

New Citroen C4 Picasso: Discover the World Inside

- Citroën launches New C4 Picasso MPV in the UK
- On sale now, priced from £17,500 to £24,455
- First model on the new PSA Peugeot Citroën EMP2 platform
- New C4 Picasso weighs 140kg less than its predecessor, now weighs the same as C3 Picasso
- First conventionally powered compact MPV to deliver sub-100g/km CO₂ emissions
- Five-star EuroNCAP safety rating with 88% in the Child Occupant category
- Class-topping boot space of 537-litres & 2.5m load length with front passenger seat folded forward
- Bright uncluttered cabin with combined glazed area of up to 5.3m²
- First-class comfort with massaging front seats & an electric footrest available for the front passenger

The New C4 Picasso is the latest incarnation in a bold tradition of innovative MPVs - which began with the Xsara Picasso in 1999 - and is a true expression of Citroën's 'Créative Technologie'.

New C4 Picasso embodies a bold, expressive design with dynamic, high-tech styling. This latest Picasso model features a bright, uncluttered interior and technologies that innovate, comfort and protect.

The first model using PSA Peugeot Citroën's new EMP2 platform (Efficient Modular Platform 2), the new-generation C4 Picasso is more compact on the outside, yet offers benchmark interior space

and class-leading boot capacity.

Weighing 140kg less than its predecessor, with improved aerodynamics and a new efficient range of engines - including a new Euro 6 compliant 'BlueHDi' powerplant from November production - the New C4 Picasso delivers record CO₂ emissions from just 98g/km and fuel economy of up to 74.3 mpg.

Optimised running gear also provides a new balance between comfort and road holding for a smooth, engaging ride in all driving situations.

BUYER PROFILE

New C4 Picasso prospects will be from two main demographics:

The first group are expected to be younger families with one or two children. Style is important to these consumers and they do not want to compromise on desirability when looking for a practical family vehicle.

The second group are older couples with grown-up children. These buyers value space, practicality, flexibility and ease of access.

STYLING & DESIGN

New C4 Picasso is the first Citroën on the new EMP2 platform. More compact than the outgoing model, this new generation C4 Picasso is 4cm shorter in length with reduced overhangs, wider tracks, a lower position for the engine block and vehicle floor, and the roofline is 4cm lower.

The sleeker, more dynamic styling is complimented by an assertive front end with new look chevrons and slim LED daytime-running lights set high above new hi-tech headlights. Fog lamps complete

the very original light signature.

Along the side of the car, a signature 'C' shape trim in chrome adds personality to the sculpted body panels, whilst underlining the space available to occupants.

The rear LED lights feature a futuristic and novel 3D effect, which is fast becoming a Citroën hallmark. A new enveloping tailgate suggests roominess and strength, and is a dynamic touch to the rear view.

The New C4 Picasso is available in a range of eight body colours and all versions are fitted with alloy wheels as standard, with a range of original designs from 16 to 18 inches.

LOFT-STYLE CABIN

The New C4 Picasso features an uncluttered, loft-style interior ambience with a combined glazed area of up to 5.3m^2 . This includes a standard specification panoramic windscreen - unique to the segment - and an optional large glass sunroof that bathes the New C4 Picasso's cabin in light.

The bright and airy interior is also complemented by the quality of the materials used and the attention to detail. The dashboard design combines several colours and materials, including glossy blacks and sparkle-effect finishes. The door panels feature a laser engraved pattern and the asymmetric graphic on the front seats gives the appearance of a one-piece bench. Light-coloured Nappa leather, an attractive upholstery option, is a premium styling cue taken from the world of interior design.

Travelling in the New C4 Picasso is a first class experience thanks to the availability of front massaging seats, 'Relax' headrests on all

seats and a 'Relax' front passenger seat that lets the occupant raise, stretch and rest their legs.

INTELLIGENT ARCHITECTURE

The New C4 Picasso is more compact on the outside, yet offers more space on the inside. The new modular EMP2 platform features a wheelbase that is 6cm longer than the outgoing model, providing improved rear leg room of 2cm compared to the outgoing model - making it amongst the best-in-class. Headroom is also maintained, despite the 4cm reduction in the height of the car. Elbow and shoulder room are virtually identical despite the more compact exterior dimensions. The front and rear doors open wide to a 65° angle for excellent access.

Boot capacity is increased by 40-litres to 537-litres VDA - the best in segment - and expands up to 630-litres with the rear seats pushed forward. The electric tailgate's clamshell design means it can be closed even when loads protrude past the open aperture. The front passenger seat also folds flat to create a load floor length of 2.5m.

Rear passengers benefit from three individual, full size, adult seats that can be tilted or fore-and-aft adjusted for increased flexibility and comfort.

Six clever and convenient storage options include LED illuminated compartments, one of which includes a jack and USB port. On the ETG6 (Efficient Tronic Gearbox 6-speed) versions, there is also a removable console mounted between the driver and front passenger seats. There are storage spaces under the seats and in the doors, and trays with LED lighting are available on the front seat backs. Conveniently located around the car, there are three 12v sockets conveniently located in the front, rear and in the boot.

Also available are dark tinted rear windows, integrated retractable rear side window sun blinds and a rear facing conversation mirror - a smart touch to make family driving more convenient and enjoyable.

COMFORT & ROAD HOLDING

Driveability is a key strength of the New C4 Picasso. Whilst maintaining and improving upon the recognised comfort of the model line, the reduced weight and lower centre of gravity - as well as a new modular rear suspension design - establish a new balance between comfort and road holding.

Acoustic and vibration comfort are also optimised through a series of refinements, made possible by the new EMP2 platform, for a more enjoyable occupant experience.

For confident road holding and braking in all circumstances, the New C4 Picasso is fitted as standard with intelligent traction control, as well as ABS with electronic brakeforce distribution (EBD) & emergency braking assistance (EBA).

The compact dimensions (4.43m L, 1.83m W & 1.61m H), variable power steering and a 10.8m turning circle make New C4 Picasso an agile and manoeuvrable companion, even in built-up urban environments.

DRIVING INTERFACE

New C4 Picasso's intuitive and uncluttered driving interface can feature two digital screens - a 'tablet' style 7 inch touchpad and a 12 inch panoramic HD screen.

The brand new, standard specification, 7 inch Touch Drive interface controls all the vehicle settings and in-car functions such as the

dual-zone air conditioning, satellite navigation, Bluetooth® connectivity and DAB digital radio.

The panoramic 12 inch screen enhances the driving experience still further and can be configured to display a range of additional driving information such as the cruise control and speed-limiter settings. There's even the option of changing the theme and uploading a personal photograph as a backdrop.

Available as an option on all versions, New C4 Picasso can provide users with access to Citroën's Multicity Connect, a portal of connected applications, controlled from the 7 inch touchpad. The system lets users find the nearest service station, a hotel or restaurant, get weather updates or traffic information.

ENJOYABLE & RELAXING

Alongside keyless entry and start, a programmable motorised tailgate and a reversing camera displayed on the HD screen, New C4 Picasso also features a range of innovations to make driving easier and more enjoyable, including;

- 360° VISION, an exclusive feature in the segment that uses four cameras to give the driver a bird's eye view, rear view or panoramic front view through the integrated 12 inch screen
- PARK ASSIST, which provides automatic assistance when manoeuvring into a tight space, whether parallel parking or reversing straight back. All the driver has to do is manage acceleration and braking

CLASS-LEADING EFFICIENCY

Thanks to innovative design and the advances of the new EMP2 platform, New C4 Picasso is 140kg lighter than its predecessor,

meaning it weighs the same as the current C3 Picasso.

The platform's aluminium and steel construction, and composite rear floor, reduces the vehicle weight by 70kg, whilst the body style with its optimised dimensions and new materials - such as the aluminium bonnet and composite tailgate - cut a further 70kg.

The reduced mass, improved aerodynamics and optimised drivetrains significantly improve efficiency with CO₂ emissions an average 30g/km less than the previous generation model.

New C4 Picasso is the first conventionally powered compact MPV to deliver sub-100g/km CO₂ emissions. The e-HDi 90 Airdream engine with the new ETG 6-speed gearbox emits just 98g/km. Fuel economy is up to 74.3mpg - a record in the class. Stop & Start technology is also fitted to most models.

New C4 Picasso will be the first Citroën available with a Euro 6 compliant BlueHDi engine. The BlueHDi 150 unit will emit as little as 110g/km of CO₂. This new engine features an SCR (selective catalytic reduction) module to treat NO_x and limit CO₂ output.

A new 6-speed clutchless manual gearbox, the ETG6 (6-speed Efficient Tronic Gearbox), is offered on e-HDi 90 and e-HDi 115 versions. At the core of the range, the e-HDi 115 engine will emit from 104g/km of CO₂ with this new transmission and will deliver up to 67.3 mpg combined cycle fuel economy.

With the ETG6 'box, drivers can switch from manual to automated mode at any time. The system features a creep function and optimised pedal mapping, adjusting power effectively for smoother start-ups and enhanced driveability. Gear changes are optimised for

efficiency and modulated more precisely for improved performance and comfort.

ACTIVE SAFETY

Safety and well-being go hand in hand with the New C4 Picasso thanks to a high level of equipment to protect occupants of all ages.

As with the outgoing model, the New C4 Picasso has been awarded a five-star EuroNCAP rating with an impressive 88% score in the Child Occupant category.

The New C4 Picasso's safety equipment includes;

- Radar guided active cruise control, which maintains a constant distance with the vehicle in front and acts on the accelerator or engine braking to reduce or increase speed
- A video lane departure warning system (LDWS) that vibrates the driver's seatbelt if the car drifts out of a lane without indicating
- Active driver and front passenger seatbelts that pull tight in the event of danger for maximum protection
- Intelligent beam headlights (auto dip/full beam)
- Ultrasonic blind spot monitoring system with door mirror LED warning lights
- Driver and front passenger airbags, front lateral and curtain airbags (including row 2)
- Isofix anchor points on all three rear seats for the secure fitment of child seats

PRICES & AVAILABILITY

Now on sale in the UK, New C4 Picasso is available in four trim levels - VTR, VTR+, Exclusive & Exclusive+. Ownership starts at just £17,500 for the VTi 120 manual VTR, rising to £24,455 for the

Exclusive+ e-HDi 115 ETG6.

With an anticipated 90% diesel/10% petrol mix, the top-selling model is forecast to be the VTR+ e-HDi 115 6-speed manual. The sales split is expected to be approximately 50% retail, 50% fleet/business.

VERSION	CO₂ EMISSIONS	MRR OTR PRICE
VTi 120 manual VTR	145	£17,500
HDi 90 manual VTR	109	£18,195
VTi 120 manual VTR+	145	£18,760
HDi 90 manual VTR+	109	£19,455
e-HDi 90 ETG6 VTR+	98	£20,155
e-HDi 115 manual 6-speed VTR +	105	£20,255
e-HDi 115 ETG6 VTR+	104	£20,755
THP 155 manual 6-speed Exclusive	139	£21,060
e-HDi 115 manual 6-speed Exclusive	105	£21,555
e-HDi 115 ETG6 Exclusive	105	£22,055
THP 155 manual 6-speed Exclusive+	142	£23,460
e-HDi 115 manual 6-speed Exclusive+	105	£23,955
e-HDi 115 ETG6 Exclusive+	105	£24,455

A generously specified model across all trim levels, standard equipment includes:

VTR

- ABS with Electronic Brakeforce Distribution (EBD) & Emergency Braking Assistance (EBA)
- Electronic Stability Control (ESC) with traction control
- Air conditioning with dual zone temperature setting
- Automatic electronic parking brake
- Driver's and front passenger's airbags with cut-off device
- Front lateral and curtain airbags (including row 2)
- Automatic door and boot locking (when vehicle in motion & in case of accidental unlocking)
- Electronic child lock control and indicator
- Panoramic windscreen (with sliding interior sun blinds)
- Daytime-running LEDs
- Twin optic headlamps
- 16" 'Viper' alloy wheels (set of four)
- Two-tone soft touch upper dashboard and white back-lit dashboard illumination
- 3 separate full size rear seats with adjustable recline angle
- Individual fold flat seats with retractable rear head restraints
- Cruise control with speed limiter
- Engine start button
- Gear Efficiency Indicator (GEI)
- 7 inch Touch Drive interface (used to control all vehicle functions)
 - 7 inch full colour touch screen
 - six speakers
 - FM radio
 - Aux-in jack, USB (in central storage cubby) & Bluetooth® with media streaming
 - Steering wheel controls
- Electronic fuel filler flap release
- 12 volt accessory power socket in central storage cubby and

additional 12 volt sockets in row 2 and boot

VTR+ adds:

- Automatic activation of lights and windscreen wipers
- Front fog lights
- Electrically heated and folding body colour door mirrors with LED indicators
- Automatic digital air conditioning with dual zone temperature setting
- Height and tilt adjustable, flat folding front passenger's seat
- Adjustable armrests for driver's and front passenger's seats
- Drawer under driver's seat and under front passenger's seat
- Fold-down aircraft style tray tables (integrated in to back of front seats)
- Rear underfloor storage (row 2)
- Air vents for rear seat passengers
- DAB digital radio
- Rear parking sensors

Exclusive adds:

- 12 inch panoramic HD display
- LED front indicators
- Fog lights with cornering function
- Kerb lighting (lights in door mirrors)
- Chrome side signature
- 17" 'Anaconda' alloy wheels (set of four)
- Aluminium dashboard trim and air vent surrounds
- High-quality leather steering wheel with satin chrome inserts and 4 control zones
- Kids Pack - Integrated retractable rear side window sun blinds, rear seat conversation mirror
- Reversing camera (displayed on upper 12 inch HD screen)

- Keyless entry and start
- Satellite Navigation with additional USB socket
- Removable and rechargeable boot light/torch

Exclusive+adds:

- Active radar guided cruise control with collision alert
- Active seatbelt safety system
- Blind spot monitoring system
- Panoramic sunroof (with dark tinted glass & electric sliding blind)
- LED 3D effect rear lights
- Body colour, electrically heated, folding reverse-dipped door mirrors with LED indicators
- Aluminium front and rear sill scuff protectors
- 18" 'Python' alloy wheels (set of four) - excludes e-HDi 115 versions
- Dark tinted windows
- Automatic dimming electro-chrome interior rear-view mirror
- Fan speed adjustment for rear seat passenger air vents
- Integrated dashboard scented air freshener
- Reading spot light for rear aircraft style tray tables
- Driver's seat electric massage function with adjustable lumbar support
- Extra support head rests
- Front passenger seat RELAX function (electric footrest & massage function)
- Luxury velour carpet mats
- Slate grey half leather with black 'Ondulice' cloth
- Front parking sensors
- Park Assist
- Motorised rear tailgate (with programmable opening height)

memory)

INSURANCE GROUP RATINGS

New C4 Picasso is offered with competitive insurance ratings from as low as 14A for the VTi 120 manual VTR.

The rating for each model is shown below:

VERSION	INSURANCE GROUP
	(1-50)
VTi 120 manual VTR	14A
HDi 90 manual VTR	15A
VTi 120 manual VTR+	15A
HDi 90 manual VTR+	15A
e-HDi 90 ETG6 VTR+	15A
e-HDi 115 manual 6-speed VTR+	18A
e-HDi 115 ETG6 VTR+	18A
THP 155 manual 6-speed Exclusive	22E
e-HDi 115 manual 6-speed Exclusive	17E
e-HDi 115 ETG6 Exclusive	17E
THP 155 manual 6-speed Exclusive+	22E
e-HDi 115 manual 6-speed Exclusive+	18E
e-HDi 115 ETG6 Exclusive+	18E