DS AUTOMOBILES DESIGN VISION
ESPRIT

OUR HERITAGE

In 1955, one vehicle caused a sensation at the Paris Motorshow. This top of the range vehicle completely challenged the established automotive codes, demonstrating that French luxury was a symbol of innovation, elegance, expertise and prestige. That car was a DS. It became rapidly an icon and is now a legend.

In 1970, a new vehicle, born from the DS Sport project and the acquisition of the Maserati Brand by Citroën pushed even further the values of DS. This car was the SM.

AVANT-GARDE
OUR AMBITION

EMBODY THE FRENCH LUXURY KNOW HOW IN THE AUTOMOTIVE INDUSTRY
“OUR DESIGN PHILOSOPHY IS TO INJECT SOUL INTO EACH DS CAR BY CREATING THE PERFECT ALCHEMY BETWEEN SPIRIT OF AVANT-GARDE, TECHNOLOGY, PERFORMANCE & EXCEPTIONNAL CRAFTSMANSHIP”
IN A WORLD WHERE THE ELECTRIC VEHICLE BECOMES TASTELESS, DS AUTOMOBILES WILL OFFER A DIFFERENT VISION

"INJECT SOUL INTO PERSONAL MOBILITY BY CONNECTING OUR CUSTOMERS TO THE BEAUTIFUL, THE REAL, THE HUMAN THROUGH UNIQUE EXPERIENCES COMBINING TECHNOLOGY AND POETRY, RESPONSIVENESS AND MOMENTS OF ETERNITY"
HIGH TECHNOLOGY - PERFORMANCE - EFFICIENCY
ASYMMETRICAL CONCEPT

- A DUAL OBJECT, COMBINING TWO RADICALLY DIFFERENT USES
- DRIVING AND AUTONOMOUS TRAVEL
JEWEL OF TRAVEL
PRO
DESIGN
LAB
LIGHTING/WHEELS/GRILL/EMBLEM/ADAS
LIGHTING FUSION

REFINE DETAIL
LIGHT VEIL

SIGNATURE
REAR LIGHTING

SCALES SIGNATURE
How the algorithms and parametric programs helped us to develop these complexe designs
DS3 REMOTE CONTROL
THANK YOU