

Rueil-Malmaison, le 19 février 2019

## AMI ONE CONCEPT: CITROËN UNVEILS ITS OWN VISION OF URBAN MOBILITY ACCESSIBLE TO EVERYONE!

- Citroën is perpetuating 100 years of innovation and boldness dedicated to the freedom of movement with the presentation at the 2019 Geneva Motor Show of Ami One Concept, a disruptive all-electric object that places digital technology at the heart of a new experience of urban mobility affording more freedom and peace of mind.
- Faithful to the Brand baseline "Inspired by You", Ami One Concept is the response to new customer behaviour and the challenge of the energy transition in the city.
- The concept illustrates Citroën's vision of freedom in the city expressed by #LibertyElectricCityMobility:
  - ⇒ **Freedom of use for everyone:** accessible without a driving licence, Ami One Concept is accompanied by an innovative global digital ecosystem fostering a modern, cheerful and broadly accessible mobility experience. The ecosystem rethinks the customer journey and offers customers "on demand" use ranging from 5 minutes to 5 years and spanning carsharing, rental and purchase. It includes a special mobile app that motorists use to manage their relationship with the object, providing access to a portal of services that simplify each journey.
  - ⇒ **Freedom of movement :** city-centre access with an ingeniously designed 100% electric mobility solution that is ultra-compact and agile, offering mobility freedom for two people in an intuitive and connected object.
  - ⇒ **Freedom to be modern:** an assertive, bold and colourful personality, and a virtuous and symmetrical design for a hip and protective object, for enjoying the city in style and comfort: The concept's identity and modernity are extended in a line of special products available at the e-boutique [www.lifestyle.citroen.com](http://www.lifestyle.citroen.com)

Since 1919, Citroën's history has always reflected its times with non-conformist and revolutionary vehicles that have become icons in the hearts of motorists. At the 2019 Geneva Motor Show, the Brand is reinventing itself and unveiling its uninhibited take on an urban mobility object. As the 2CV made freedom of movement broadly accessible, **Ami One Concept** frees up urban mobility for everyone with its unique and popular character advocating a new experience!

*Click on the link at the end of the press release to watch the "Manifesto" video describing the intentions of the concept.*

## 01. FREEDOM OF USE FOR EVERYONE: ACCESSIBLE TO ALL, ADAPTED TO EACH PERSON

Citroën's vision of urban mobility is part of a 100% digitalised and customised customer journey focused on seamlessness, ease and freedom of use.

### AN URBAN MOBILITY OBJECT FOR EVERYONE : LICENCE-FREE

With this new and unique urban mobility object – a new field of exploration for Citroën as part of its energy transition – the Brand is aiming to free up individual mobility in the city. Citroën designed Ami One Concept as an alternative to public transport (bus, tramway, metro) and other individual, two-wheeler means of transport such as bikes, scooters and kick scooters. An ultra-compact (2.50 m long) two-seater concept vehicle bringing occupants impressive agility in urban environments, Ami One Concept also conveys robustness through its body styling. The closed cabin protects occupants in the event of bad weather. The architecture and design, both informed by function and usage, enable users to explore a new driving experience. Accessible for all from the age of 16 (European countries average/according to the legislation), Ami One Concept is intended for urban customers with or without a driver's licence and who share with the Brand the same love for the freedom of movement.

### DIGITAL TECHNOLOGY CENTRAL TO THE NEW MOBILITY EXPERIENCE

Faithful to the Brand baseline "Inspired by You" and 100% connected, Ami One Concept is based on a 100% digital ecosystem from the discovery of the vehicle through to its use. The ecosystem offers an innovative "on demand" customer experience applying to each step (online presentation, test drive request, service configuration, reservation and delivery) and enables customers to easily choose the period of use most suited to their needs. The digital experience continues with a special mobile app for managing the vehicle and journeys.

#### **"On-demand" customer experience**

*Click on the link at the end of the press release to watch the "Customer Experience" video describing the customer journey.*

A connected object designed for greater freedom, Ami One Concept takes things further by proposing new consumption modes. Citroën is making its customers' lives easier in terms of mobility access by offering, via digital media, several options spanning carsharing, rental and purchase. The aim is to fulfil all the travel needs of customers by addressing all the ways in which they use mobility objects (occasionally or regularly, with family or friends, individual or shared) in complete peace of mind. The system adapts to users while offering them rapid action. Customers can access Ami One Concept for a minimum 5 minutes and adjust their usage at any time to several hours, with no commitment and all inclusive. The options can be customised to each person's mobility requirements and address the need for 5 minutes, 5 hours or 5 days of use, as well as use over longer periods of time with rental offers for 5 months or long-term leasing arrangements for 5 years.

- 5 minutes or 5 hours: the mobility object is made available at a given location for a given period of time through a carsharing offer operated by the Free2Move brand. Using the app dedicated to new forms of mobility, customers can choose their Ami One Concept in a few clicks.
- 5 days: The mobility object is available in the form of an easy-access short-term rental offer. The customer simply reserves the vehicle on line at Citroën's Rent&Smile site.
- 5 months: commitment-free access for a shorter period of time than "conventional" ownership.
- 5 years: the mobility object is also available as part of a five-year long-term leasing option with battery, maintenance and parking included in the monthly payment; With the 100% online purchasing journey, customers can choose the delivery location, be it at their home or the closest point of sale.

To support this innovative customer experience, Citroën has created "**Ami One Counters**". These digitalised spaces preview what could become an automatic distributor for Ami One Concept in city centres, where customers can access information on the product and the possible access options, from 5 minutes to 5 years, and also book a test drive of the mobility object. The counters could also be rolled out in other venues, including shopping centres.

### A special mobile app for intuitive and simple use

Once the urban mobility object is in the driver's possession, the mobile app steps in to bring them a special dialogue with Ami One Concept. Drivers can freely and at any time manage the settings of the onboard apps and extend their customer experience via smartphone. They can access information remotely from their personal space (electricity consumption, battery charge) as well as a portal of corresponding services via Free2Move Services that make city journeys easier (parking space search, geolocation, etc.).

For more ease and safety, the special app is voice controlled. Drivers can ask to be guided to the closest charging station or reserve a parking space with complete ease. The app notably relies on the services of Free2Move Services, which simplify the customer's trip by using geolocation to find a parking lot and parking space and offering electronic payments. Two apps specially developed for electric models are of particular interest for customers:

- **The Charging Pass** enables drivers of electrified vehicles to locate and access electric charging stations compatible with their vehicle. To make choices easier for the customer, Free2Move Services establishes a pre-selection based on three criteria: distance, charging speed and charging price. It displays a default list, but customers can access a map of charging stations. The search may be made on the customer's initiative or suggested via a notification when the battery charge reaches a critically low level. Once the customer has selected the charging station on their smartphone screen, they can send the destination to their smartphone via their preferred route planner app ( Waze or Google Maps).
- Supplementing the Charging Pass, the **Trip Planner** reassures drivers by suggesting the best route taking into account the remaining range, the use of the vehicle and the location of charging stations along the way. It can thus estimate the travel time, including the charging time.

## 02. FREEDOM OF MOVEMENT IN THE CITY

With the concept vehicle, the Brand is presenting a 100% electric urban mobility solution. Ami One Concept is **freedom by Citroën!** Responding to the expectations of urban customers and offering true ease in use, AMI ONE CONCEPT simplifies travel for two, especially in the restricted areas of city centres.

### ALL THE ADVANTAGES OF 100% ELECTRIC TECHNOLOGY IN CITY CENTRES

#### Zero CO2 emissions

Positing a new form of mobility and responding to current and future urban issues, Ami One Concept is fully in step with changes in society. Ami One Concept is an **all-electric** vehicle able to access all city areas while respecting the environment and offering controlled cost in use. Perfectly adapted to urban life in perpetual motion, Ami One Concept reaches a top speed of 45 km/h with zero CO<sub>2</sub> emissions. With a range of 100 km, Ami One Concept can make numerous city trips, be they for one-off meetings or daily commutes. The lithium-ion battery, stored flat under the floor, is easily charged with an electric cable. Plugged into a public station or a Wallbox, a complete charge takes just 2 hours. Ami One Concept can also be plugged into a standard socket at home using an extension cable.

#### Silent in use

Silent inside thanks to its 100% electric technology, Ami One Concept is also safe as regards the exterior environment. It is equipped with its own sound signature, developed by the Start-Rec agency with the designers of the Citroën brand. The sounds emitted by Ami One Concept reflect all of its personality. It features original and organic music blending male and female voices, worlds away from the digital cliché of the “robot”. Firmly setting the vehicle apart, the **sound identity**, formed by a sequence of notes that change according to speed, also complies with European regulation introduced on 1 January 2019. For reasons of safety, all electric vehicles must now be equipped with an artificial sound at low speeds to warn pedestrians of their approach.

### ULTRA-COMPACT FOR MORE AGILITY

A singular mobility object designed for urban driving, Ami One Concept features a cube-shaped body and ultra-compact dimensions. Standing assertively on its specially designed four-spoke 18-inch wheels and as if sculpted from a solid block measuring 2.50 m long and 1.50 m high, Ami One Concept is eminently reassuring. It exudes an impression of robustness and promises top-level agility and manoeuvrability as well as great parking facilities.

## INTUITIVE AND CONNECTED

### Ease in use for greater peace of mind

Ingenious functionalities and technologies are laid out on either side of the “Drive-Pod”, home to intuitive controls for all driving functions.

Ami One Concept is a 100% connected urban mobility object in which the **smartphone is central to the man-machine interface** and makes driving intuitive and serene. Motorists access Ami One Concept using their smartphones. The doors lock and unlock via a QR code on the aluminium base of the door handles. Once inside, drivers place their phone in front of them in a dedicated area. With their telephone stored in this wireless induction charging area, the conversation between Ami One Concept and the driver may begin. Depending on the app used, the screen display is in bubble form, projected on the reflection panel in the driver’s field of vision as with a head-up display system. Advanced functions such as infotainment and navigation may be used in addition to regulation-required driving instruments to further enhance the driving experience. The man-machine interface on Ami One Concept was designed as a personal assistant for optimised interaction with the driver. The interface is controlled using two buttons mounted on the steering wheel: a voice command to call the assistant and a drop-down menu for browsing apps.

Intuitive and purely designed, the instrument cluster comprising a 5-inch screen is focused on useful driving information (speed, indicators, etc.). The display graphics echo the touches of colour on the cabin fabrics (Orange Mécanique and Out of the Blue) and feature two special fonts: one more natural and the other more technological, inspired by the cube shapes of Ami One Concept and Citroën’s historical chevrons, used notably for the speedometer. The humanised graphic interface comprises stylised eyes with the aim of transmitting emotion and establishing a special dialogue with the user (warning, questioning, etc.).

To the right of the “Drive-Pod”, a cylinder houses the start button, warning button, automatic gearbox selector and a Bluetooth speaker with a volume control.

## 03. FREEDOM TO BE MODERN : NEXT-GEN DESIGN

Style has been key to the image of the Citroën brand for 100 years, because a Citroën car is always instantly recognisable. The Brand’s history has been marked by singular body styles, from the Traction Avant to New C5 Aircross SUV and including the 2CV, Ami 6 and CX. The new concept vehicle is part of that tradition. Ami One Concept rewrites the rule book with its creative universe. With its pure shapes and original graphic approach, the first view of the two-seater concept vehicle creates a sense both of surprise and attachment.

## INGENIOUS DESIGN

Easy and ultra-virtuous to produce, Ami One Concept has everything it takes to become “popular” in the city. An urban mobility object boasting design intelligence and economy, it gives rise to new possibilities through its symmetrical parts.

These include fully identical doors on the right and left, resulting in different opening directions, rear-hinged on the driver's side for better access and conventional on the passenger side; front and rear ends with repeated components assembled in an inverted manner (plate on the upper part of the front and the lower part of the rear); identical bumpers (partly concealed on the front and open on the rear to display the registration plate); identical wings set diagonally against the buffers both front and rear; identical rocker panels on the right and left; reversible DRLs and rear lights on the left and right; and four parts composing the door mirrors and door handles involving different assembly directions. Each part of the vehicle body is robust, easy to assemble and assembled with peerless quality. Inside, the cabin has been rationalised in terms of the number of materials and the finish, consistent with the intelligent spirit central to the design process of the concept.

### EXTERIOR DESIGN: UNIQUE AND SYMMETRICAL, WITH A NEW LIGHT SIGNATURE

The new Citroën range expresses all its power and harmony in particular through the design of the front end, distinguished by a two-tier light signature with a strong horizontal emphasis introduced in 2013. Ami One Concept modernises Citroën's identity with a new light signature that is more refined, graphic and high-tech, directly inspired by the CXperience concept car. The new front end keeps the two tiers, which are subtly brought together by a V-shaped light strip, giving Ami One Concept an **expressive front end enhanced by this elegant styling approach**. With their floating structure, the DRLs and indicators lend a touch of finesse that sets Ami One Concept apart and makes it immediately recognisable. This design theme also features on the rear lights (see below), boosting both the harmony of the object and Brand awareness.

The Orange Mécanique body paint and the 2D logo on the centre of the lacquered black surface invigorate and enhance the gaze. Equipped for the city, Ami One Concept also features Dark Grey protection components on the four corners of the body that extend along the sides under the doors. Key styling features aimed at strengthening the vehicle's protective appearance, these Airbump<sup>®</sup>, characteristic of the current Citroën range, are invigorated by touches of the Out of the Blue colour.

The ingenious aspect of the purely styled Ami One Concept is highlighted through a totally symmetrical design. The emphasis is on wide doors with smooth lines and an inverted opening mechanism, with a rear-hinged driver's door for better cabin access. Ami One Concept also boasts door mirrors inspired by the world of furniture. The exterior door handles formed by blue rubber straps are topped by a scanner for opening and closing the doors via smartphone. Like the front and rear bumpers, the rocker panels include a grooved pattern evocative both of cooling fins and the historical double chevron inspired by Citroën gear cogs.

Another distinctive feature of the urban mobility object is its open-top configuration, for a fun drive with the wind in your hair. The manual-opening Anthracite Grey canvas roof makes for lightness and ease in use. Sliding and folding with a single movement, the hood is closed using a blue strap and a push button.

At the rear, Ami One Concept has the same orange colour. The tailgate is topped by a broad tinted-glass surface. Detached from the body, the lights echo the DRLs on the front end, floating on a retro-lit grooved polycarbonate panel. This design approach recalls the customisable quarterlight on C3 Aircross Compact SUV. As at the front, Ami One Concept is equipped with Airbump<sup>®</sup>.

## INTERIOR DESIGN: NEXT GENERATION AND CITROËN ADVANCED COMFORT

Ami One Concept is as original inside as it is outside! The cabin's next-gen design confirms the inspiration from other sectors, promising a disruptive and eminently comfortable urban drive.

Ami One Concept embodies a modern vision of the Citroën Advanced Comfort® programme. In addition to a silent drive and meticulous work on materials, the cabin is bathed in light thanks to extensive glazed surfaces, including the windscreen, side windows and rear window.

The cabin is agreeably spacious and strong on functionality. The designers of Ami One Concept have created an asymmetrical layout for the driver's seat (on rails) and the passenger seat (fixed). This set-up creates extra shoulder room and ease of movement for both occupants. Ami One Concept invites occupants to tour the cityscape amid an energising atmosphere. The generous seat cushions and head rests stand out with deep blue fabric inspired by easy-maintenance outdoor furniture and enhanced by orange elastic. The openwork, sculpted appearance of the seat backs showcases the Out of the Blue colour on the front, which harmonises with the Orange Mécanique colour on the back. Welcoming and providing both support and softness, the caning technique developed by Studio Plott comprises a cube pattern, also featuring in a reinterpreted guise on the grey floor mats.

Ami One Concept scores top marks on storage spaces, ingeniously laid out around the cabin. Thanks to the concept's new architecture, maximum use is made of each and every nook and cranny. At the front, the upper part of the blue door panels is pleasant to the touch. These arm rests are fitted with a soft PVC strap similar to that used on the outside door handles. The straps evoke the world of travel and allude to those introduced on C4 Cactus. The lower part of the door panels is home to an elastic-stretched canvas creating a storage space with a "beach" vibe.

The "Drive-Pod" on the driver's side has enabled the Citroën Style teams to create an original storage space on the passenger side for housing a cabin bag and a handbag. At the rear, a platform accessed via the folding driver's seat can be used for occasional luggage and is equipped with a Safety Box with a fluorescent jacket and warning triangle. The work of the Colours and Materials designers also consisted in creating both a bright and light-bathed cabin atmosphere. All the panelling features two-tone paint with a finely flecked and durable appearance, while the various storage areas are finished in blue technical paint, also easy-maintenance.

Exclusive luggage has been created to accompany the concept, including a backpack, specially sized to fit in the storage space in front of the passenger, together with a shopping basket and cylinder-shaped travel bag. These three fashion accessories, developed in partnership with Damien Béal, echo the materials and colour theme used in the cabin. For Ami One Concept, the artist adapted his techniques and know-how to materials that he generally does not work with, while giving them the same traditional finish as with leather.

## LIFESTYLE PRODUCTS SHARING THE IDENTITY OF AMI ONE CONCEPT

*Click on the link at the end of the press release to watch the "Lifestyle Product" video.*

The merchandising designed for Ami One Concept shares the same promises and colours:

- #RUN: a wind-breaker developed in partnership with the French brand Back to Alaska in a light and breathable fabric;
- #LISTEN: a 5W Bluetooth portable speaker, ideal for journeys and easy to install;
- #DRIVE: a key ring with the same shape and material as the door handle;
- #PLUG: a charging cable compatible with iOS and Android, vital to staying connected;
- #CARE: a silicone smartphone case developed in partnership with the Bone brand offering maximum protection for dropped devices;
- #CHARGE: an origami solar miniature car created in partnership with the French company Litogami. The car charges in the day time and can run for 25 minutes after spending the day by the window in the sunlight;
- #PLAY: a metal 1:43 scale miniature that will delight collectors.

Ami One Concept articles are available at the e-boutique [www.lifestyle.citroen.com](http://www.lifestyle.citroen.com) in the following countries: France, Portugal, Benelux, Spain, Italy, Austria, Germany, the Netherlands, UK, Ireland and Poland.

### **AMI ONE CONCEPT TECHNICAL CHARACTERISTICS**

Length: 2.50 m

Width: 1.50 m

Height: 1.50 m

Turning circle between walls: 8 m

Weight: 425 kg

### **PHOTOS AND VIDEOS AVAILABLE**

[www.citroencommunication-echange.com](http://www.citroencommunication-echange.com)

User name (all caps): **AMI\_ONE\_CG19**

Password (all caps): **CONCEPT1\_GENEVA**

YouTube links:

MANIFESTO MOVIE: <https://youtu.be/Yuyvz-8Lu9o>

PRODUCT MOVIE: <https://youtu.be/b6iTZXOfjr0>

EXPERIENCE MOVIE: <https://youtu.be/tX67ZpguMew>

LIFESTYLE PRODUCTS MOVIE: <https://youtu.be/OAE7RcuaXrs>

### **The Citroën Brand**

At the heart of the automotive market, **Citroën** has asserted itself since 1919 as a popular brand in the true sense of the word, making people and their lifestyles its first source of inspiration. A spirit underlined by its 'Inspired by You' signature and embodied by cars combining unique design and benchmark comfort. Within the sector of mainstream brands, Citroën also stands out with a unique customer experience (Citroën Advisor, 'La Maison Citroën', etc.). In 2018, the Brand sold 1.05 million vehicles in over 80 countries.

**Citroën media site:** <https://int-media.citroen.com> - [@Citroen](https://twitter.com/Citroen)



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