

A look at the new Citroën C3

 By [Naresh Maharaj](#)

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What are your impressions when one talks about Citroën? Well, mine is pretty straight forward.

This one particular model from the late 70s comes to mind when all you could see was the concave body hanging over four tyres that one could hardly see. But there wasn't only that, there was the strange 'howling' hooter that brings back memories, as well as the body of the car lifting slightly upwards when the car was started and then downwards when switched off.

Fast forward to 2019 and all that has changed.

Citroën has just launched three new models, which is a far cry from their previous offerings.

The C3, C3 Aircross and C5 Aircross were recently launched in South Africa and the brand is ready to challenge the market as they implore local consumers 'to take the long way home'. Their timing could not be better to re-introduce the new models to the local market as this year marks the 100th anniversary of Citroën globally.



Image by Naresh Maharaj

Andre Citroën produced the first Citroën in 1919 and within ten years became the largest vehicle manufacturer in Europe. He started his first metalworking company by purchasing a patent for a revolutionary chevron-shaped gear system - the herringbone gear. From that point on, he made chevrons his symbol. While the logo has evolved over time, the double chevron symbol has remained for 100 years.

Driving all three models at launch felt as if the car manufacturer never left South Africa and I have to admit that this was my first encounter driving a Citroën.

I felt completely at ease with the car and with all the controls that are within arm's length of the driver. The ride on national tarred roads was smooth whilst driving on the gravel roads proved a little bumpy, as expected.

Let's take a look at the new Citroën C3

Its distinctive design and colourful personality bring an exuberant freshness and optimism that is expected to take the market by storm. The unique morphology and original graphic features express energy and confidence.

Audacious by design, the interior is carefully thought out to make the driver and passengers feel comfortable - making each journey a pleasurable experience. With the arrival of new C3, there's a wind of change blowing through the motoring scene. The versatile little hatchback sets a style of its own, standing out from the crowd with its perky, colourful, appealing personality. New Citroën C3 offers a delightfully offbeat take on in-car living.



Image by Naresh Maharaj

Keynote features are the high-standing, charismatic front end and generous curves, which produces a powerful, energetic posture. The slick, smooth outline, graphic signature and cool colours make the new C3 an undeniable trendsetter. This is an affordable mid-range model addressing a broad sector of the population with the promise of a singular car that can match individual tastes and aspirations.

The two-tone exterior, red roof, red fog-lamp surround, red wing mirrors, rear C pillar graphic and Airbumps are appeased with the red and grey ambience along with the dashboard and seat stitching. As soon as you step in, the interior feels remarkably spacious, a sensation enhanced by the upholstery and uncluttered horizontal dashboard.

Smart technology

The new C3 brings up-to-the-minute technologies with advanced driver assistance systems that include lane departure alert and Driver Attention Alert as well as a Coffee Break Alert.

The efficiency of New C3 also extends to a full range of high-efficiency PureTech petrol engines available in the option of a 1.2 PureTech 60kW naturally aspirated engine fitted with a 5-speed MT, and 1.2 PureTech 61kW Turbo engine charged and fitted with the latest generation 6-speed gearbox.

“With its unique body style, personalised features and connectivity, the new C3 is a bold, fresh, modern car. It illustrates the ongoing Citroën product offensive!” said Xavier Peugeot, brand product director at Citroën.

A look inside

The New C3 interior is designed to feel like an extension to the driver’s “home”, a place that feels good to be in. It’s welcoming, contemporary, intuitive and superbly comfortable. It’s also safe and peaceful.

The Citroën designers have really drawn inspiration from non-automotive worlds (architecture, furniture, decoration, etc.) to define its volumes and materials. It’s also an incitement to escapade, expressed through detailed features such as the trunk straps on the doors, another little offbeat signature of Citroën's latest offering.



Image by Naresh Maharaj

The basic interior design principles taken up in new C3 follow uncluttered space, consistency, full and soft shapes. The perception of space is immediately suggested by a horizontal layout, and especially by the horizontal dashboard, which runs right across the width of the vehicle. The uncluttered, monolithic dashboard immediately clarifies the simplicity-oriented design approach to the passenger compartment as a whole. Technological content is prominent, in the form of the 7-inch touchscreen that appears suspended in the centre.

What's under the bonnet?

The new C3 comes with a choice of latest-generation highly efficient and fuel-economical PureTech petrol engine. There's a choice of two PureTech three-cylinder petrol engines. One with a 1.2 PureTech 60kW naturally aspirated engine with a 5-speed manual transmission. For the ultimate in driveability and comfort, the C3 offers a 1.2 PureTech Turbo Charged 81kW with a 6-speed auto transmission.

Verdict

The New C3 comes with a vast array of useful assistance, safety and comfort technologies making life on board easier and enhancing the driving experience. Certainly worth giving this respected and long-standing brand a try. You won't be disappointed!

Price

- C3 Feel 1.2 PureTech 60kW Manual: R239,900
- C3 Shine 1.2 PureTech 81kW Turbo Auto: R289,900

Citroen vehicles can be serviced at any Peugeot Accredited Dealership nationwide. 5 Year/100,000km Warranty & Service plan across the range.

ABOUT NARESH MAHARAJ

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