



DS AUTOMOBILES

DS 7 CROSSBACK

◆ LA PREMIERE ◆

DS 7 CROSSBACK

◆ L A P R E M I E R E ◆

LIMITED

INFINITE

EDITION

CHARISMA



DS7 CROSSBACK

• LA PREMIERE •

For illustrative purposes only.

REFINE

SAVOIR FAIRE

MENT

FRENCH REFINEMENT





For illustrative purposes only.

DS Inspirations Opera. Art Rubis Nappa leather with watchstrap design.





#### DS ACTIVE LED VISION: SEE AND BE SEEN

Using lights to sparkle like jewels set in the front of the car is at the heart of DS design philosophy. We call our lighting DS ACTIVE LED VISION because of the way it adapts to different situations. The moment DS 7 CROSSBACK La Première is unlocked the light modules perform a welcome sequence, glowing purple and swivelling through 180° as if the car is waking up. The modules can then swivel, widen and dip, to suit road conditions and the speed of the car. Six lighting modes are available: Parking Beam, Town Beam, Country Beam, Motorway Beam, Adverse Weather Beam and High Beam. Adjusting the light to prevailing conditions like this helps to reduce driver fatigue and keep you and your passengers as safe as possible.

#### TIME COMES ALIVE

We asked BRM Chronographes to create an exclusive timepiece for our new SUV. The R180 is, like DS 7 CROSSBACK, an elegant and sophisticated design. Integrated seamlessly into the dashboard, it emerges from behind a cover when the car starts.

#### PURE SOUND: DYNAMIC AND IMMERSIVE

To design a sound system that will appeal to music lovers and audiophiles alike, we turned to premium French company FOCAL. Its solution was ELECTRA®\* which employs 14 speakers carefully positioned around the cockpit. The result is an immersive listening experience usually reserved for auditoriums with optimised sound dispersion, balanced, precise responses, and a dynamic, clear bass sound.

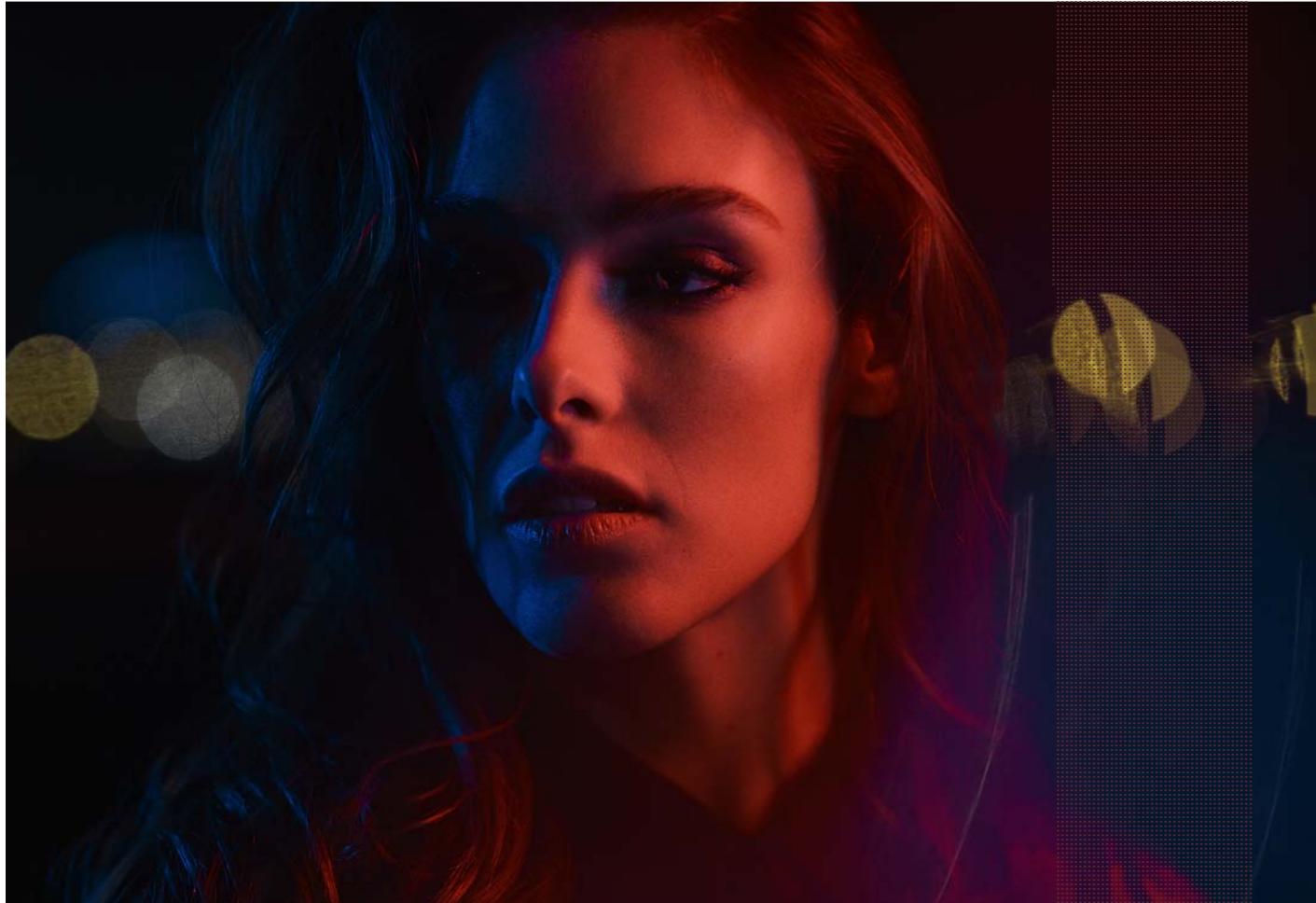
#### LIGHT YOUR MOOD

For DS 7 CROSSBACK La Première we've chosen the DS Inspirations Opera interior. As luxurious as it is avant-garde, this features meticulously chosen Art Rubis Nappa leather upholstery with the stunning watchstrap seat design. DS SENSORY DRIVE\* lets you take personalising this to a new level. When the car is unlocked, you're welcomed by DS signature Carmine Red light cascading across the door panels. And you can choose to bathe the cockpit in one of nine colours. You can even select different lighting effects for the switches, depending on your mood. This technology gives DS 7 CROSSBACK La Première an in-car ambiance that can range from dynamic to comforting.

*\*Extra cost option on UK version.*







TECHNO

SAFETY IN STYLE

LOGY

EXPERIENCE TECHNOLOGY



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 NIGHT VISION\*:  
SEE IN THE DARK

DS NIGHT VISION will help you to see better in low-light conditions. The infra-red camera in the front grille, detects pedestrians and animals on the road at up to 100 metres ahead. It relays real-time black and white images of the area surrounding the vehicle in the 12" digital instrument panel. Hazards appear in a coloured frame that turns from yellow to red the closer they get, giving you more time to react. DS 7 CROSSBACK is the first car in its class to offer a night vision function.

*\*Extra cost option on UK version.*

DS DRIVER ATTENTION MONITORING:  
STAY FOCUSED

DS 7 CROSSBACK La Première will advise you when it's time to take a break from driving. DS DRIVER ATTENTION MONITORING employs an infra-red camera above the steering wheel. This is constantly scanning your eyes and head movements for signs of distraction or drowsiness. It also observes how the car is moving on the road. As soon as the system detects reduced alertness, it triggers an audible signal while a warning on the instrument panel suggests you should consider stopping.

DS ACTIVE SCAN SUSPENSION:  
21ST CENTURY DAMPING

The DS name has always been synonymous with impeccable ride quality. DS ACTIVE SCAN SUSPENSION guarantees this will be the case for a new generation of drivers. A camera behind the windscreen analyses the road ahead, instantly feeding information to an electronic control unit. Using this data, the control unit can continually adjust the damping to individual wheels. The ability to instantly make the suspension softer or harder like this enables DS 7 CROSSBACK La Première to isolate you from bumps in the road.

*For illustrative purposes only.*





## ENGINES

DS 7 CROSSBACK La Première is available with the most powerful engines in the collection. These are the diesel BlueHDi 180 S&S and the new petrol THP 225 S&S. Both have EAT8, the new eight-speed automatic gearbox for ultimate refinement.

## FEATURES

**EXTERIOR DESIGN:** DS ACTIVE LED VISION headlamps, DS LED 3D rear lights, 20 inch 'Paris' alloy wheels, Inox roof bars, rear privacy glass, La Première emblems on bonnet and front doors.

**INTERIOR DESIGN:** Art Rubis Nappa leather upholstery with watchstrap design, bi-tone Basalt Black/Art Rubis steering wheel with contrast stitching, two 12 inch screens, BRM R180 timepiece, chrome door sill, aluminium sport pedals and footrest.

**COMFORT:** DS ACTIVE SCAN SUSPENSION, electric and heated front seats with lumbar support (memory function on driver's side), built in headrest settings, electric reclining rear seat backs with central armrest, 60/40 split-fold rear seat backs, automatic dual-zone air-conditioning, keyless entry and start, electric tailgate with loaded arm access, Boot Modularity Pack with two-position floor, boot organiser, chrome boot sill and 12V socket, acoustic front and rear glass, auto-dimming interior rearview mirror, heated windscreen.

**INFOTAINMENT:** 12" digital instrument panel, 12" touchscreen (navigation with voice recognition), DAB radio, wireless charging, WiFi, Mirror Screen.

**SAFETY:** DS CONNECTED PILOT, DS DRIVER ATTENTION MONITORING, Active Safety Brake, Lane Positioning Assist, Active Blind Spot Detection, Extended Traffic Sign Recognition, reversing camera, front and rear parking sensors, Adaptive Cruise Control, space saver spare wheel, trailer stability control, driver/passenger/lateral/curtain airbags.

**OPTIONS:** Panoramic sunroof, DS SENSORY DRIVE, DS NIGHT VISION, FOCAL Electra® sound system, DS PARK PILOT, DS ConnectedCAM, extended dual-zone air-conditioning.





## THE NEW SUV BY DS: BE AN EARLY ADOPTER

You could be among the first to get behind the wheel of DS 7 CROSSBACK by reserving DS 7 CROSSBACK La Première Limited Edition. Available from March to December 2017, you can configure and reserve yours at [DSautomobiles.co.uk](http://DSautomobiles.co.uk)

## FOR INFORMATION ABOUT THE DS RANGE

Go to [DSautomobiles.co.uk](http://DSautomobiles.co.uk)

DS prefers **TOTAL**

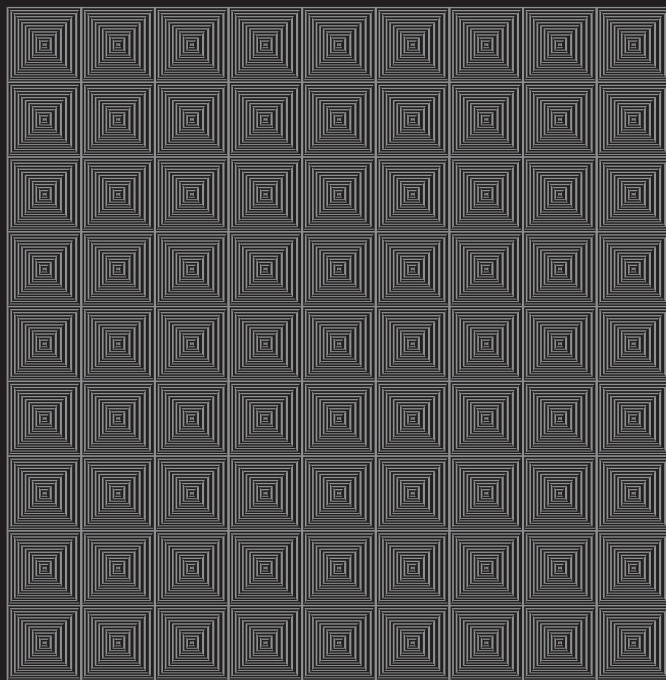


NOTE: Images and specification descriptions are dependent on trim level and options specified. Images used are for illustrative purposes only. Please refer to price and specification guide for current detail on UK specification. Every endeavour has been made to ensure that the information and details contained in this brochure were accurate at the time of going to press March 2017. However the company reserves the right, whilst preserving the essential characteristics of the models described, to introduce at any time modifications, changes of details, equipment or accessories. Every effort will be made to bring this brochure up to date, but in order to avoid any misunderstandings please consult your dealer. The DS website contains full information on DS products and offers at [www.DSautomobiles.co.uk](http://www.DSautomobiles.co.uk). You can also contact DS via the website.

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