



DS AUTOMOBILES

— DS 7 CROSSBACK LA PREMIÈRE
— PRICE & SPECIFICATION GUIDE —

JUNE 2017



INFINITE CHARISMA

— DS 7 CROSSBACK LA PREMIÈRE —

La Première is the exclusive launch edition of DS 7 CROSSBACK. Stylish and full of innovation, DS 7 CROSSBACK La Première is a refined and technically advanced SUV. It is available now through online reservation for a strictly limited period and will be the first edition of DS 7 CROSSBACK delivered in Spring 2018.



DS 7 CROSSBACK LA PREMIÈRE

Wheels

20 inch 'Paris' gloss Black Onyx diamond-cut alloy wheels

Space saver spare wheel

Interior Trim

Art Rubis Leather upholstery, including:

- Nappa Leather front and rear seats
- Nappa Leather dashboard
- Front armrest
- Front door trim inserts
- Rear door panels

In-Car Entertainment

12 inch HD touchscreen

DS Connect Nav:

- DAB digital radio
- Bluetooth® handsfree and media streaming
- Mirror Screen with Mirror Link® and Car Play™
- Voice recognition
- Connected satellite navigation
- WiFi

Wireless charging for Smartphone

Interior Style

Bi-Tone Black and Art Rubis leather steering wheel with contrast stitching

'La Première' badging on the dashboard

Exclusive B.R.M R180 Timepiece

'La Première' carpet mats

Aluminium sport pedals and footrest

Screen scroller with real black crystal

PolyAmbient lighting – interior LED lighting including nine colours

Safety & Security

DS Connect Box emergency and assistance system

DS Driver Attention Monitoring

Advanced Safety Pack:

- Lane Keeping Assist
- Active Blind Spot Detection
- Extended Traffic Sign Recognition
- Driver Attention Alert

Safety kit including triangle, first aid kit and yellow vest

Exterior Style

Laser-etched exterior door mirrors

'La Première' Monogram on the bonnet

'La Première' badges on the front doors

Electrically, folding and dimming door mirrors with DS spotlight LED

Inox roof rails

Comfort & Convenience

Electric tailgate opening with loaded arms access

DS Connected Pilot – combines Adaptive Cruise Control Stop & Go and Lane Keeping Assist (part of the Advanced Safety pack)

Lighting & Visibility

DS Active LED Vision headlights

LED Daytime Running Lights

DS LED 3D rear lights

LED front fog lights with cornering function

Heated rear windscreen



DS CONNECTED PILOT: DRIVE OR BE DRIVEN

DS CONNECTED PILOT is a driver assistance function that takes us one step closer to autonomous driving. This innovative aid automatically regulates speed in relation to the vehicle ahead and controls the steering to keep DS 7 CROSSBACK La Première in the middle of its lane. You can activate it at up to 112mph (depending on local road laws). It makes for driving that's safer and less stressful in traffic jams or on motorways.

— DS 7 CROSSBACK LA PREMIÈRE — BODY COLOURS

(M) Metallic (P) Pearlescent



CUMULUS GREY (M)



PERLA NERA BLACK (P)



PEARL WHITE (P)

— DS 7 CROSSBACK LA PREMIÈRE — DS INSPIRATIONS

INTERIOR TRIM

Quality and craftsmanship ooze from every pore of DS 7 CROSSBACK La Première's Nappa leather upholstery. Its exclusive DS Inspirations interior is clad in deep Art Rubis coloured hide, from steering wheel to seats.



ART RUBIS LEATHER UPHOLSTERY

Nappa leather front and rear seats, Nappa leather dashboard,
front armrest, front door trim inserts, rear door panels

— DS 7 CROSSBACK LA PREMIÈRE —

SPECIFICATION

- Standard equipment

	LA PREMIÈRE	Notes
UPHOLSTERY		
Art Rubis Leather upholstery, including: - Nappa leather front and rear seats - Nappa leather dashboard - Front armrest - Front door trim inserts - Rear door panels Bitone Black and Art Rubis leather steering wheel	• •	
WHEELS AND TYRES		
20 inch 'Paris' gloss Black Onyx diamond-cut alloy wheels	•	
Black wheel centre-caps with DS logo	•	
Space saver spare wheel	•	Includes jack, recovery eye, wheelbrace, and wheel centre-cap remover
SAFETY AND SECURITY		
ABS (Anti-lock Braking System) with Electronic Brakeforce Distribution and Emergency Braking Assistance	•	
ESP - Electronic Stability Program	•	
TSM - Trailer Sway Mitigation	•	Directional stability system for trailer
Hill start assist	•	
Safety kit	•	Includes triangle, first aid kit and yellow vest
Perimetric and volumetric alarm system	•	Includes child safety: electric rear door locking
DS Connect Box emergency & assistance system	•	
Tyre pressure monitoring system	•	
Driver, front passenger, front and rear lateral and curtains airbags	•	Includes manual deactivation of passenger airbag
Height adjustable front seatbelts with force-limiter	•	
Auto Safety Brake	•	In-crash braking
Speed Limit Advisor	•	
Gear shift indicator	•	
DS Driver Attention Monitoring	•	Using a camera facing the driver, this system continuously monitors and analyses facial expressions in order to identify signs of fatigue or inattention.
Electric Parking Brake	•	
Electric power steering	•	
Height & depth adjustable steering column	•	
Safety Pack – Active Safety Brake, Lane Departure Warning	•	
Advanced Safety Pack – Lane Keeping Assist, Active Blind Spot Detection, Extended Traffic Sign Recognition, Driver Attention Alert	•	

DS ACTIVE LED VISION

Lighting technology which has a unique visual appeal but also performs a vital road safety role. LED headlamp modules turn left and right and vice versa and change angle depending on vehicle speed, steering wheel angle and weather conditions. Enables seven lighting modes, inter-changing according to road conditions including urban, country, motorway, rain and dark to illuminate further and improve safety.



	LA PREMIÈRE	Notes
INTERIOR STYLE		
‘La Première’ badging on the dashboard	•	
‘La Première’ carpet mats	•	
‘La Première’ door entry sills	•	
Exclusive B.R.M R180 Timepiece	•	
Leather gear knob	•	
Aluminium sport pedals and footrest	•	
Frameless dimming interior mirror	•	
Steering wheel mounted controls	•	
Gearshift paddles behind steering wheel	•	
Cloth sunvisors with LED courtesy mirror and ticket holder	•	
SEATING		
Front Seats: Electric height and length adjustment with memory function (includes exterior door mirror positions and air conditioning settings), heated, lumbar support with massage function, four way adjustable headrests, ISOFIX points and top tether function on passenger seat	•	
Rear Seats: Electric seat backrest adjustment, 40/60 backrest split, fold flat option to extend boot capacity, ISOFIX points on two lateral seats with top tether function	•	
LIGHTING & VISIBILITY		
DS Active LED Vision headlights	•	Includes revolving and automatic headlights
DS LED 3D Rear Lights	•	
LED front foglights with cornering function	•	
LED daytime running lights	•	Integrated in the front bumper
Automatic lighting at car unlocking	•	
Automatic ‘Follow me home’ lighting and door mirror mounted LED approach spotlights	•	
PolyAmbient Lighting	•	Interior LED lighting, including 9 colours
Dark tinted front and rear windows	•	
Acoustic, tinted and heated rear windscreen	•	
STORAGE		
Double cupholder on central console	•	
Rear central armrest with storage, ski flap and double cupholder	•	

12 INCH HD TOUCHSCREEN

The centrally mounted HD touchscreen connects you to the navigation, multimedia, Mirror Screen and DS Connect Nav. The second screen in the instrument panel can be personalised to provide all the information you need, directly in your field of vision. Technology like this features throughout DS 7 CROSSBACK.



	LA PREMIÈRE	Notes
EXTERIOR STYLE		
'La Première' badging on the front doors	•	'La Première' badge on doors
'La Première' Monogram on bonnet	•	Number "1" badge on bonnet
Gloss black front grille	•	
Inox polished roof rails	•	
Electrically, folding and dimming door mirrors with DS spotlight LED	•	
Body colour door handles	•	
Chromed double exhaust pipe	•	Diesel engines
Inox double exhaust pipe	•	Petrol engines
COMFORT AND CONVENIENCE		
Electric tailgate opening with loaded arm access	•	
Keyless entry and start	•	
Stop and Start function	•	
DS Connected Pilot	•	Combines Adaptive Cruise Control Stop & Go, Lane Keeping Assist
Front and rear parking sensors	•	
Reversing camera	•	
Auto Comfort Pack – Automatic air conditioning, Automatic windscreen wipers, Odour filter	•	
Modularity Pack (Boot) – Two position floor, Lateral storage, Chromed entry sill, 12V socket	•	
Illuminated 12V socket in front storage	•	
Height and depth adjustable steering wheel	•	
DS Active Scan Suspension	•	Includes three suspension modes: Comfort, Auto, Sport
Doors, boot and fuel trap central locking	•	
Automatic doors and boot locking while driving	•	
Rear window wiper	•	
Anti-pinch front and rear electric windows	•	
IN CAR ENTERTAINMENT		
12 inch HD touchscreen	•	
DS Connect Nav:		
- DAB digital radio		
- Bluetooth® handsfree and media streaming	•	
- Mirror Screen with Mirror Link® and Car Play™		
- Voice recognition		
- 8 speakers		
- Connected satellite navigation		
- WiFi		
Wireless charging for Smartphone	•	
Three USB sockets (one in centre and two in rear centre console)	•	

— DS 7 CROSSBACK LA PREMIÈRE —

TECHNICAL

	PETROL VERSION	DIESEL VERSION
	THP 225 S&S [*] EAT8 auto ^{**}	BlueHDi 180 S&S [*] EAT8 auto ^{**}
ENGINE		
Capacity (cc)	1598	1997
Cylinders	4	4
Max power CEE (hp/kW/rpm)	225/165/5500	180/130/3750
Max torque CEE (Nm/rpm)	300/1900	400/2000
Fuel system	Direct injection turbocharged	
Euro status	6.2	
TRANSMISSION	EAT8 Automatic	EAT8 Automatic
(All figures driver alone) PERFORMANCE		
Max speed (mph)	141	128
0-62mph (secs)	8.3	9.4
Standing acceleration to 1000m (secs)	29.4	30.8
ECONOMY ¹ Litres/100km (mpg)		
Urban cycle	TBC ²	TBC ²
Extra urban	TBC ²	TBC ²
Combined	TBC ²	TBC ²
CO ₂ EMISSIONS (g/km)	TBC ²	TBC ²
WEIGHTS (kg) ³		
Kerb Weight (exc. Driver)	1420	1535
Payload	625	580
Gross train weight	3600	4000
Max towing weight unbraked	750	750
Max laden weight (Gross vehicle weight)	2045	2115
Max tow hitch download	80	80
BRAKES	Front: 304mm x 28mm ventilated discs Rear : 290mm x 12mm discs	
SUSPENSION	Front: MacPherson struts w/lower wishbones; coil springs; hydraulic dampers & anti-roll bar Rear: Independent wheels, multi-arm trailing arm; coil springs; hydraulic dampers and anti-roll bar	
STEERING	Variable power assisted steering	
Turning circle between kerbs (m)	10.45	
Number of turns lock to lock	3	
FUEL TANK CAPACITY Litres (gallons)	62 (15.84)	55 (14.53)
BOOT VOLUMES		
Seats folded down - up to roof (L)	1752	
Seats-up - below parcel shelf (VDA/L)	555/628	

* Stop and Start engine.

** Efficient Automatic Transmission with 8 speeds.

¹ Official Government test fuel consumption figures.

² At the time of the publication, the final homologated data for DS 7 CROSSBACK La Première is being finalised.

³ Please note: the maximum plated weights must not be exceeded.

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PRICES

Trim	Engine	LCDV Code	CO ₂ g/km*	First Year VED	Ins. Group (1-50)	Basic R.R.P.	V.A.T.	Total R.R.P.	'On The Road' R.R.P.**	P11D Value	B.I.K. Tax Rate*
La Première	THP 225 S&S EAT8 auto	1SX8SUTLK1TONW10	TBC	£200	TBC	£34,766.67	£6,953.33	£41,720	£42,650	£42,395	TBC
	BlueHDi 180 S&S EAT8 auto	1SX8SUTKA1TONW10	TBC	£160	TBC	£34,800.00	£6,960.00	£41,760	£42,650	£42,435	TBC

All diesel engines are fitted with a Diesel Particulate Filter System.

* The CO₂ level, the insurance group and the BIK Tax Rate will be published during 2017 following vehicle homologation.

** The Manufacturer's 'On The Road' Recommended Retail Price includes the following; Delivery to Dealer and Number Plates £562.50,
V.A.T. £112.50, Government First Registration Fee £55 and Graduated Vehicle Excise Duty.

NOTE: Every effort is made to ensure the accuracy of the information provided within this document. However prices, specification and availability are all subject to change without notice.
All images used are for illustrative purposes only.

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OPTIONS

Some options may change CO₂ emissions, please check with your local dealer.

	Code	M.R.R.P.	Notes
IN CAR ENTERTAINMENT			
FOCAL Electra® HiFi system	UN02	£990	Premium in-car sound system with 14 speakers carefully positioned around the interior
SAFETY & SECURITY			
DS Night Vision Pack – DS Night Vision, 360 Vision	N101	£1,300	System which improves visibility in low-light conditions to help drivers see the road ahead better (using infra-red camera).
DS Urban Pack – DS Park Pilot, 360 Vision	WY36	£600	System which manages parking manoeuvres without any action by the driver (autonomous system).
DS ConnectedCAM	L701	£350	Camera system which automatically saves video recordings in case of an accident and allows photos/videos to be taken of the area outside the vehicle and be shared on social media
INTERIOR STYLE			
Electric opening panoramic sunroof with LED lighting	OK02	£1,000	
COMFORT & CONVENIENCE			
DS Sensorial Drive – Cashmere or Titanium modes	QM02	£150	Purple and Carmin colours animate the touchscreen with additional colours.
Extended bizonal automatic air conditioning	HJ03	£200	Extends air conditioning to rear passenger area.



ELECTRIC OPENING PANORAMIC SUNROOF WITH LED LIGHTING



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