



A
HARMONY
OF OPPOSITES

CITROËN  SM

Hi,

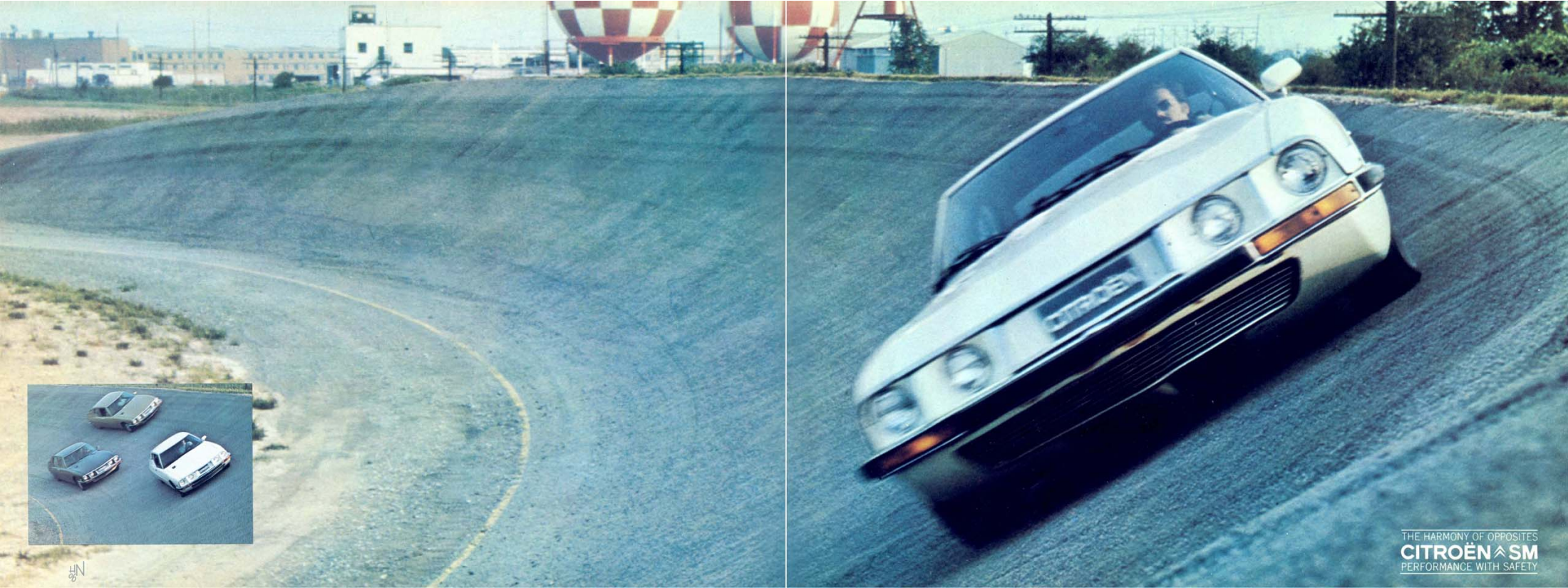
We've just received the literature.
The cars should be here by next week.

Have a good time looking at this "Baby".

Sincerely

J. Hinder

A man builds cars
And has a dream:
To build a car like no other
To make it fast. To make it safe
To make it comfortable, elegant
All these in one luxurious Gran Turismo.
No less fast because it is safe
No less safe because it is elegant.
He works at his job with others
They share his dream
Pass it around
Savor it a little from time to time.
Then Citroen joins with Maserati
To make the dream real
To clothe it in steel and glass.
Suddenly the dream has a name
Citroen SM
And a Maserati heart
And it lives. It moves
It soars through the highway
Fast... Safe... Elegantly comfortable
A harmony of opposites.
It isn't the simplest thing in the world
To blend performance with safety
With luxurious comfort.
Other carmakers have tried it. And failed.
When they added to performance
They subtracted from comfort and safety.
When they added to comfort and safety
They subtracted from engineering.
When they tried to strike a balance
They could only compromise.
The SM doesn't believe in compromise.
Yet performance, safety, comfort
Live together in the Citroen Maserati
In perfect harmony.



THE HARMONY OF OPPOSITES
CITROËN SM
PERFORMANCE WITH SAFETY

HN



THE HARMONY OF OPPOSITES
CITROËN SM
 ELEGANCE WITH ENGINEERING

Elegance
 ... is a visit to the Place Vendôme
 A private reserve of fine wines
 Eighteen holes when you feel like it
 An unspoiled view from your terrace.
 Elegance
 ... is the Citroën SM.
 A serene richness inside and out
 A feeling of quiet authority
 As you command the SM
 To whisk you where you want to go.
 Elegance
 ... is a visit to the world of SM luxury
 An exciting reserve of Maserati power
 Unspoiled driving pleasure
 With the assurance of complete safety.
 Elegance
 ... is the SM life style.



21



THE HARMONY OF OPPOSITES
CITROËN SM
 LUXURY WITH COMFORT

Trust the SM.
 You'd be surprised
 What a machine can do
 When it knows
 You believe in it.
 Easy on the steering wheel.
 Handle it gently.
 Don't overwhelm the SM
 It will do what you want it to.
 The Citroën Maserati is happiest,
 Will do its best for you
 When it's trusted.

A love affair with the SM
 Is something that happens out in the open
 With everyone watching
 And talking.
 Such pleasure;
 It feels almost sinful:
 Relaxed by a suspension of air and oil
 Caressed by the sleek interior
 Seduced by the safe swiftness of the ride
 You never want to go home.



HN



THE HARMONY OF OPPOSITES
CITROËN SM
 SAFETY WITH ELEGANCE

Lean back.
 Stretch out.
 Let the steering wheel down
 Or up.
 Put your seat up
 Or down.
 Blend into it
 As the SM blends elegance with safety.
 Stay fresh for hours
 For hundreds of miles.
 Learn the secret:
 Driving can be fun.
 The world is a babble
 Everywhere but
 Inside the Citroën Maserati.
 Sometimes it's the best place to be.

The Citroën SM has four wheels
 Like other cars.
 That is the only way it is like
 Other cars.



STZ

THE HARMONY OF OPPOSITES
CITROËN M

THE SM INTERIOR

The interior of the SM provides an elegant driving environment designed for maximum comfort and minimum fatigue. The front seats are contour-molded, and adjust for height, depth and fit of the body. The padded oval steering wheel is also adjustable. This flexibility is as practical as it is luxurious — it lets you zero in on the best possible position from which to command the SM.

The sophisticated dashboard includes a Master Alert Warning System . . . a touch of elegance that also spells safety. For instance, it actually has a way of warning you *before* the brakes begin to show signs of wear. Built into each front brake pad lining is a "wear indicator", which is connected to the Master Alert System. Long before new brakes are needed, a warning light tells you that the brake pads should be replaced.

This Master Alert System also lets you check instantly on oil pressure, fuel, water, lights and the hydraulic circuit which is at the heart of the SM's operation.

For further ease and safety, fingertip levers mounted on the steering column allow you to summon headlights, directional signals, horn, windshield wiper and washer — without ever taking your hands from the wheel.

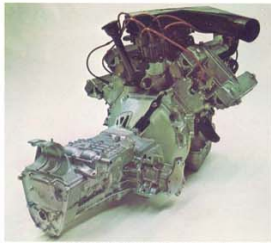
The SM interior is a constant reminder of the harmony of opposites. The dashboard has such performance accoutrements as a speedometer with braking distance chart . . . resettable trip meter . . . electronic revolution counter. The interior also possesses the refinements of luxury: illuminated cigar lighter and ashtray set, illuminated ignition key location, map reading light. And the entire interior is top-grain natural or black leather.

THE SM FEATURES

Throughout the SM, apparent automotive "incompatibles" live together in perfect harmony. The high-performance capabilities commonly associated with sports cars dwell serenely with the characteristics of comfort and safety, thanks to features like these:

POWER BY MASERATI

Maserati developed a spirited 4 overhead cam V6 engine capable of co-existing comfortably with the SM's subtler virtues. It gives 180 horsepower and a top speed of 140 mph, can go from 0 to 60 in 8.2 seconds and does the standing ¼ mile in 16.2 seconds. It's light, tough, surging with power — and gives the ultimate in high performance. Truly Maserati.



MASERATI V6 ENGINE AND 5-SPEED TRANSMISSION



MASTER ALERT WARNING SYSTEM
1. Hydraulic and brake pressure • 2. Engine oil pressure • 3. Charge light • 4. Left directional • 5. Lights • 6. Handbrake • 7. Rear window defroster • 8. Hazard warning • 9. Low fuel indicator • 10. High beams • 11. Right directional • 12. Front brake pad wear indicator • 13. Water temperature • 14. Check switch • Center light: Master alert warning.



VARIABLE POWER STEERING

The SM's all-new variable power steering counterpoints Maserati power with safety and comfort via the exclusive stability augmentation system known as Speedfeel. As your speed increases, Speedfeel actually causes the steering to become firmer. The car never wavers, nor does a rough spot cause the slightest change in direction.

HYDROPNEUMATIC SUSPENSION

Citroën's innovative hydropneumatic suspension system makes the SM safer by making the ride more comfortable — thus reducing driver fatigue. It uses air and oil in four separate chambers instead of springs, teams up with the SM's independent four-wheel suspension to give a superbly cushioned ride unattainable in any other Gran Turismo.

FOUR WHEEL POWER DISC BRAKES

The Citroën Maserati has four wheel power disc brakes with proportional braking; these help provide the extra margin of safety that lets you enjoy the SM's performance with complete confidence. No matter how heavy a load or how it's distributed, the front and rear hydraulic brake circuits automatically adapt, to give you the braking you need every time. And since the front and rear brakes are independent of each other, you're always assured of brakes in an emergency.

FRONT WHEEL DRIVE

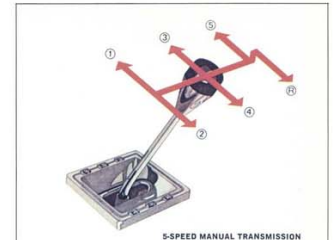
With most of its weight up front, the SM features front wheel drive, which combines deftly with hydropneumatic suspension to give unequalled road stability. The driving wheels pull the car through corners, help it resist the tendency to skid inherent in every curve. You're assured of greater control and road-hugging traction.

AERODYNAMIC DESIGN

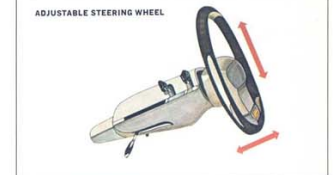
Aerodynamic design is vital to the SM's harmony of opposites; it contributes to performance, safety and comfort by keeping wind resistance to a minimum. The graceful, sweeping steel and glass lines are free of sharp angles and flat surfaces: the car smoothly parts the air. In addition, the Citroën Maserati's power side windows are curved with the body, and even the windshield is secured without rubber seals to avoid the slightest air turbulence.

Certain features are standard in every Citroën Maserati. (Only automatic transmission is optional.) All are standard for a simple and basic reason: they are utterly integral to the fulfillment of the SM's underlying concept. These standard features include: Variable power steering with power centering. Hydropneumatic suspension. Front wheel drive. 5-speed manual transmission. Four wheel power disc brakes with proportional braking. Independent wheel suspension. A master alert warning system. And a 4 overhead cam Maserati V6 engine. Also: Air-conditioning, AM-FM stereo radio, top-grain natural leather interior, tinted glass, electric rear window defroster, power windows, Michelin X "Vitesse Rapide" radial racing tires.

To unify these distinctive features into the SM's harmony of opposites is no small achievement . . . and one which sets this remarkable automobile apart from all others.



5-SPEED MANUAL TRANSMISSION



ADJUSTABLE STEERING WHEEL



MULTI-POSITION FRONT SEATS



THE SM STORY

Citroën has been famous for automotive innovation since 1919, when it manufactured Europe's first mass-produced car. 1934 saw the creation of the Traction Avant Citroën, the first production car with front wheel drive. In 1955, Citroën introduced its revolutionary aerodynamic design . . . hydro-pneumatic suspension . . . and the first disc brakes to appear on a standard production automobile.

Maserati has been a great name in the world of motor-ing since 1921, winning the Racing Championship of Italy in 1927. In recent years, it has specialized in powerful and prestigious touring cars.

Now these two companies have made a Gran Turismo motorcar which combines the strengths of both into a unique "harmony of opposites".

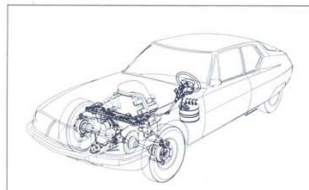
From Citroën . . . elegant comfort, superbly engineered safety.

From Maserati . . . high-performance in the form of a dynamic engine that fully lives up to the Maserati tradition.

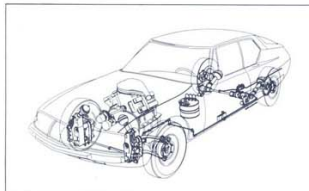
The result: a blending of these contradictory qualities into an original and imaginative road machine which is undeniably high-performance by any driving standards, yet which embodies so little compromise in its engineering that its level of comfort and safety is equal to its level of superior performance.

This harmony of opposites was responsible for the SM winning the 2704 mile 14th Morocco Rally, one of the world's most gruelling automotive tests — in its first entry into competition. Among the obstacles presented during this famed three-day rally were twelve special speed tests over 839 miles of holes, ruts, potholes, slippery mud and flooded driving areas. The SM nonetheless outclassed all competitors, giving brilliant proof of its endurance, strength and overall road superiority.

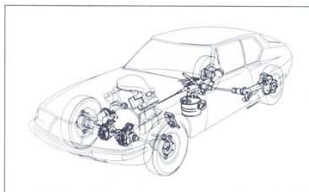
The Citroën Maserati, Named "Car of the Year" by Motor Trend Magazine . . . given this coveted award by an outstanding panel which included Editor Eric Dahlquist, automotive design educator Strother MacMillan, racer Phil Hill, author Karl Ludvigsen and safety authority Bill Milliken. These experts voted the Citroën SM "the best all-around automobile in America today" — over 87 of the finest domestic and imported cars.



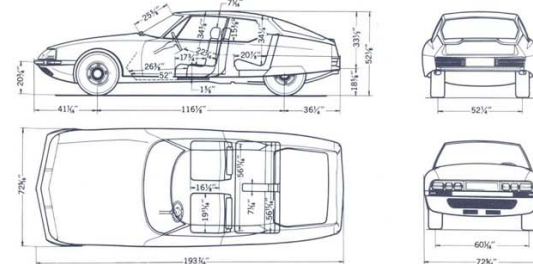
Steering — The SM's unique power steering system provides the fullest assistance when required, and also gives ultimate control and roadholding rigidity at high speeds.



Air-Oil Suspension System — In the SM's suspension system, a set of gas-liquid spheres are the springing units. Levelling correctors at front and rear maintain the car at a constant height whatever the load may be, and allow variable road clearance with power jacking.



Brakes — The power-assisted disc brakes, (a Citroën first on mass produced cars) equip the four independent wheels. A proportional braking effort combined with the independent dual-circuit, helps to prevent any possible braking failure.



GRAN TURISMO COUPE:

4 passenger.

DIMENSIONS AND WEIGHT:

Wheelbase: 116 1/4". **Length:** 193 1/4". **Width:** 72 1/4". **Height:** 52 1/4" normal drive position. **Track:** Front: 60 1/4", Rear: 52 1/4". **Weight:** 3263 lbs. Maximum load: 4123 lbs.

ENGINE (Basic Specifications):

6 cylinder V6 Maserati Aluminum Engine at 90°. Bore: 3.606. Stroke: 2.953. Displacement: 2965 cc (181 cu. in.) Compression Ratio: 9 to 1. Fuel: Premium. Horsepower SAE 190 at 6000 rpm. Torque: SAE 187 ft. lbs. at 3000 rpm.

ENGINE (Construction):

Designation: Maserati Type C114-1. Overhead valves, 4 overhead camshafts, 2 x 2 in head, chain driven, cylinder heads and cylinder block of aluminum, 3 carburetors — double barrel-Weber 42 DC NF with air intake resonators. Battery: 12 V 350/7 AH. Alternator: 780 Watts. Water cooled radiator.

PERFORMANCE:

Maximum speed: Approximately 140 mph (Standard Shift).

CENTRAL HYDRAULIC SYSTEM:

Hydraulic suspension, braking and steering (High pressure pump (7 pistons) driven by shaft coupled to the intermediate shaft of the motor).

DRIVE TRAIN:

Front Wheel Drive. Diaphragm clutch, 5 speed floor shift. All speeds synchronized. Final drive: 4.375/1 (8 x 35). Gear reduction ratios: 1st . . . 0.342, 2nd . . . 0.515, 3rd . . . 0.756, 4th . . . 1.031, 5th . . . 1.321. Reverse 0.317.

CHASSIS-SUSPENSION-BRAKES:

Self-supporting body. Hydropneumatic Suspension combined with Independent 4-wheel suspension. A dual braking circuit automatically adapted to the total load and the distribution of the load. Braking power assured by the high pressure hydraulic system and energy reserve. 4 wheel disc brakes.

TIRES:

205/70 Michelin XWX "Vitesse Rapide" Radial Racing Tires. **FUEL TANK:** 24 gal. approx.

STEERING:

Rack and pinion steering with hydraulic assistance — power centering and variable demultiplication. Steering circle overall: 37°9'. Steering ratio: 1/9.4.

DASHBOARD:

Speedometer graduated to 160 mph with odometer and braking distances. Electronic tachometer graduated to 8000 rpm. Electric Clock. Warning panel comprising Master Alert System — Signals for: Hydraulic Pressure, Oil Pressure, Charge Light, Directionals, Lights, Brakes, Window Defroster, Emergency Fuel, Front brake pad wear, Water, Test Switch.

INTERIOR:

Adjustable contour-molded front bucket seats. Adjustable steering wheel — for height and depth. 2 adjustable headrests. Rear center arm rest, side arm rests.

STANDARD EQUIPMENT:

Air Conditioning. Electric rear-window defroster. AM-FM Stereo Radio. Tinted Glass. Anti-theft lock, 2-speed electrical windshield wipers and washers. Power windows.

OPTIONAL:

Automatic transmission. Protective side moldings.

Protective body rub strips shown on pages 2 and 12 are optional equipment items available at extra cost.

CITROEN NORTH AMERICA

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