

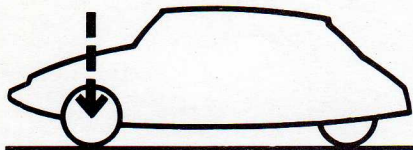
What can you learn in ski school about buying a new car?

Plenty, if you think about it a moment.

What's the first thing your instructor said that first frantic day in class? "Keep your weight forward," correct? Seems the weight up there helps keep you going where you want to go.

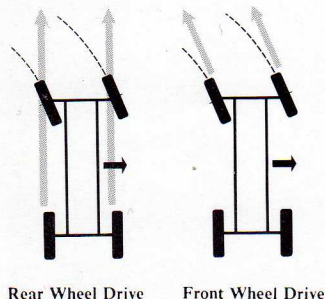


Remember this lesson next time a CITROEN passes you on the way to the area. CITROEN keeps the weight up front, too. Over 60% of the weight (engine, transmission, spare tire) is up front over the *driving* wheels.

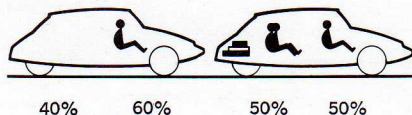


Now, with your weight forward, the skimeister advises you to *ski in control*. In other words, be able to change direction and stop at will. Good advice.

Weight up front and front wheel drive. That's the CITROEN technique. The wheels *pull* you through corners. You resist the natural tendency to skid that's built into every curve. You are actually in much tighter command of a CITROEN on a snow-slick highway, *without chains or snow tires*, than in other cars *with* these artificial traction aids.



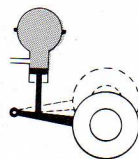
Steering is the ultra-positive power rack and pinion type found on the most expensive sports cars. This design can't be beat for quick, certain control. Brakes too, are power operated (standard equipment); discs up front to bear the brunt of the job . . . drum brakes out back. There's a separate hydraulic circuit for each. Good. But get this! A "hydraulic brain" doles out braking effort to the four wheels as it is needed.



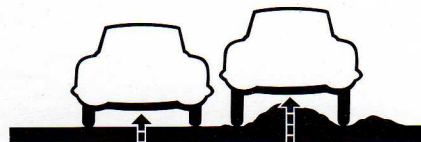
This means that wheels carrying lighter loads resist the temptation to lock under heavy braking. And you resist the tendency to skid. With CITROEN you **DRIVE** in control.

In all humility we must admit that these features make CITROEN undoubtedly the world's safest, sanest ski transportation.

You literally ride on four cushions of "air" and oil that soak up shock many times more effectively than steel suspension springs.



Of course, there are many things about CITROEN you'll have to learn yourself. You have to feel the quick response that four-speeds-forward and 100 mph-power give you. You have to experience that nice fat feeling around your money-belt that only a car in the 25-35 miles-per-gallon-of-gas league can give. You have to experience the incredible (yes, incredible) comfort of Air-Oil suspension. You have to see-it-to-believe-it when the car lifts itself up



at the flip of a lever to increase road clearance over deep snow. And you have to see-to-believe the downright amazing volume of skiing gear you can pile into the trunk of the sedan or the load deck of the wagon.

A whole page gone and we haven't told you half the amazements that are waiting for you behind the wheel of a CITROEN. But we'll tell you one thing more: it's the most popular car at Chamonix and Megève. So maybe you'd better get the whole story from your CITROEN dealer. Or write us. We will send you lots of interesting information to read.

Citroën

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