DS AUTOMOBILES

DS 7 CROSSBACK

DS 7 CROSSBACK

INNOVATION & SAVOIR-FAIRE FROM PARIS

CHARISMATIC DESIGN

CAPTIVATING

THE ALCHEMY BETWEEN STRENGTH...

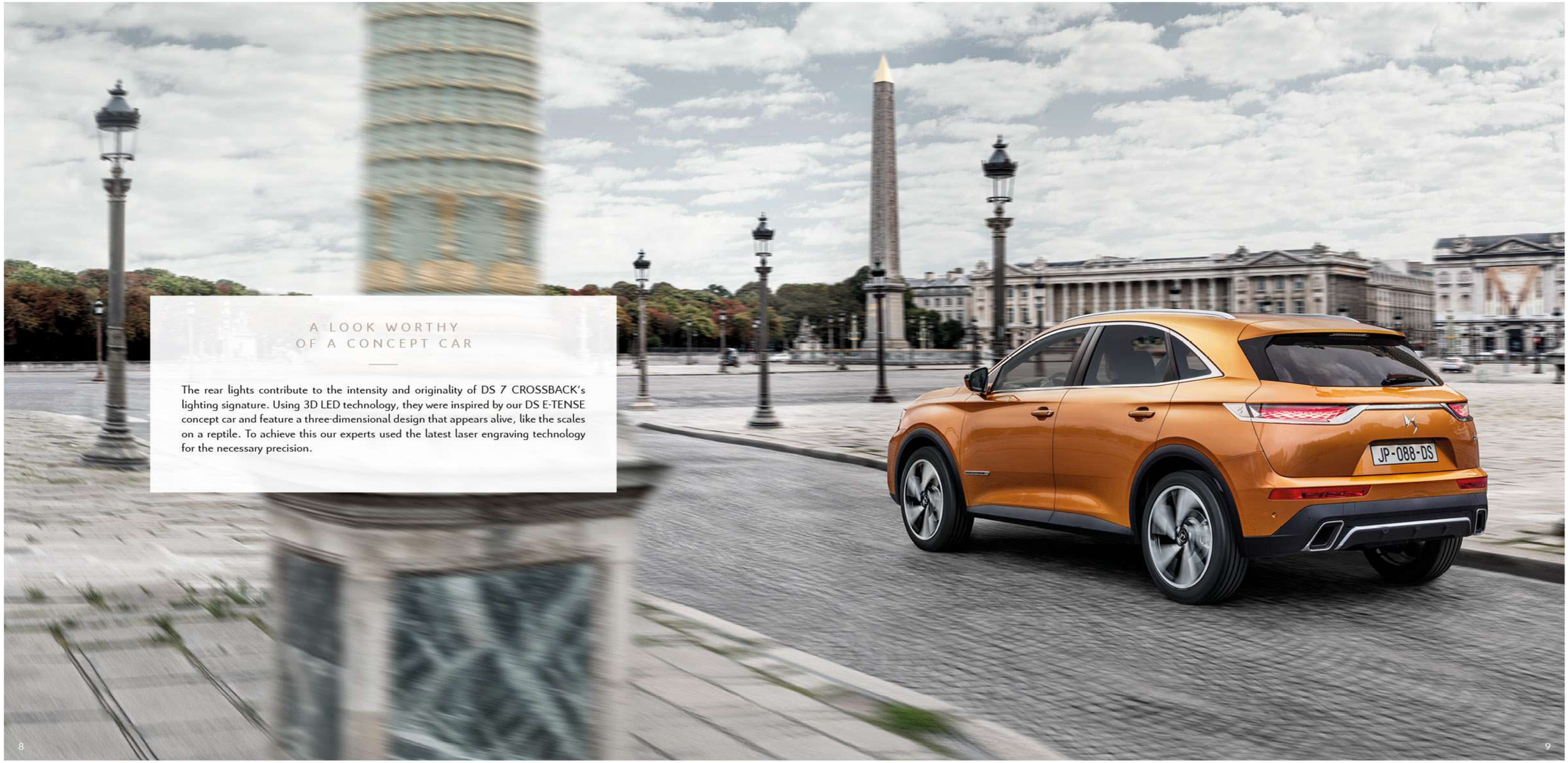
DS 7 CROSSBACK introduces our second generation of cars. This sophisticated SUV embodies French savoir-faire with its blend of fine materials, detailed craftsmanship and innovative technology.

Even at first glance, you'll instantly recognise the front of DS 7 CROSSBACK thanks to the feature we call DS WINGS. This is the way our designers make the hexagonal rim of the grille blend seamlessly with the headlights. This rim surrounds a new diamond-shaped grille mesh with the DS badge at its centre. The central rib running down the aluminium bonnet emphasises the DS badge. The sharp lines of the front and rear wings give the flanks a sculpted look that highlights our SUV's muscular appearance.

...AND SOPHISTICATION

Since we created DS Automobiles, stunning lighting has been one of the design signatures of our brand. Fashioned like expensive jewellery, DS ACTIVE LED VISION comes alive the moment you unlock DS 7 CROSSBACK. The LED modules swivel through 180° then give off a purple light in a show of welcome.

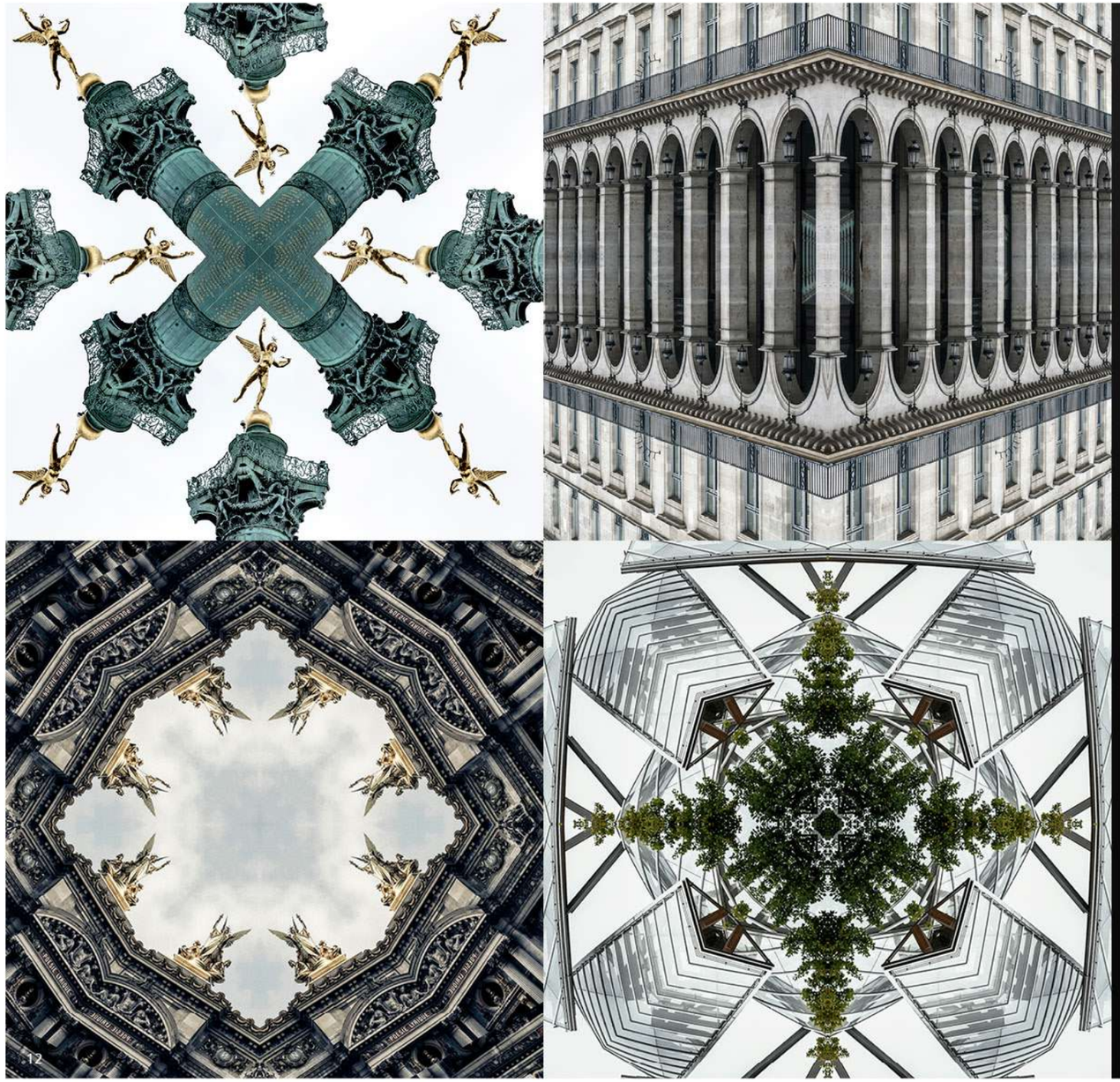
DS ACTIVE LED VISION gives you a high intensity light that automatically adapts to all conditions. In daylight, the vertical daytime running lights, designed to look like the interior's pearl stitching, work with LED projector modules to create our signature eye-catching lighting.



A LOOK WORTHY OF A CONCEPT CAR

The rear lights contribute to the intensity and originality of DS 7 CROSSBACK's lighting signature. Using 3D LED technology, they were inspired by our DS E-TENSE concept car and feature a three-dimensional design that appears alive, like the scales on a reptile. To achieve this our experts used the latest laser engraving technology for the necessary precision.

FRENCH SAVOIR-FAIRE



OPÉRA RIVOLI PERFORMANCE LINE BASTILLE

THE DISTINCTIVE QUALITY OF FRENCH SAVOIR-FAIRE

Chic and contemporary, DS 7 CROSSBACK's interior is faithful to our philosophy of personalisation.
To cater for everyone's tastes we've created four different kinds of ambiance that we call DS Inspirations.

DS Inspiration OPÉRA

OPÉRA

THE AVANT-GARDE

- 1 -
Art Black Basalt Nappa leather with watchstrap design

- 2 -
Backlit door handles (eight lighting choices)

- 3 -
Art Black Basalt Nappa leather upholstery with pearl stitching and aluminium embossed OPERA badge

- 4 -
*Alezan Brown Nappa leather with watchstrap design**

**Available in 2019*

DS Inspiration RIVOLI
20.0
20.0
10.10
OPTIONS
A/C
AUTO
MONO
OFF
RIVOLI

RIVOLI

THE HIGH-FASHION INTERIOR

- 1 -
Backlit door handles

- 2 -
'Clous de Paris' embossed inserts

- 3 -
Black Basalt Grained leather upholstery and aluminium embossed RIVOLI badge

DS Inspiration PERFORMANCE Line

PERFORMANCE LINE

THE SPIRIT OF GRAND TOURING

- 1 -
DS Key with Carmine insert

- 2 -
Textured Black rear light surround

- 3 -
19 inch 'BEIJING' alloy wheels

- 4 -
PERFORMANCE Line Black Basalt Alcantara® seats

- 5 -
Textured Black DS WINGS

THE CHIC
ADVENTURER

- 1 -
Black Basalt and Bronze upholstery

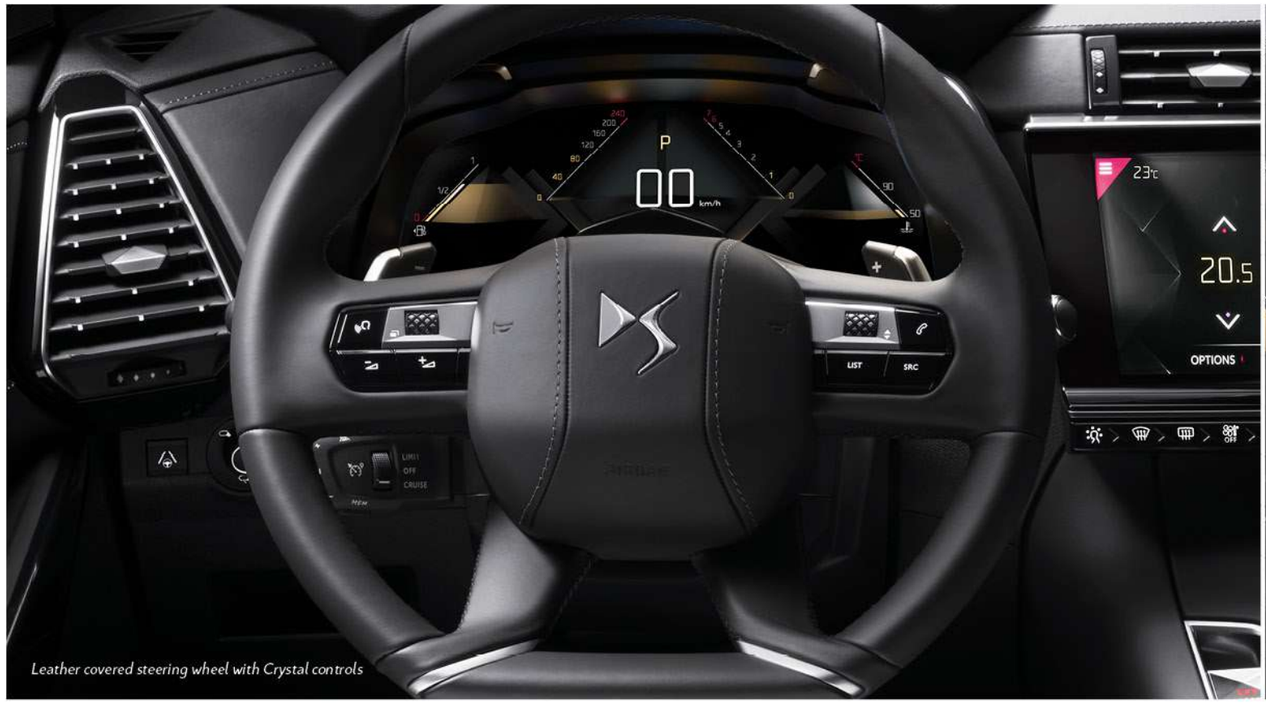
- 2 -
Bronze Perruzzi cloth

1

2

BASTILLE

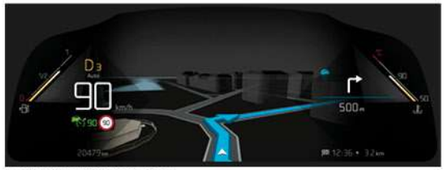
SENSORY *EXPERIENCE*



Leather covered steering wheel with Crystal controls

SOPHISTICATED COCKPIT

You can personalise the smart graphics of the driver's **12.3 inch digital instrument cluster.** A scrolling menu controlled via the steering wheel gives you a read-out of all the driving information you'll need. Six modes are available including DS CONNECTED PILOT function control screen or DS NIGHT VISION



SATELLITE NAVIGATION

DS NIGHT VISION

The 12 inch central HD touchscreen lets you operate various functions with a gentle 'virtual' push or by using the central crystal control*. This gives you access to features including comfort, multimedia and Bluetooth® connectivity.

You can also access a host of services such as SOS and DS Assistance, your car's maintenance record, connected navigation, and entertainment via Mirror Screen** with Android Auto™, Apple CarPlay™ and MirrorLink®.

TELEPHONE

APPLE CARPLAY ™

** According to model ** Requires compatible smartphone*

THE OBSESSION WITH DETAIL

- 1 -
B.R.M R180 Timepiece

- 2 -
Crystal control

- 3 -
'Clous de Paris' embossed inserts

Electric rear seats

40/60 split foldable rear seats backrest

Panoramic sunroof

COMFORT AND SPACE IN ABUNDANCE

On board DS 7 CROSSBACK passengers can relax with plenty of room, notably in the rear, which recline electrically from 23° to 32°. We've designed seats with a high-density sponge that's comfortable yet supportive. The front seats can be heated, ventilated or set to massage, with five modes available, operated from the central touchscreen.

DS 7 CROSSBACK can be specified with an opening panoramic sunroof and electric blind. This roof is made up of two glass sections. The front section slides back over the fixed rear section for an open-air ambiance.

DS 7 CROSSBACK enjoys the biggest boot in its class (555l) as well as a flat floor. For ultimate versatility, the Easy Access Pack includes an electric tailgate, which can be opened and closed by simply moving your foot beneath the rear bumper. This allows you to access the boot with ease, even when your hands are full. Keyless entry and start are also included in the Easy Access Pack.

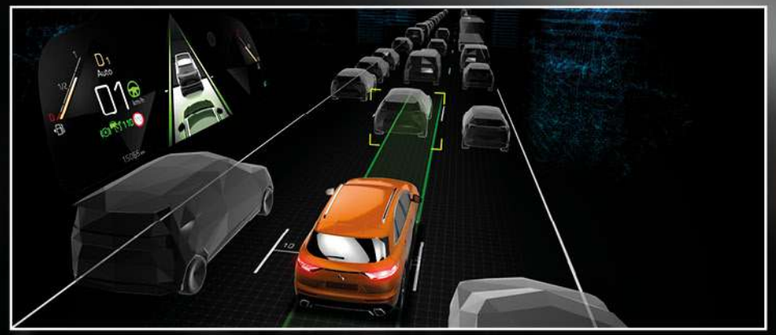
JP-088-DS

TECHNOLOGY

ADVANCED

DS CONNECTED PILOT:
MEET YOUR CO-DRIVER

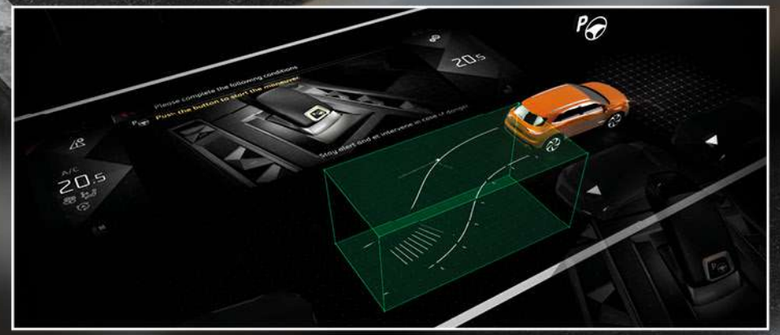
DS CONNECTED PILOT is a step closer to autonomous driving, but still allows you retake full control of the car at any point. The innovative system regulates the speed and distance in relation to the vehicle in front. It also positions DS 7 CROSSBACK precisely in its lane by controlling the steering. Operable between 0 and 180km/h*, it can come to a complete stop and set off again. It makes for driving that's safer and less stressful in traffic jams or on motorways.



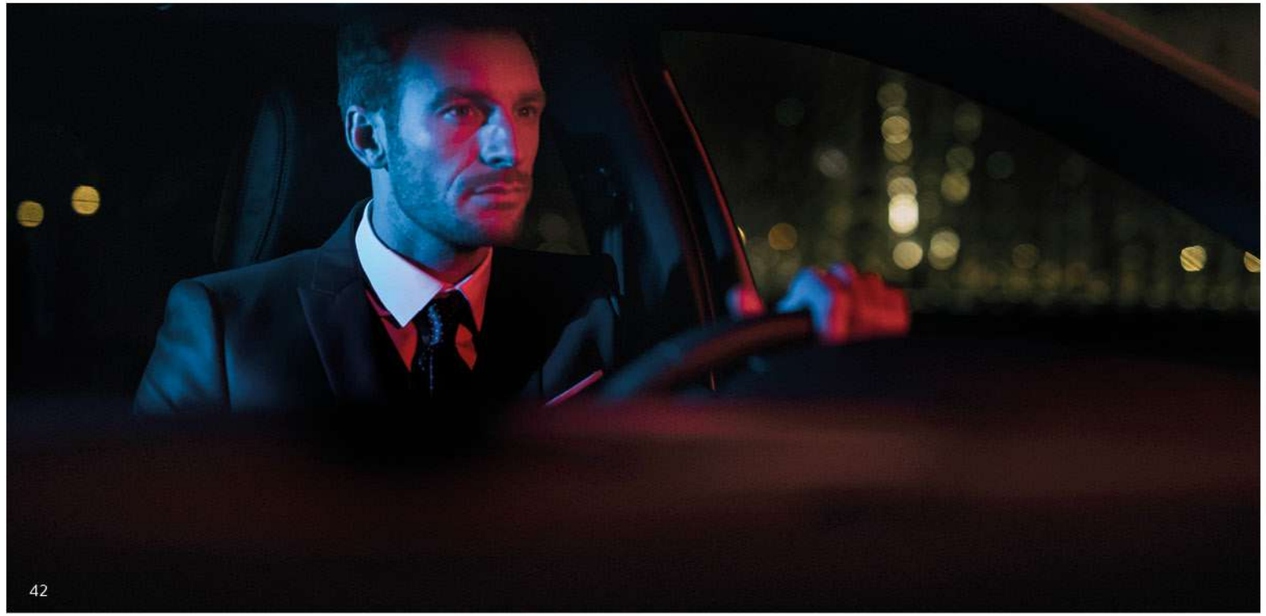
** Depending on country and speed restrictions*

DS PARK PILOT**:
PARKING MADE EASY

This new driver aid enables DS 7 CROSSBACK to park itself parallel to the kerb or in a bay without the driver touching the steering wheel or pedals. DS PARK PILOT finds parking spaces that DS 7 CROSSBACK will fit into by driving past at speeds up to 30km/h.



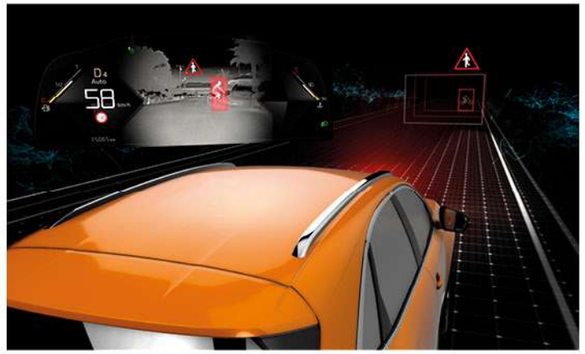
*** Available from 2019*



DS NIGHT VISION: SEE IN THE DARK

By helping you to see better at night, DS NIGHT VISION enables you to build an accurate picture of the road ahead and spot hazards sooner. An infrared camera in the grille detects pedestrians and animals in the road up to 100m in front.

You'll see the road ahead in the digital instrument display with potential hazards highlighted in yellow, changing to red as they get closer. An audible alert can sound depending on how close these are. This enables you to anticipate hazards and react accordingly.



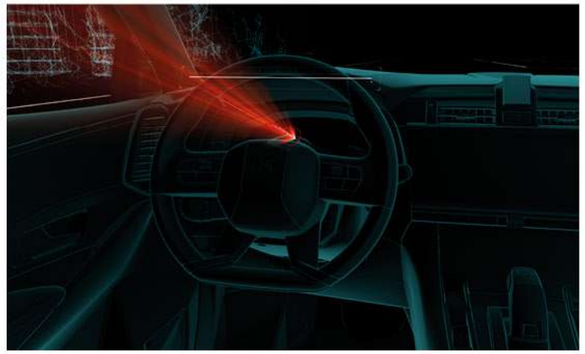
Representative image

DS DRIVER ATTENTION MONITORING**: STAY FOCUSED

DS 7 CROSSBACK benefits from DS DRIVER ATTENTION MONITORING technology which can detect a dangerous drop in concentration. An infrared camera above the steering wheel works in conjunction with a camera at the top of the windscreen to monitor three signs of distraction or drowsiness: movements of the eyes, eyelids and neck. The system also assesses the trajectory of the vehicle in relation to road markings. This enables it to detect deviations or sudden steering movements by the driver.

As soon as DS DRIVER ATTENTION MONITORING finds an anomaly in one of these factors, whatever the time of day or night, it automatically gives an audible alert, while a warning flashes up on the central screen.

***Available in 2018.*

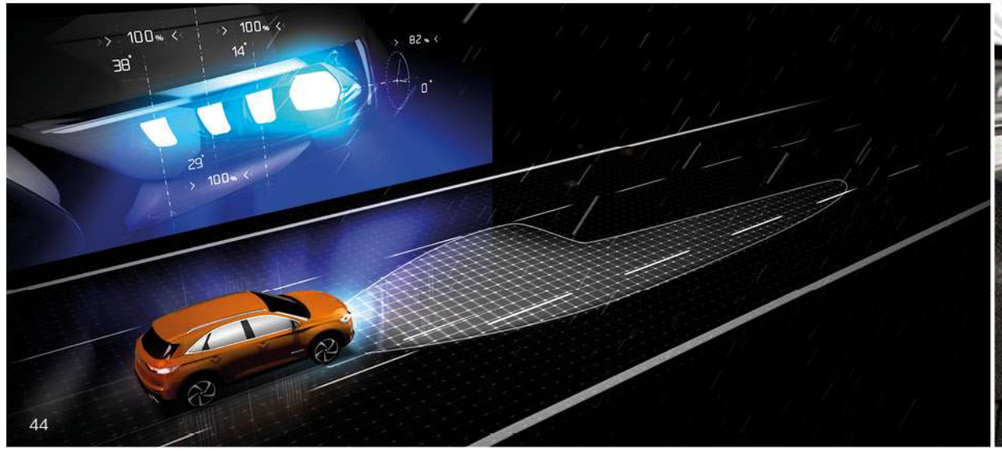


DS ACTIVE LED VISION: SEE AND BE SEEN

DS ACTIVE LED VISION is a combination of form and function. Three rotating LED modules and a main LED projector make up each headlight. Depending on the angle of the steering wheel, the speed of the car and weather conditions, these swivel from side to side and even up and down. This enables your range of vision to be increased or reduced, with the beam of light broadened or better positioned to illuminate what you really need to see.

Lighting modes available on DS 7 CROSSBACK:

- **Town beam:** the beam's width is increased to enable you to identify hazards at the side of the road.
- **Country beam:** activated from 50km/h, this mode offers a field of vision focused straight ahead (most suitable for country roads), but sufficiently spread towards the sides of the road to illuminate hazards.
- **Motorway beam:** above 110km/h the brightness of the lighting modules is more intense. The headlights are raised slightly to increase the beam's range.
- **Adverse Weather:** when the windscreen wipers are on, the power of the lighting modules increases to help you pick out white lines. The main projector reduces its intensity to avoid any risk of dazzle from the wet road.
- **High Beam:** this lighting mode can be activated at any moment by the automatic main beam function. The power and range of the lights are set to maximum to illuminate the length and breadth of the carriageway.



ACTIVE SAFETY BRAKE

Designed to avoid or limit the effects of a collision (automatically activated above 5km/h). A windscreen mounted camera, assisted by radar*, detects obstacles ahead and automatically slows or brings DS 7 CROSSBACK to a halt without you having to touch the brake pedal.

DS CONNECTEDCAM

Housed in the base of the rear view mirror, this camera system enables you to store photos and videos of your journeys. Thanks to its WiFi connection the data recorded by the camera can be transferred to a smartphone. DS ConnectedCAM can also record video in the event of an accident.

REVERSING CAMERA WITH 360 VISION

Activated when you select reverse gear, the reversing camera enables you to see what's behind the car giving you a bird's eye view of DS 7 CROSSBACK's surroundings.

ACTIVE LANE DEPARTURE WARNING

Active Lane Departure Warning detects the car wandering across lanes of traffic and brings DS 7 CROSSBACK into line. When it notices unintended lane deviation, the system gently counter-steers to keep the vehicle in its lane. A light also flashes in the instrument panel to make you aware.

ACTIVE BLIND SPOT MONITORING

This system warns you when there's another vehicle in your blind spot. This is conveyed by a flashing light in the external door mirror on the side concerned. If required, the system prevents DS 7 CROSSBACK from straying into danger.

** Radar with DS CONNECTED PILOT*

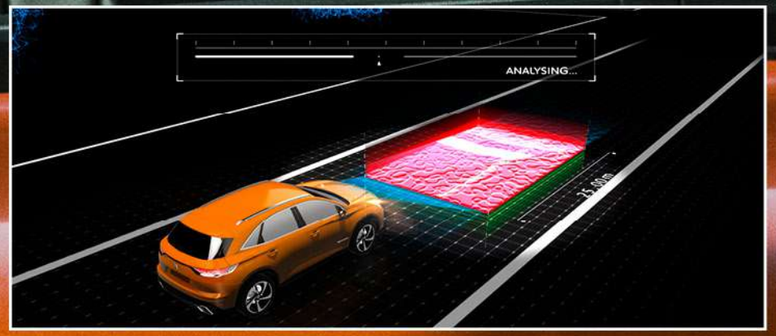
DS ACTIVE SCAN SUSPENSION:
DS SUSPENSION FOR THE 21ST CENTURY

DS ACTIVE SCAN SUSPENSION analyses the road ahead and adjusts automatically, making DS 7 CROSSBACK able to handle imperfections in the road's surface with ease.

This innovative technology employs a camera placed behind the windscreen connected electronically to the front and rear axles. This works with four height sensors and three accelerometers to gauge DS 7 CROSSBACK's reactions such as speed, steering wheel angle and braking.

Data is transmitted in real time to an electronic control unit, which governs each wheel independently. Based on this data, the control unit is continually making the suspension firmer or softer.

DS ACTIVE SCAN SUSPENSION uses swift reactions and finesse to improve comfort on the move and create a unique, smooth driving experience.



PURE SOUND

For our in-car sound system, we've joined forces with FOCAL®, France's leading professional, home and car audio company. Its top of the range system, called FOCAL Electra® HiFi system, is made up of 14 speakers carefully positioned around the cockpit for a uniquely immersive listening experience.

DS SENSORIAL DRIVE

DS 7 CROSSBACK enables you to express yourself through personalisation. DS SENSORIAL DRIVE offers something completely unique for the senses through two choices: Cashmere and Titanium. PolyAmbient lighting across the door panels is available in eight colours: Crystal White, Sapphire Blue, Quartz Grey, Amber Orange, Carmine Red, Dark Red, Opal Green and Spinel Purple.

DYNAMIC TRANQUILITY

Comfort is a given the moment you're on board. Our engineers selected high density foam when they were designing DS 7 CROSSBACK's wide and welcoming seats. This guarantees complete comfort and long-lasting support. Technology plays its part in the front seats too, which can be heated, ventilated and massaging, with five modes available. The multi-point massage function allows front-seat passengers to completely relax. Controlled via the central screen, the driver and passenger seats can be controlled independently.

DRIVING PLEASURE

DYNAMIC ENGINES

DS 7 CROSSBACK is available with a choice of dynamic petrol or diesel engines. Powerful and efficient, these conform to the latest exhaust emissions standards (Euro 6.2) and stand out through their remarkable torque. They've been made smoother and more responsive thanks to our new 8-speed automatic gearbox. And technologies such as 200-bar injection pressure for the PureTech petrol engine and Stop & Start technology in both PureTech and BlueHDi engines, ensure reduced consumption and CO_2 emissions.

Find out more about the engines on page 68

HYBRID

E-TENSE 4X4, HYBRID BY DS

With DS E-Tense, the fully-electric concept car, and our involvement in Formula E with DS Virgin Racing, DS Automobiles has already made huge strides into electric technology that will drive the future of our cars.

In 2019, DS 7 CROSSBACK will be launched with the E-TENSE 4x4 plug-in hybrid drivetrain. This comprises a 200hp petrol internal combustion engine and two electric motors that combine to give a total power output of 300hp. It also features an automatic 8-speed gearbox, a compact 90kW lithium-ion battery and electric drive to the rear wheels, giving 4x4 versions stunning performance. Four modes are available: Zero Emissions Vehicle (ZEV) is 100% electric; Hybrid Electric Vehicle (HEV) is petrol or electric for long distances without recharging; SPORT offers combined petrol and electric power with four-wheel drive (4x4).

DS hybrid technology enables the batteries to be recharged during driving (through deceleration or by the internal combustion engine) or by plugging directly into mains electricity. When used in ZEV mode, the 13kW/h battery has a range of 60 km/h.

MADE TO MEASURE

COLOURS

Blanc Banquise (F)

Gris Artense (M)

Gris Platinum (M)

Brun Andradite (P)

Noir Perla Nera (P)

Blanc Perle (P)

Or Byzantin (P)

Bleu Encre (P)

Rouge Absolu (P)

Inspiration DS PERFORMANCE Line available only in:
Blanc Banquise, Gris Artense, Gris Platinium, Noir Perla Nera and Rouge Absolu

(F): Flat; (M): Metallic; (P): Pearlescent

UPHOLSTERY

Black Basalt and
Bronze Perruzzi cloth

PERFORMANCE Line
Black Basalt Alcantara®

Black Basalt
grained leather

Alezan Brown Nappa leather
with watchstrap design

Art Black Basalt Nappa leather
with watchstrap design

Art Black Basalt Nappa leather seats with watchstrap design

ALLOY WHEELS

19 inch gloss Onyx Black
'BEIJING' alloy wheels*

19 inch gloss Anthracite Grey
'ROMA' alloy wheels

** Only available on PERFORMANCE Line*

ESSENTIAL *ACCESSORIES*

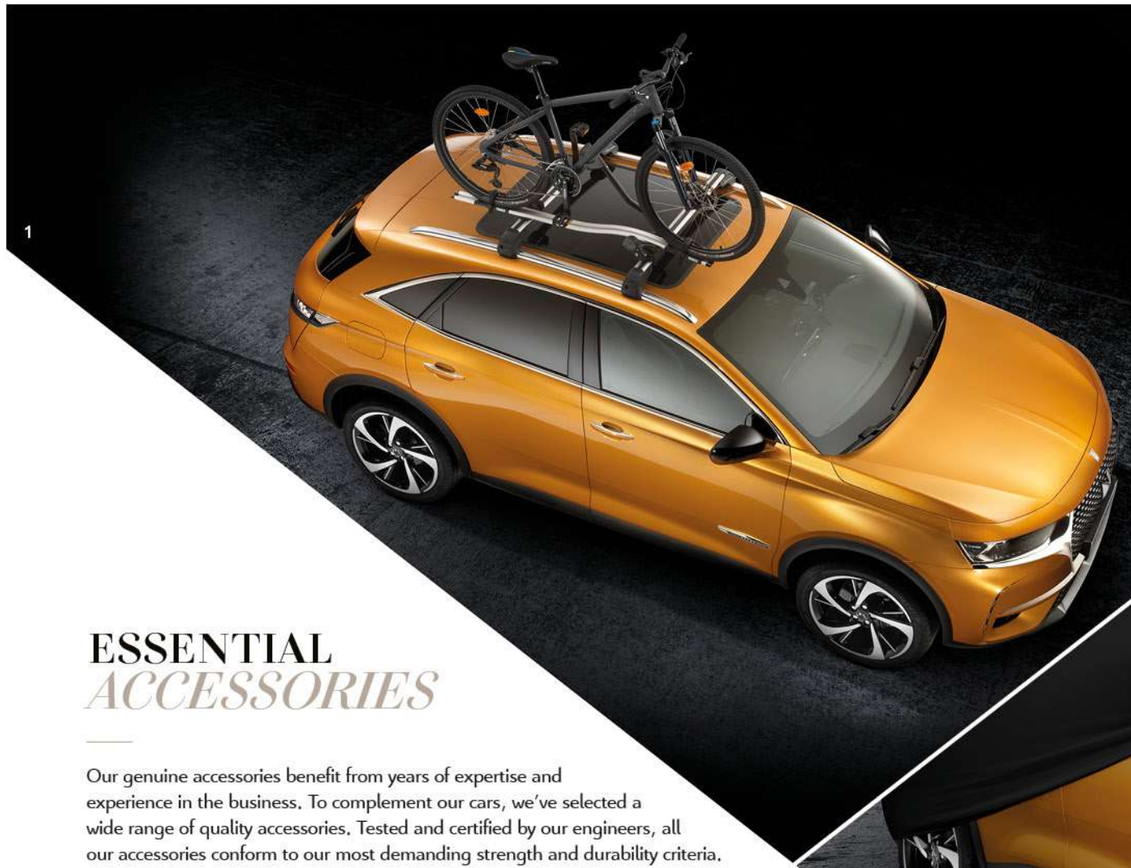
Our genuine accessories benefit from years of expertise and experience in the business. To complement our cars, we've selected a wide range of quality accessories. Tested and certified by our engineers, all our accessories conform to our most demanding strength and durability criteria.

Our choice:

- Roof bars and bicycle carrier
- Anti-reflective film cover
- Car cover
- Tow bar

Find how our official DS Accessories can make life easier; ask for an accessory brochure or visit the DSautomobiles.co.uk website.

1



- 1 -
Roof bars and bicycle carrier

- 2 -
Anti-reflective film cover

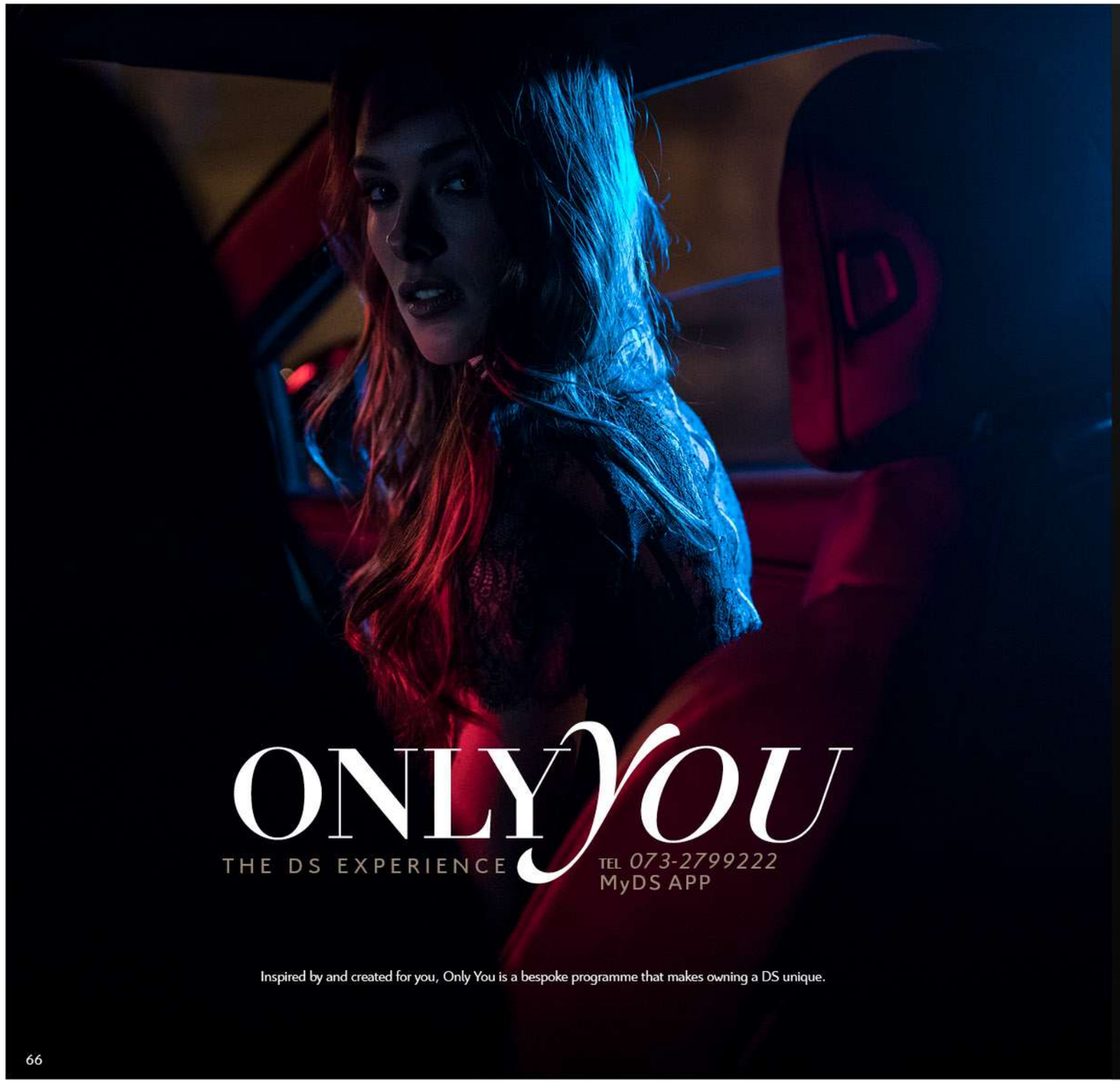
2

3

- 3 -
Car cover

- 4 -
Tow bar

4



Inspired by and created for you, Only You is a bespoke programme that makes owning a DS unique.

ONLY YOU SERVICES (1)

MyDS APP - CONNECT TO EXCLUSIVE SERVICES

MyDS APP lets you direct access to the Exclusive Only You services and keeps you connected with your DS. Compatible with every DS (2) models, MyDS APP accompanies you before, during, or after each journey. Available during 2018

DS ASSISTANCE - DRIVE WITH PEACE OF MIND

AVAILABLE 24/7 IN CASE OF BREAKDOWN OR ACCIDENT
So that you can drive with complete peace of mind, we've made life easy by making sure you'll stay mobile while owning your DS. If Accident and breakdown occur DS ASSISTANCE is available 24/7. Simply call 073-2799222 or go to MyDS APP(3).

DS VALET - A CARRIER FACILITATES YOUR MOVEMENT

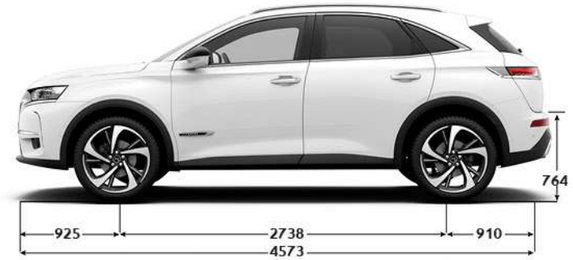
Since time is precious, DS has created the DS VALET experience for you. When making appointments in our workshops, this service provides you with a personal valet. More information about the availability of DS Valet in your DS STORE or call 073-2799222.

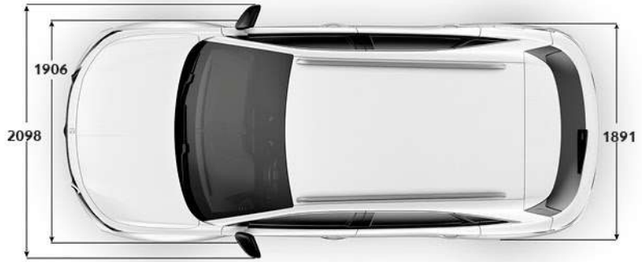
DS CLUB PRIVILEGE (4) - PREFERRED ACCESS TO UNIQUE EXPERIENCES

Driving a DS, you have chosen excellence and French refreshing. To give you an unforgettable experience, DS created the DS CLUB PRIVILEGE.
DISCOVER THE DS UNIVERSE THROUGH EXCLUSIVE EVENTS AND BENEFITS. Available in 2018

(1) According to availability in the DS approved services centers.
(2) Bluetooth® connection to a compatible smartphone required.
(3) MyDS APP Services will be provided upon availability during 2018.
(4) More information in your DS STORE.

DIMENSIONS





BlueHDi TECHNOLOGY

BlueHDi diesel engine technology epitomises the technical innovation, engineering excellence and effortless performance that you will experience throughout the DS range. It is designed to deliver exceptional fuel economy, minimal CO_2 emissions and refined power for an inspiring drive.

BlueHDi engines also comply with Euro 6 standards by reducing consumption and emissions.

How it works:
- BlueHDi engines use a process called Selective Catalytic Reduction (SCR) to treat exhaust gases and reduce the pollutants such as NOx.
- NOx (nitrogen oxide) particles are turned into water vapour and nitrogen (a harmless gas) after a chemical reaction with an additive called AdBlue®.

SERVICE & WARRANTY

DS SERVICE
To keep your DS performing at its best, it´s important to Service your vehicle in line with our recommendations. Services will be carried out by an Official DS Workshop.

DS WARRANTY
Every DS has the benefit of a 3 year* warranty, plus a 12 year anti-perforation** warranty and a 3 year paint warranty.

** 2 years unlimited warranty or 3 year up to 100,000km.*
*** Against all internal to external perforation to bodywork or underbody.*
For more details- refer to your warranty book.

DISCOVER THE COMPLETE DS COLLECTION

Go to DSautomobiles.co.il or download the app.

Available on the App Store | Google play

NOTE: Images and specification descriptions are dependent on trim level and options specified. Images used are for illustrative purposes only. Please refer to price and specification guide for current detail on Israel specification. The information and details contained in this brochure were accurate at the time of going to press April 2018. However the company reserves the right, whilst preserving the essential characteristics of the models described, to introduce at any time modifications, changes of details, equipment or accessories. Every effort will be made to bring this brochure up to date, but in order to avoid any misunderstandings please consult your DS Advisor. The DS website contains full information on DS products and offers at www.DSautomobiles.co.il. You can also contact DS via the website.

DS AUTOMOBILES

DSautomobiles.co.il