



DS AUTOMOBILES

— NEW DS 5 —

MAGNETIC



ESSENCE  
*OF* DS





**NEW DS 5  
THE SYMBOL OF THE DS BRAND**

The new DS 5 encompasses avant-garde styling, combining dynamic comfort, refinement and attention to detail with the latest advanced technology. It embodies all the attributes of present and future DS vehicles. The DS flagship model introduces the brand identity and gains a new front end along with other qualities that make it a true DS!

Sixty years on from the original DS, the new DS 5 carries all the DNA of DS. Above all, it is a clear statement of the DS's ambition: to revive the tradition of French premium vehicles.


“ The new DS 5 is more than just a new car. It is the car introducing our brand identity ”

YVES BONNEFONT, CEO DS



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“Frequently referred to as a concept car on wheels, the DS 5 is a unique creation with expressive, hypnotic styling.”

THIERRY METROZ, HEAD OF DS STYLING

# PRESTIGE

## A NEW FRONT FOR A NEW BRAND

The front end: a key feature on all premium vehicles! On the new DS 5, the front end gains character and prestige. The vertical grille proudly bears the DS Wings – emblem of the DS brand and a tribute to the original DS – along with the new DS LED Vision headlights.

Underlining the assertive looks of the front end, the hexagonal DS Wings grille gains a sculpted, graphic design that is truly unique. A chrome surround further enhances the elegant looks of the grille, which is extended by two wings of light inside the headlights.



A silver DS5 car is shown from a front-quarter perspective, driving on a snowy road. The car's headlights are on, and it is splashing snow. The license plate area contains the text "DS5 MOON DUST". The background is a snowy, hilly landscape.

HYPNOTIC

A woman with long, wavy brown hair is shown from the back, wearing a beige coat. She is standing next to an open car door, with her hand near the door's edge. The car's interior and door panel are visible. The scene is set in a snowy environment.

*UNIQUE*



# DESIGN



## 'AVANT-GARDISTE' DESIGN

Whether viewed from the front, side or rear, the new DS 5 is immediately recognisable.

The rear view further emphasises the status of the new DS 5, with a wide stance and the twin exhausts integrated into the rear bumper. The rear view is further enhanced with signature lighting, comprising of six lighting strips.







# REFINEMENT

## REFINEMENT AND ATTENTION TO DETAIL, KEY VALUES OF DS

The watchwords for DS are refinement and attention to detail, both on the outside and the inside.

Considerable thought has gone into every detail. This can be seen, for example, in the DS logo on the headlights, making the front end a unique creation.

For DS continuous attention to detail is also reflected in the use of authentic materials such as the chrome trim on the front grille and the premium interior leather trim.

The new DS 5 is one of the few cars to offer a choice of three types of leather, including full grain nappa leather and semi-aniline leather, one of the world's finest types of leather, rarely used in the automotive industry, showcased in a unique and exclusive way, as illustrated by the watch strap design of the leather seats.





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A TRUE FLAGSHIP VEHICLE,  
THE DS 5 REFLECTS THE BEST  
IN BRAND EXPERTISE.

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SENSUALITY



*SAVOIR-FAIRE*



# DYNAMIC



## DYNAMIC, RELAXED HANDLING

On the road the new DS 5 delivers a dynamic but relaxing drive. The shock absorbers benefit from PLV (preloaded linear valve) technology. This technology allows DS 5 to absorb bumps and dips in the road, resulting in a smoother and more comfortable ride.



## A HIGH-TECH OBJECT

The interior of the new DS 5 brings to mind the world of aerospace design. The most symbolic feature is the cockpit roof. The main controls are grouped on two central consoles, one low and one overhead, with specially designed buttons, dials and toggle switches, inspired by the aerospace industry.

The new DS 5 continues the high-tech driving experience with a colour touchdrive interface. This new system provides easy access to all in-car functions from navigation to music. It also simplifies the interior layout. This latest-generation screen also includes new Mirror Screen technology. This function enables users to copy smartphone content in order to use all their apps safely.

“Right from the start, the DS 5 expressed a new take on the premium segment. A vehicle different from the rest, one that can't be placed in any category. It's a mix of refinement and technology.”

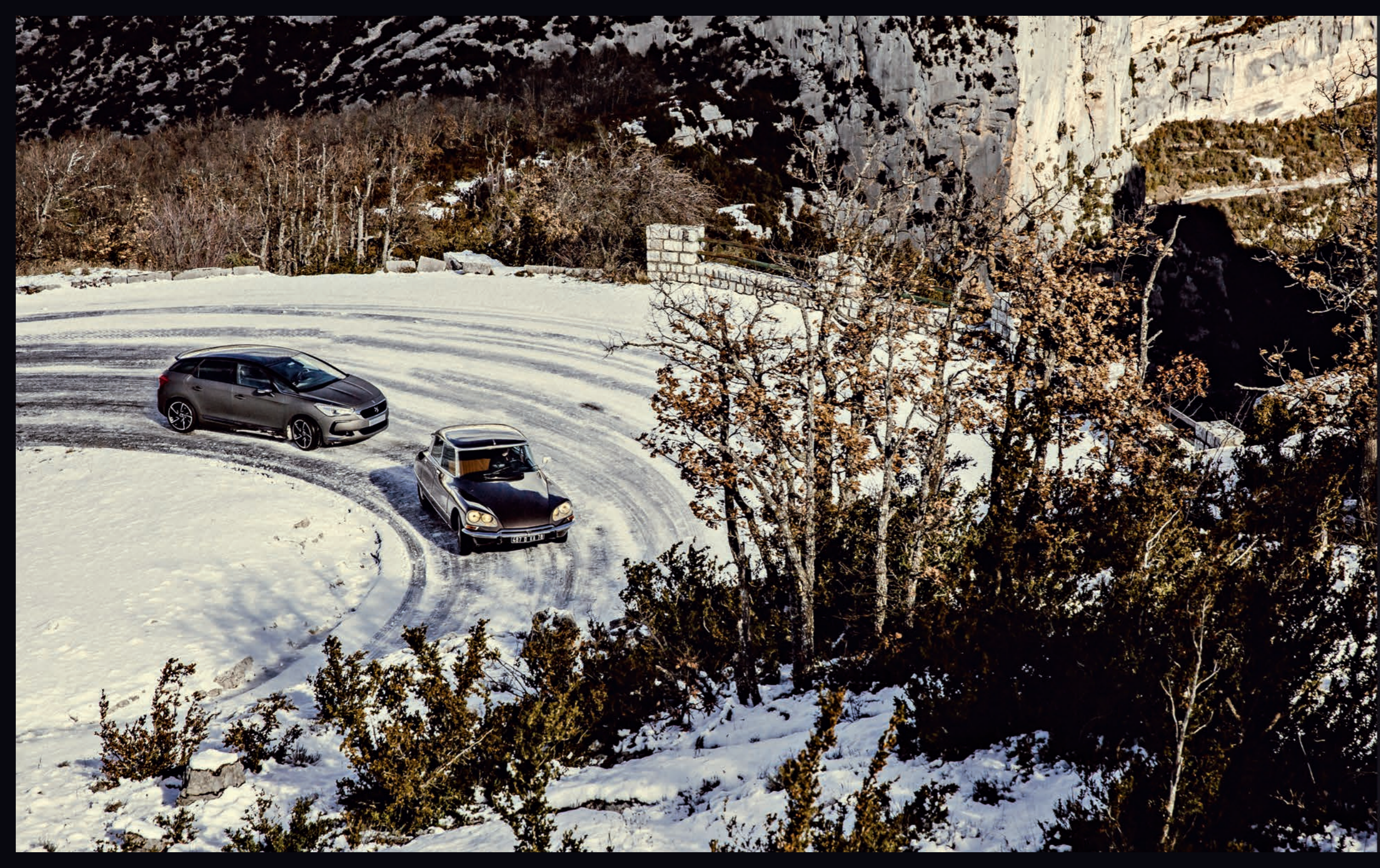
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