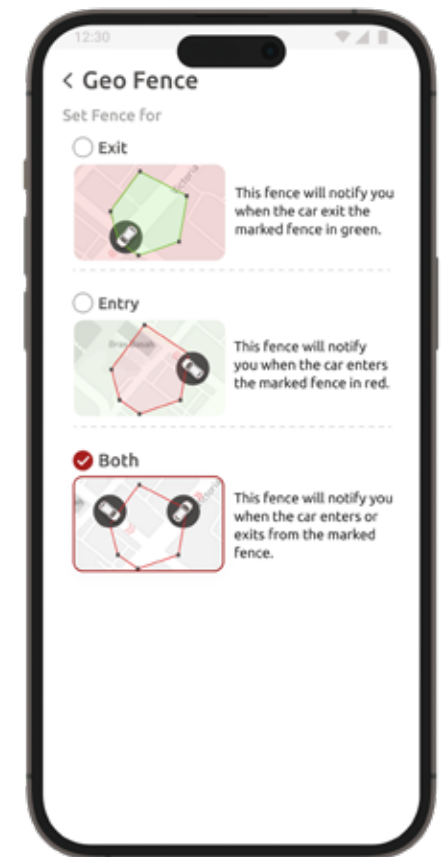
CHARGING STATION LOCATOR

Locate your nearest charging station, no matter where you are.



CHARGE STATUS

Track your New ë-C3 All Electric's charge status directly on your smartphone with MyCitröen Connect App.



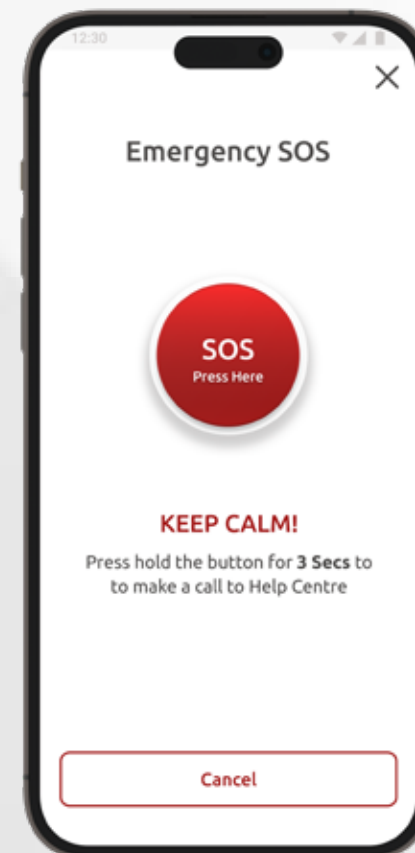
GEO-FENCING & LOCATE CAR

Receive a notification and track your New ë-C3 All Electric if it crosses a pre-set radius. Additionally, locate your New ë-C3 All Electric quickly at the click of a button.



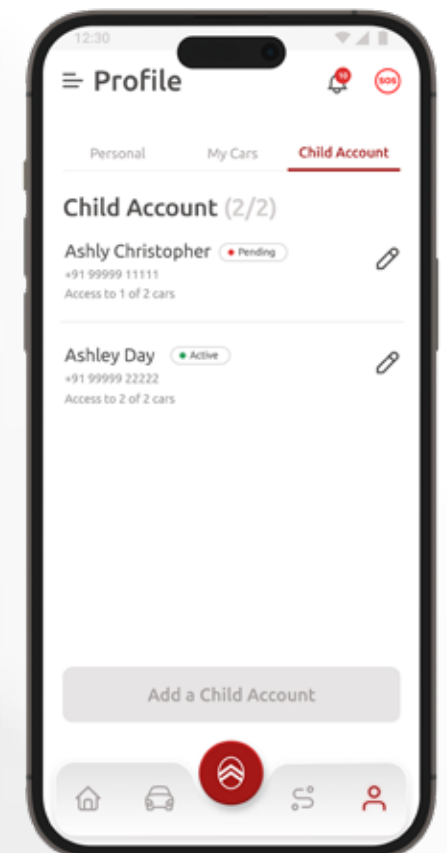
INTRUSION SOS ALERT

Get notified instantly in case of any intrusion or unauthorised access to your New ë-C3 All Electric.



ONE CLICK SOS ALERT

The app is equipped with an SOS and an RSA call button to directly place a call to the help line. Additionally, an SMS notification is also sent over to your emergency contacts.



CHILD ACCOUNT/ SECONDARY ACCOUNT

The app will allow you to include two additional users. You can now also track users including their location, overspeed, charging status.



*T&C: Functioning of some features is subject to availability of internet and dependent upon network speeds. Features and specifications may vary model wise.

COLOUR COMBINATIONS

4 MONOTONE



POLAR WHITE



PLATINUM GREY



STEEL GREY



COSMO BLUE

7 DUAL TONE



STEEL GREY BODY
WITH PLATINUM GREY ROOF



POLAR WHITE BODY
WITH PLATINUM GREY ROOF



PLATINUM GREY BODY
WITH POLAR WHITE ROOF



STEEL GREY BODY
WITH POLAR WHITE ROOF



STEEL GREY BODY
WITH COSMO BLUE ROOF



POLAR WHITE BODY
WITH COSMO BLUE ROOF



COSMO BLUE BODY
WITH POLAR WHITE ROOF

5 CUSTOMISATION PACKS



VIBE PACK: POLAR WHITE



VIBE PACK: ZESTY ORANGE



VIBE PACK: PLATINUM GREY



VIBE PACK: COSMO BLUE



ELEGANCE PACK: CHROME#

1 INTERIOR TRIM



ANODIZED GREY

#Elegance Pack (Chrome): Dealer Installed

WARRANTY



At Citroën, comfort and mobility are at the heart of everything we do. The Citroën Warranty Programme has been designed keeping these values in mind.

- High Voltage Battery warranty for 7 years or 1,40,000 km (whichever is earlier)
- Electric motor warranty for 5 years or 1,00,000 km (whichever is earlier)
- Standard vehicle warranty for 3 years or 1,25,000 km (whichever is earlier)

We promise to make your Citroën experience truly comfortable with **24/7 Roadside Assistance (Toll-free number - 1800 419 2000)**. Extended warranty and maintenance packages are also available through your dealer.

Additionally, you can access a network of dealerships equipped with state-of-the-art service facilities, tools, and equipment. Service appointments may be booked in advance on www.citroen.in or call the Citroën Customer Experience Centre at **1800 267 1000**.

TECHNICAL SPECIFICATIONS

ELECTRIC MOTOR	
Electric Motor Type	Permanent Magnet Synchronous Motor
Electric Motor Power (ps)	57
Electric Motor Torque (Nm)	143
Drive Modes	Standard ECO
Max. Speed (km/h)	107^
Acceleration (0-60km/h in sec.)	6.8^^
HIGH VOLTAGE BATTERY	
Battery Capacity (kWh)	29.2
Battery Type	High Energy Density Lithium-Ion Battery Pack
Thermal Management System	Natural Air Cooled
On-Board Charger (kw)	3.3
Emission	Zero Tail Pipe Emission
TRANSMISSION	
Transmission	Single Speed Automatic
DIMENSIONS	
Overall Length, mm	3981
Overall Width (w/o mirrors), mm	1733
Overall Height (Unladen), mm	1586/1604 (with roof rails)
Wheel Base, mm	2540
Boot Space, l	315
WEIGHTS	
Kerb Weight (kg)	LIVE : 1302, FEEL : 1316, SHINE : 1329
Gross Vehicle Weight (kg)	1716
SUSPENSION	
Front	MacPherson Strut with Coil Spring
Rear	Rear Twist Beam with Coil Spring
BRAKES	
Front	Disc
Rear	Drum
STEERING	
Power Steering Type	Electric
Minimum Turning Circle Radius (m)	4.98
TYRE SIZE	
Tyres	195/65 R15
Spare Wheel	185/65 R15 Steel
CHARGING	
Charging Standard	CCS2
Estimated Charging Time (SOC 10%-100% from any 15amp plug point)	10 Hours 30 minutes*
Estimated Charging Time (SOC 10%-80% from DC Fast Charger)	57 min*
WARRANTY	
Battery	7yrs/140,000 kms (whichever is earlier)^#
Electric motor	5yrs/100,000 kms (whichever is earlier)^#
Vehicle	3yrs/125,000 kms (whichever is earlier)
DRIVING RANGE	
Range At Full Charge (As Per MIDC Cycle) (km)	246**

^ For private users only; for commercial usage maximum speed is limited to 80km/h

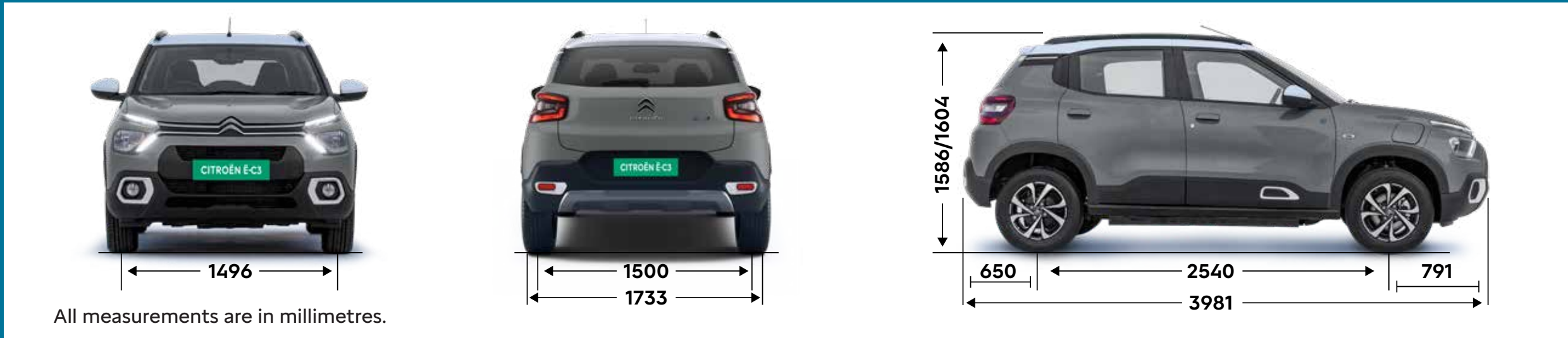
^^ As per internal testing data, under test ambient temperature conditions.

For Private users only; For commercial usage warranty will be 3yrs/125,000 kms

* Depending on the condition of high voltage battery, charger specifications, and ambient temperature, the time required for charging may vary.

** As per ARAI (under standard testing conditions), actual performance figures may vary depending on various conditions including driving pattern, etc.

DIMENSIONS



Terms & Conditions: Images and illustrations are indicative and for informative purposes only. All features/specifications are not available in all variants and may vary for different variants. Features and accessories shown may not be standard equipment and are subject to change without prior notice. Please consult an authorised Citroën dealer for latest information on features/specifications before deciding to place an order. Colours, dimensions and proportions may not match the actual due to digital layout.

FEATURES

VARIANTS	LIVE	FEEL	SHINE
EXTERIOR			
Front Panel: Brand Emblems - Chevron	Silver Painted	Chrome	Chrome
Front Grill - Matte Black	Y	Y	Y
Body Coloured Front & Rear Bumpers	Y	Y	Y
Halogen Headlamps	Y	Y	Y
Side Turn Indicators on Fender	Y	Y	Y
Body Side Sill Panel	Y	Y	Y
'TESSERA' Full Wheel Cover	Y	Y	Y
Sash Tape - A/B Pillar	Y	Y	Y
Sash Tape - C Pillar	-	With Dual Tone Only	With Dual Tone Only
Body Coloured Outside Door Handles	-	Y	Y
Outside Door Mirrors	Glossy Black	High Gloss Black	High Gloss Black
Wheel Arch Cladding	-	Y	Y
Signature LED Day Time Running Lights	-	Y	Y
Roof Rails - Glossy Black	-	Y	Y
Dual Tone Roof	-	O	O
Front Skid Plate	-	-	Y
Rear Skid Plate	-	-	Y
Alloy Wheels	-	-	Y
INTERIOR			
Interior Environment - Single Tone Black	Y	Y	Y
Seat Upholstry - Fabric (Bloster/Insert)	RUBIC/NIMBUS	RUBIC/HEXALIGHT	RUBIC/HEXALIGHT
Front & Rear Integrated Headrest	Y	Y	Y
AC Knobs - Satin Chrome Accents	Y	Y	Y
Parking Brake Lever Tip - Satin Chrome	Y	Y	Y
**Instrument Panel - Deco (Anodized Grey / Anodized Orange)	-	Y	Y
Insider Door Handles - Satin Chrome	-	Y	Y
Satin Chrome Accents - IP, AC Vents Inner Part, Steering wheel	-	Y	Y
High Gloss Black - AC Vents surround (Side), eToggle surround	-	Y	Y
Leather Steering Wheel	-	-	Y
INFOTAINMENT AND CONNECTIVITY			
Citroën Connect Touchscreen (26cm)	-	Y	Y
Bluetooth® Connectivity Mirror Screen (Apple Carplay™ And Android Auto) -	-	Y	Y
	-	Y	Y
Wireless Smartphone Connectivity			
Speakers - 4	-	Y	Y
Steering Wheel with Audio and Phone Controls	-	Y	Y
Roof Antenna	Y	Y	Y
MyCitroën Connect	Y	Y	Y
C - BUDDY' Personal Assistant Application	Y	Y	Y
COMFORT AND CONVENIENCE			
Manual Air Conditioner with Heater	Y	Y	Y
12V Socket - Front	Y	Y	Y
Rear Seat - 100% fold flat	Y	Y	Y
Front Windscreen Wipers - Intermittent	Y	Y	Y

** T&C: Deco colour depends on exterior body/roof colour



FEATURES

VARIANTS	LIVE	FEEL	SHINE
COMFORT AND CONVENIENCE			
Bottle Holders on Doors- 1Litre (Front & Rear)	Y	Y	Y
Bag Support Hooks in Boot (3kgs)	Y	Y	Y
Outside Mirrors - Manually Adjustable (Internally)	Y	Y	-
Outside Mirrors - Electrically Adjustable	-	-	Y
Power Windows - Front & Rear	Front Only	Y	Y
One-Touch Auto Down - All 4 Power Windows	Front Windows Only	Y	Y
Remote Keyless Entry	-	Y	Y
Foldable Key	-	Y	Y
Driver Seat - Manual Height Adjustable	-	Y	Y
Tilt Steering	-	Y	Y
Parcel Shelf	-	Y	Y
Co-Driver Side Sun Visor with Vanity Mirror	-	Y	Y
Day/Night Inside Rear View Mirror	-	Y	Y
Rear Wiper	-	-	Y
Rear Defroster	-	-	Y
Rear View Camera	-	-	Y
SMART PHONE FRIENDLY			
Smartphone Storage - Rear Console	Y	Y	Y
Smartphone Charger Wire Guide on Instrument Panel	Y	Y	Y
USB Port - Front 1 + Rear 2 Fast Charger	-	Y	Y
INSTRUMENTATION & LIGHTING			
Digital Cluster	Y	Y	Y
Tripmeter	Y	Y	Y
Battery State Of Charge (%)	Y	Y	Y
Drivable Range (km)	Y	Y	Y
Eco/Power Drive Mode Indicator	Y	Y	Y
Battery Regeneration Indicator	Y	Y	Y
Front Roof Lamp	Y	Y	Y
Door Ajar Warning	-	Y	Y
SAFETY AND SECURITY			
Front Driver and Passenger Airbags	Y	Y	Y
ABS with EBD	Y	Y	Y
Reverse Parking Sensors	Y	Y	Y
Rear Doors Manual Child Lock	Y	Y	Y
Seat Belt Reminder (Driver & Co-Driver Side)	Y	Y	Y
*High Speed Alert System	Y	Y	Y
Speed Sensitive Auto Door Lock	-	Y	Y
VIBE PACK (Factory Fitted)			
Body Side Door Molding & Painted Insert			
Painted ORVM Cover			
Painted Front Fog lamp surround			
Painted Rear Reflector Surround			
Front Fog Lamp			

*T&C: The speed alert system gives an audible warning to driver at 80 km/h and 120 km/h



CITROËN CITIZEN SERVICES®



Choosing a Citroën means embracing well-being from the very moment of purchase. And bringing this iconic comfort to you, Citroën introduces its Citizen programme, an all-encompassing range of services dedicated to offering a peaceful mobility experience to Citroën customers throughout their buying and ownership journey.

With the Citizen programme, you gain access to a complete set of services devised to assist you at every step of the process - from exploring the available options and making your selection all the way to receiving your vehicle and maintaining it.

PRE-PURCHASE SERVICES

Make a smooth journey into the Citroën family with services like:



Meaning the home of Citroën, our phygital showrooms unite technology with comfort.



Delivering a seamless digital customer experience that can be accessed anywhere on any device.



Best-in-class financing solutions that are tailor-made to make your ownership journey easy and comfortable.

POST-PURCHASE SERVICES

Enjoy a truly hassle-free ownership journey with our comfort-first services:



After-sales workshop offering maintenance and care services for all Citroën vehicles.



Providing service on the go, wherever you go. Assured best-in-class service along with genuine spare parts availability.



Download the MyCitroën Connect App on your smartphone and experience its 35 smart features like charging station locator, car locator, geo-fencing and many more.



Revolutionary door-step service offered by Citroën. Includes routine service, car cleaning and minor emergency repairs.

*T&C Apply.



INTERNATIONAL BRAND BORN FRENCH



INTERNATIONAL BRAND FOR INDIA



CORPORATE OFFICE ADDRESS:
PCA AUTOMOBILES INDIA PRIVATE LIMITED
Adhigattur Village, Kadambathur P.O Thiruvallur, Tamil Nadu 631203

THE CITROËN CUSTOMER EXPERIENCE CENTRE
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CITROËN



— TO FIND OUT MORE —
visit www.citroen.in