Citroen introduces new Airbump technology and Cactus concept at Frankfurt Motorshow - FREE video

CITROËN CACTUS SHIFTS the PARADIGM

CITROËN Cactus is more than a concept car; it is a manifest of the future models in the C line. CITROËN is shifting the paradigm with the new concept car, shedding the superfluous and bringing well-being firmly into the limelight. CITROËN Cactus is a desirable, user-friendly car that forges an unprecedented harmony between distinctive yet pragmatic design, comfort for all occupants, and easy-to-use technology.

CITROËN Cactus:

Pure and functional styling:

- Radical styling choices focused on efficiency (lighter weight and aerodynamics)

- A high-tech gaze and flowing surfaces free from any aggression

- “Airbumps”, customisable design components with soft skin featuring air capsules that protect the body

Ingenious design:

- An airy driver’s station housing all the controls in a 100% digital interface

- Sofa-style front seats for more human warmth and comfort

- Authentic, natural materials laid out in a stylish, relaxed atmosphere

User-friendly technology:

- A Hybrid Air drivetrain for attractive running costs and a reduced environmental footprint

- Immediate and intuitive connectivity, including access to the CITROËN Multicity Connect portal

RENEWAL IS THE KEYWORD FOR CITROËN AT THE 65TH FRANKFURT MOTOR SHOW