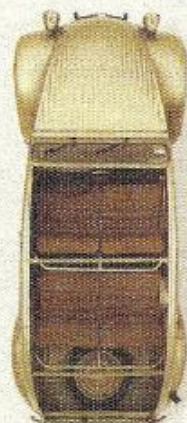
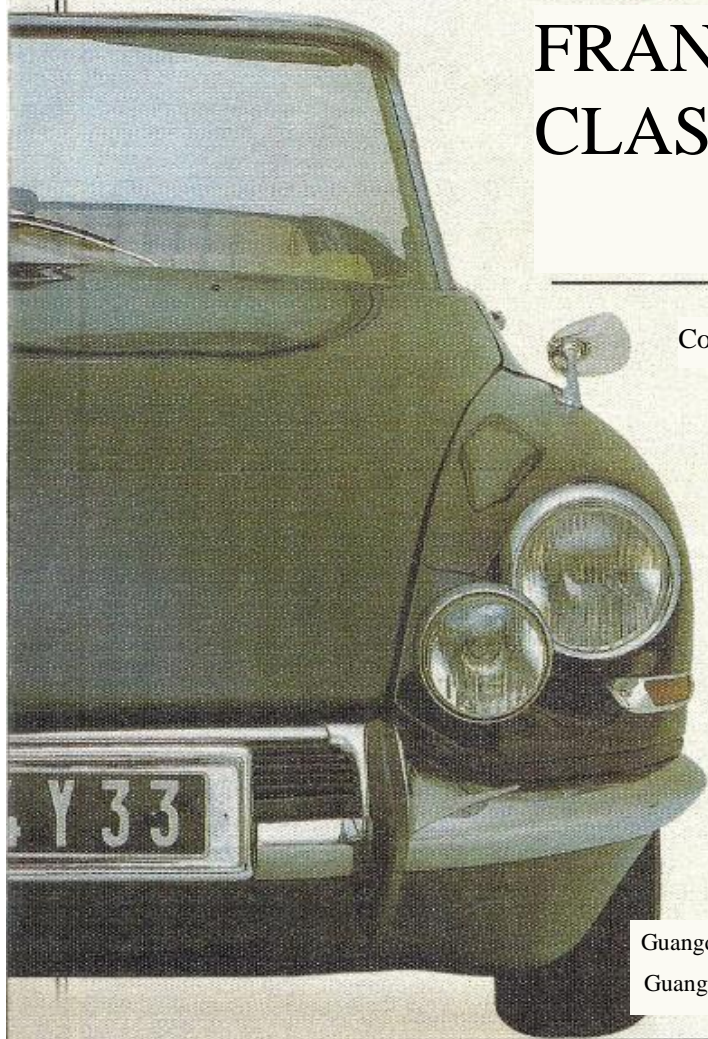


# FRANCE CLASSIC CAR

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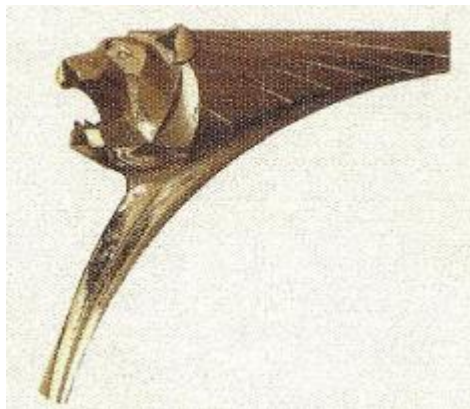
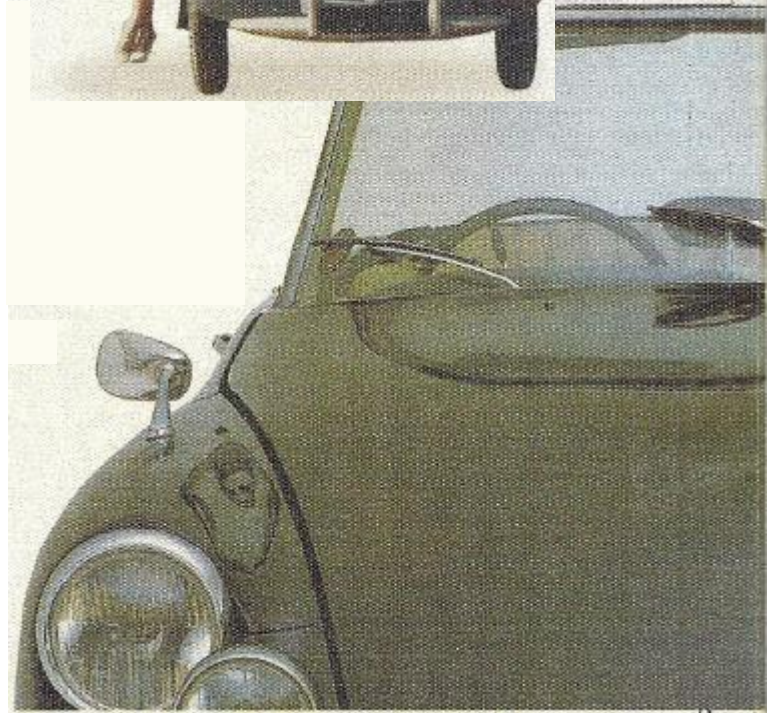
Compiled by Wu Yuan



Guangdong Provincial Publishing Group  
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## CLASSIC CAR TRAVEL

We all know that Peugeot cars, Renault cars, and Citroen cars are not the fastest, not the most fuel-efficient, and even not the safest cars in the world. However, their low-profile and restrained image represent the understanding of French people to fashion. It demonstrates clearly in the fact that Roland Barthes, a structuralist philosopher, employed in his work flattering words to describe Citroen DS.



Price: RMB 20.00



Year 1950-1960

French people of that time were still fashion-forward as always. They gradually became less satisfied with economical and practical compact cars. Citroen displayed their advanced applied science and technology in their DS series exactly at that time.

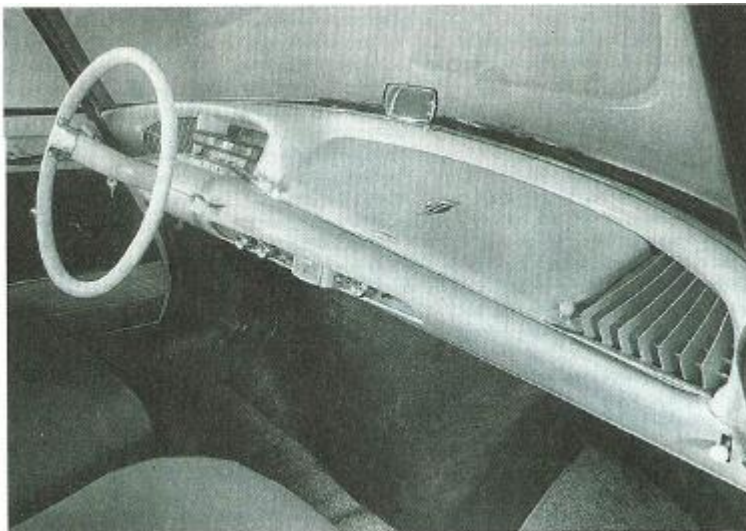
Chapter Six Citroen DS

The DS series possessed advanced vehicle structure and extremely nice appearance, which made it to be a world-famous classic automobile.



## FRANCE CLASSIC CAR

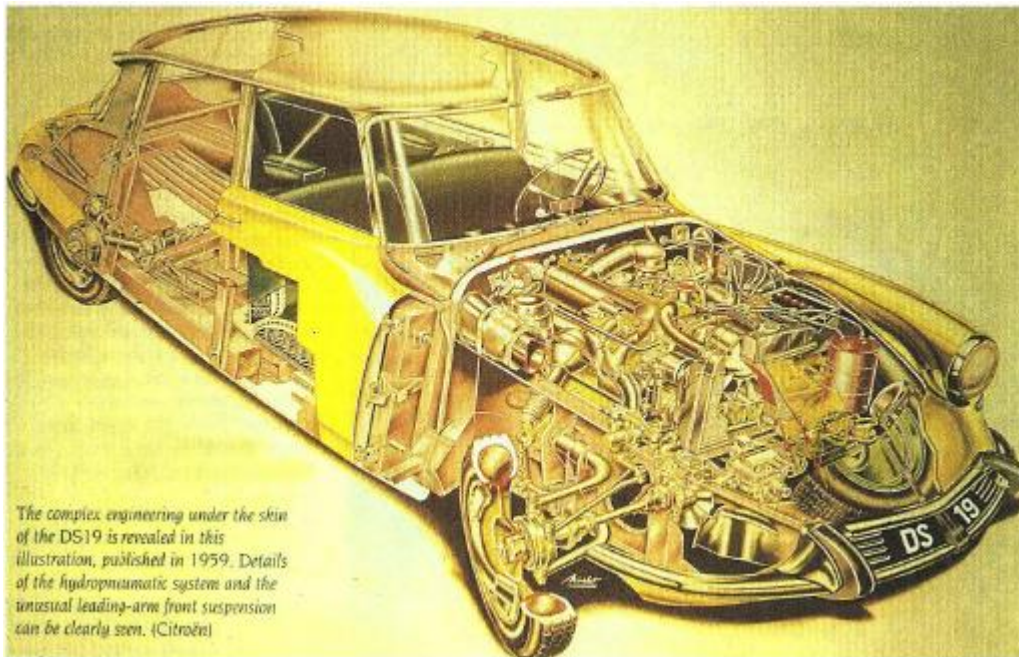
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(Note) Citroen DS19 filmed numerous propaganda photos together with movie stars of that time.

(Note) Dashboard of Citroen DS19. Citroen DS adopted automatic clutch semi-automatic transmission. It replaced the usual floor-shift with a selector lever (on the left side of the steering wheel).

“DS” comes from “Deesse” which means goddess in French. When it came out, it immediately became one of the hottest discussion topics that it was believed to open a new chapter of the world history of automobiles. DS not only had an elegant appearance, but also revolutionary technique features, containing hydro-pneumatic suspension with automatic leveling function, two pairs of independent brake lines, auto-regulatory brake system, and luxurious semi-automatic transmission.



It enjoyed displacement of 1.91L, maximum engine rev. of 4,500 rpm, 73 horsepower, four-speed gear shift, maximum speed of 171km/h, and fuel consumption of 10L/100km. In just 45 minutes after its exhibition, it received 749 orders. The first day of exhibition ended up with 12,000 orders.

The forward-looking vision developed the technique level of Citroen. When you sitting in a car, enjoying the comfort that high technology bring to you, you must admit that it possesses the beauty of technology.

Type: Citroen DS  
 Launch time: 1955  
 Total production: 1,455,746  
 Size of the car: 4.8 in length, 3 1in spread of axles  
 Body style: 4-door sedan, front-engine design  
 Engine: 1.9-2.3L, L-4 Four-cylinder In-Line  
 Maximum power: 73-`30 horsepower at 4,500 rpm  
 Maximum torsion: 95-173 Nm at 3,000 rpm  
 Transmission: 4-speed automatic  
 Drive form: FWD  
 Maximum speed: 171 km/h  
 0-60 mile/h (96km/h): 14 seconds

### Winner of market

When Peugeot and Citroen won their success at the same time in car design and technology respectively, Renault turned to be state-owned, marched forward courageously in business. Renault 4CV won a lot while new models were developed.



## FRANCE CLASSIC CAR

In 1968, the first Peugeot luxury 4-door sedan 504 arrived at the market. This car offers several engine options matching 7 levels of power delivery correspondingly with a range from 56 – 104 horsepower. Sedan 504 has different versions: basic, coupe and open. Its production reached above 3.60 million. In 1969, Peugeot 504 won the title of “European Car of the Year”. At the same year, Peugeot became the second largest French car manufacturer.

The success of Peugeot was real. However, the power of Brigitte Bardot’s sexy pouted lips was stronger. Beautiful women are always stunner. Not to mention that Brigitte was already goddess in French people’s heart at that time.

Type: Peugeot 504

Launch time: 1968

Total production: 2,836,837

Size of the car: 4.4 in length, 2.7 in spread of axles

Body style: 4-door sedan, front-engine design

Engine: 1.8-2.3L, L-4 Four-cylinder In-Line

Maximum power: 54-104 horsepower

Maximum torsion:

Transmission: 5-speed automatic

Drive form: FWD

Maximum speed: 166 km/h

0-60 mile/h (96km/h): 12 seconds

### **The Goddess of Roland Barthes - Citroen DS Decapotable**

The world of cars also has goddess. In French writer and structuralist professor Roland Barthes’s book *Mythologies*, he said, Citroen was “fallen from the sky”, and just like the gothic church, was “the supreme creation of an era”, full of final pursuit of people to beauty.

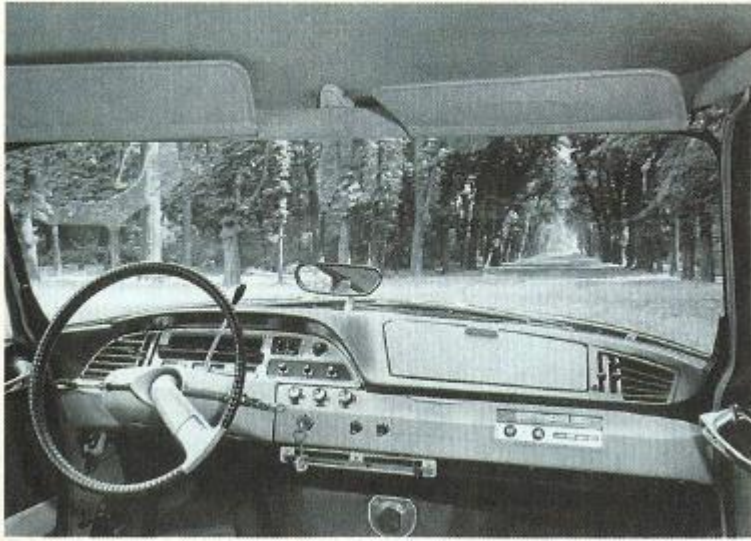
Since the success of DS19 in 1955, it has become the key product of Citroen for the later 20 years. The DS series deserve to be called world classic famous car, or even the representative of entire French Roman Elegant style. DS series had been in production from October of 1955 to April of 1975. During the time, there were 1,456,115 Citroen DS in total.



(Note) The symbolic selector lever was still on the new-designed dashboard in 1961.

Chapter Seven Storm in May

(Note) DS changed its form for the first time in 1968. The headlights were covered in the transparent fairing to make it simple.



## FRANCE CLASSIC CAR

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(Note) The front view of Citroën DS Decapotable



(Note) The rear view of Citroën DS Decapotable



In 1960s, Citroen kept improving DS cars by modifying the appearance and boosting engines. In year 1960, DS21 with an engine of the size 2.1L appeared. And DS Decapotable of 1960 can be regarded as an open version of it that the gear box and the suspension system remained while size of engine enlarged that the maximum speed was able to reach 187 km/h. The open style displays the elegant curve modeling of the car body designed by Gruppo Bertone as a lady.

In Roland Barthes's work, he described DS through the perspectives of speed (emphasized elegance but not fast) and figure (smooth as the appearance of a dove). He deems that the key point of the goddess of the car is comfort but the show-off) from the view of semiology. He is always good at rediscover meaning of things from the view of language and symbols. He always has distinctive perspectives. In 1960s, one of his well-known saying surprised everyone.



Citroen DS Decapotable

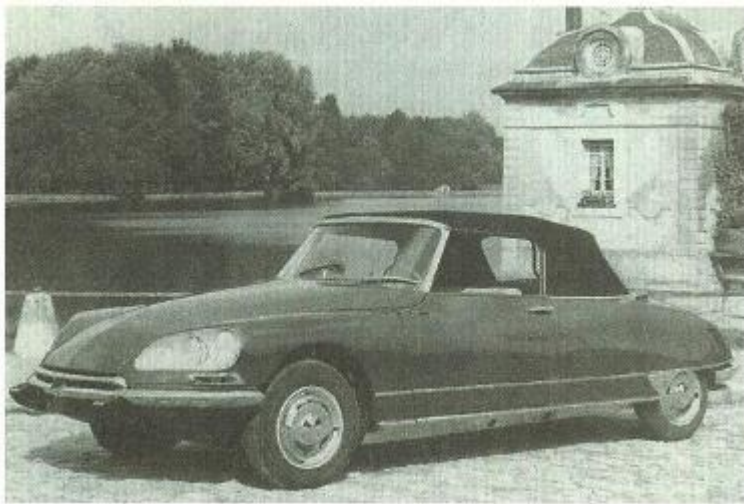
Type: Citroen DS Decapotable  
Launch time: 1960  
Total production: 1,365  
Size of the car: 4.8 in length, 3.1 in spread of axles  
Body style: 4-door sedan, front-engine design  
Engine: 1.9L, L-4 Four-cylinder In-Line  
Maximum power: 83 horsepower at 4,500rpm  
Maximum torsion: 135 Nm at 3,000 rpm  
Transmission: 4-speed automatic  
Drive form: RWD  
Maximum speed: 187 km/h  
0-60 mile/h: 11.2 seconds

## FRANCE CLASSIC CAR

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(Note) Charles de Gaulle standing in front of his DS special version



(Note) DS open version of the year 1968

### **Storm in May**

The most well-known saying of Roland Barthes in 1960s was that structuralism shall not be a street movement.

In May of 1968, an intellectual with words addressed like this would be despised and misunderstood by people.

There were various names and expressions in Paris and other French cities in that May: danger, revolution, civil war, (students') commune, strike, turmoil, etc. "The breakfast of dog" also can be count as one. Usually, it was called as the Storm of May.

The political storm started from the circle of education and culture. It was the climax showing the rebellious mood of culture of the western world in the 1960s. Numerous French thought leaders have participated in the movement, such as Jean Paul Sartre the master of existentialism, Michel Foucault the Philosopher, Marguerite Duras the woman writer as the flags. Paris was in paralysis. Slogans like "No Mustn't" and "Realize our dreams" were everywhere. Catchwords and leaflet were full of the place. Red flags were fluttering gaily in the wind. The sounds of singing were loud and clear. It was a real carnival. The illusion of Utopia appeared in front of people's eyes...

(Note) Parades in the Ave des Champs-Elysees

(Note) Satres the leader of existentialism in the period of Storm of May





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