



**CYCLE & CARRIAGE**  
Exceptional Journeys



DS AUTOMOBILES

DS 7 CROSSBACK



DS 7 CROSSBACK



DS 7 CROSSBACK

**INNOVATION  
& SAVOIR-FAIRE  
FROM PARIS**



# CAPTIVATING

## THE ALCHEMY BETWEEN STRENGTH

DS 7 CROSSBACK is first of the second generation of cars from DS Automobiles. This sophisticated SUV embodies French savoir-faire with its blend of fine materials, detailed craftsmanship and innovative technology.

DS 7 CROSSBACK stands out at the front with an instantly recognisable feature that we call DS Wings. The hexagonal shape of the grille's rim surrounds a diamond-shaped mesh with the DS badge at the centre. The two central ribs running down the aluminium bonnet emphasise the DS badge. The sharp lines on the front and rear wings give the flanks a sculpted look, reflecting the SUV's muscular appearance.

From the beginning of DS Automobiles, stunning light signatures have been at the heart of the brand's design ethos. Fashioned like a piece of jewellery, DS ACTIVE LED VISION emits a purple light when the car is unlocked. This then swivels through 180°. DS ACTIVE LED VISION gives a high intensity beam that automatically adapts to all conditions. In daylight, the vertical daytime running lights, designed to look like pearls, work with the LED headlamp units to create our light signature.





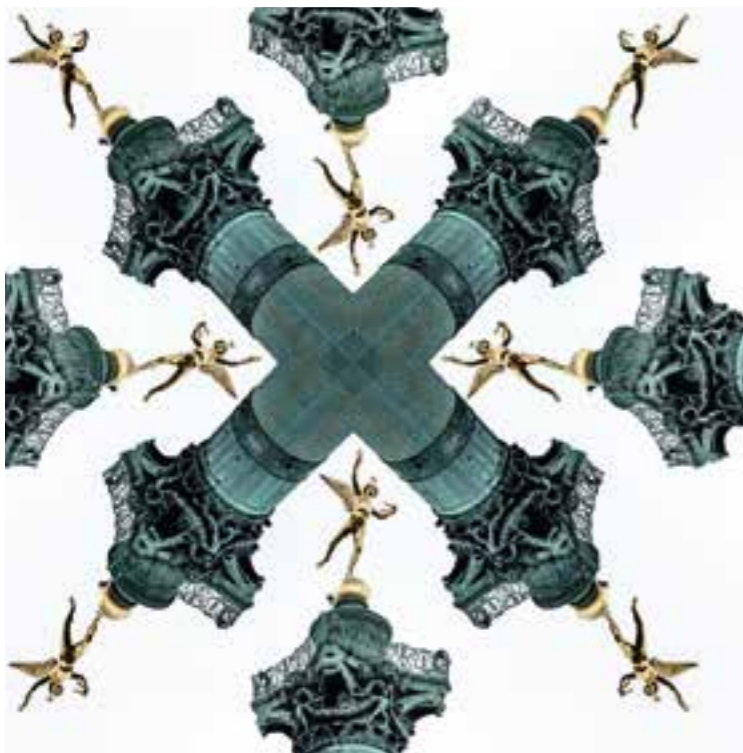
AN EXCLUSIVE SIGNATURE  
STRAIGHT FROM A CONCEPT CAR

The rear lights also contribute to the intensity and originality of DS 7 CROSSBACK's light signature. Employing 3D Full LED technology they come straight from our DS E-TENSE concept car and have a three-dimensional design, like the scales of a reptile. To create these lights, our experts sought the incredible precision of the very latest laser cutting technology.

DS 7 CROSSBACK GRAND CHIC Byzantine Gold, DS Inspiration OPÉRA Art Basalt Black

# FRENCH SAVOIR-FAIRE





# OPÉRA RIVOLI BASTILLE PERFORMANCE LINE

THE DISTINCTIVE QUALITY OF FRENCH SAVOIR-FAIRE

Chic and contemporary, DS 7 CROSSBACK's interior stays true to the DS design philosophy of personalisation. To cater for everyone's taste we offer four different kinds of interior ambiance called DS Inspirations.



*OPÉRA*





1

4

2

3

FACE TO FACE  
WITH THE AVANT-GARDE

—

- 1 -

*Art Black Basalt Nappa leather seats with watchstrap design*

- 2 -

*PolyAmbient interior lighting (LED lighting, including 9 colours)*

- 3 -

*Art Black Basalt Nappa leather upholstery with pearl stitching and aluminium embossed OPERA badge*

- 4 -

*Alezan Brown Nappa leather with watchstrap design*



THE HIGH - FASHION  
INTERIOR

- 1 -  
PolyAmbient interior lighting (LED lighting, including 9 colours)

- 2 -  
DS Inspiration RIVOLI Pearl Grey

\* Available in 2019



DS Inspiration BASTILLE

THE CHIC  
ADVENTURER

- 1 -  
Black Basalt and Bronze upholstery

- 2 -  
Bronze Perruzi cloth

1

2

# BASTILLE



# PERFORMANCE LINE



THE SPIRIT OF  
GRAND TOURING

- 1 -  
DS Key with Carmine insert

- 2 -  
Textured Black rear light surround

- 3 -  
19 inch 'BEIJING' alloy wheel

- 4 -  
PERFORMANCE Line Black Basalt Alcantara® seats

- 5 -  
Textured Black DS Wings



**SENSORY**  
*EXPERIENCE*



Leather covered steering wheel with Guilloche controls



## TECHNOLOGY FILLED COCKPIT

You can personalise the 12" instrument panel with its stylish graphics. This lets you see all the driving information you need by using a scrolling menu controlled via the steering wheel. It has six modes including DS CONNECTED PILOT and DS NIGHT VISION.



NAVIGATION



DS NIGHT VISION

The 12" HD central touchscreen lets you operate all the vehicle's functions with a series of 'virtual' pushes as well as with a chrome and crystal controller. This set of controls gives you immediate access to features including comfort, media and connectivity. You can also use DS Connect which offers a host of services such as safety (SOS & assistance), maintenance (via telemaintenance), connected navigation and entertainment through Mirror Screen \*\* (Android Auto™, Apple CarPlay™ et MirrorLink®).



TELEPHONE



APPLE CARPLAY™

\* Depending on the model \*\*\*\* Available with compatible smartphones





THE OBSESSION WITH DETAIL

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- 1 -  
*B.R.M R180 timepiece*

- 2 -  
*Crystal controls*

- 3 -  
*'Clous de Paris' embossed inserts*





Electric reclining rear seats

## INTERIOR COMFORT AND SPACE ABOUND

Inside, DS 7 CROSSBACK occupants will enjoy plenty of room, especially in the back seats where the rear seat back can recline electrically from 23° to 32°. We've designed the seats with a high-density foam for more comfort and support. In the front they can be heated, ventilated and massaging (five modes are available, operated from the central touchscreen).

DS 7 CROSSBACK can be specified with an opening panoramic sunroof and electric blind. This roof is made up of a front glass section that slides back over the fixed rear portion.

DS 7 CROSSBACK enjoys the biggest boot in its class (555l) and ultimate versatility with its flat floor plus a system to help with loading (Easy Access Pack\*). This includes an electric tailgate that makes access easier thanks to its hands-full function that enables you to open and close the boot by moving your foot beneath the rear bumper.

*\* Also features PROXIMITY KEYLESS ENTRY & START*



2/3 1/3 split folding  
rear seat with flat floor



Panoramic sunroof





# TECHNOLOGY

ADVANCED

**DS CONNECTED PILOT:  
DRIVE OR BE DRIVEN**

DS CONNECTED PILOT helps you to drive but still lets you retake control of the car whenever you want. This is a step closer to autonomous driving. The innovative system controls the speed and distance relative to the vehicle in front. If you want, it will also keep DS 7 CROSSBACK in the middle of its lane by controlling the steering. From standstill to 180km/h\*, it will control the car's speed and steering and take care of stopping and starting. This system is particularly useful in traffic jams or on motorways, ensuring you'll feel safe and relaxed at the wheel.

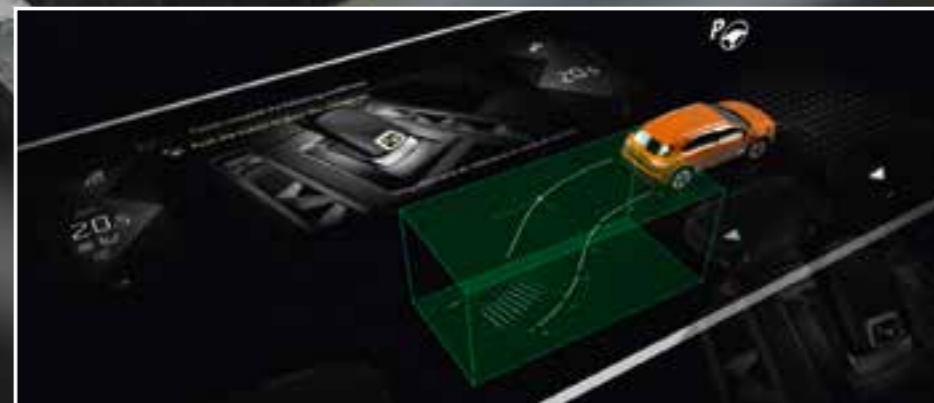


*\* Depending on the traffic laws of the country you're in*



**DS PARK PILOT:  
PARKING MADE SIMPLE**

Thanks to DS PARK PILOT, your car will park itself either parallel to the kerb or in an angled parking bay without you touching the steering wheel or pedals. DS PARK PILOT finds a parking space that DS 7 CROSSBACK will fit into simply by driving past at up to 30km/h.





### DS NIGHT VISION: SEE IN THE DARK

By helping you to see better in the dark, DS NIGHT VISION enables you to build an accurate picture of the road ahead and all its hazards. An infra-red camera in the grille detects pedestrians and animals in the road up to 100m in front. You'll see the road ahead in the digital instrument display with potential threats highlighted in yellow and then red supplemented by an audible alert depending on how close these are. This enables you to anticipate danger and react accordingly.



*\*Picture for illustration purposes only*

### DS DRIVER ATTENTION MONITORING: STAY FOCUSED

DS 7 CROSSBACK features DS DRIVER ATTENTION MONITORING technology which detects any dangerous loss in driver concentration. An infra-red camera above the steering wheel works with a camera at the top of the windscreen to constantly monitor your eyes for tiredness (blinking), face (where you're looking), head movements for distraction and the trajectory of the vehicle according to road markings or your steering inputs.

As soon as DS DRIVER ATTENTION MONITORING spots something abnormal with one of these factors, it automatically gives an audible alert while a warning flashes up on the central screen.



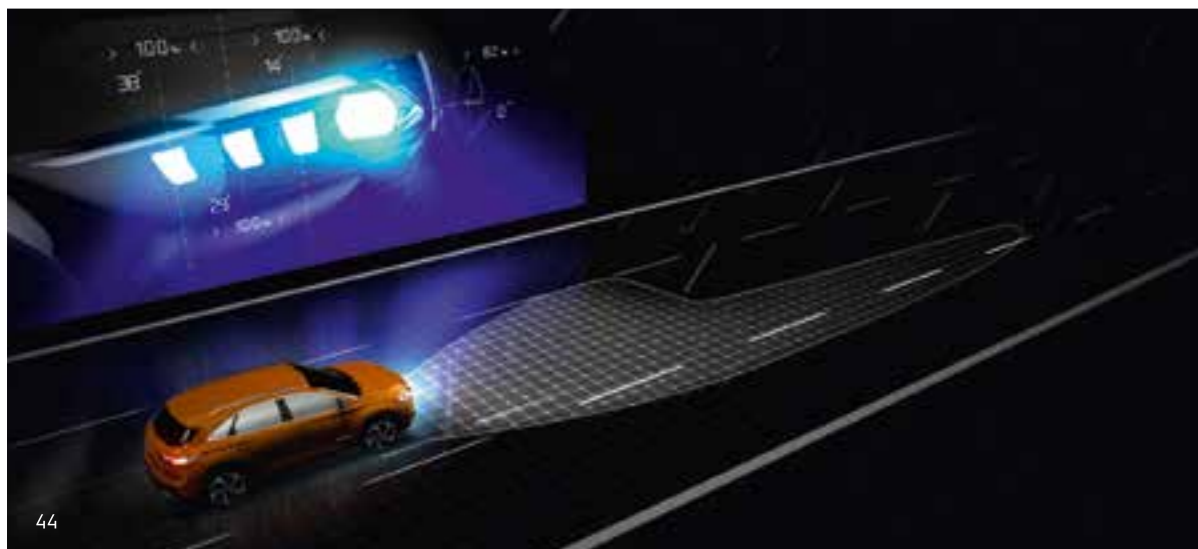
DS ACTIVE LED VISION:  
SEE AND BE SEEN

DS ACTIVE LED VISION brings together design and technology. Three rotating LED units make up each projector headlight. Depending on the angle of the steering wheel, the speed of the car and weather conditions, these move from side to side and up and down. This enables your range of vision to be increased or reduced with the beam of light made wider or positioned better to illuminate what you really need to see.

Lighting modes available on DS 7 CROSSBACK:

- **Motorway:** above 110km/h the brightness of the lighting units is more intense. The headlight and LED units lift slightly to increase the beam's range.
- **Town:** the width of the beam is increased to enable you to identify hazards at the side of the road.
- **Country:** activated from 50km/h, this mode focuses on looking straight ahead (most suitable for country roads), but sufficiently spread towards the sides of the road to illuminate hazards.

- **Adverse Weather:** when the windscreen wipers are on, the beam adapts to enable you to pick out white lines more easily while the main headlight reduces its intensity to avoid any chance of dazzling.
- **High Beam:** this lighting mode can be activated whenever you want by the automatic main beam function. The power and range of the light are set to maximum to illuminate the length and breadth of the carriageway.





ACTIVE SAFETY BRAKE

Designed to avoid or limit the effects of a collision (automatically activated above 5km/h). This driver aid uses a windscreen mounted camera, assisted by radar\*, to detect obstacles ahead and automatically slow or stop the car without you having to touch the brake pedal.

DS CONNECTEDCAM

Housed in the base of the interior mirror, this camera system enables you to store photos and videos of your journeys. Thanks to its WiFi connection the data recorded by the camera can be transferred to a smartphone.



REVERSING CAMERA WITH 360 VISION

Activated when you select reverse gear, this uses video to help you see what's behind the car and gives a bird's eye view of DS 7 CROSSBACK's surroundings.



ACTIVE LANE DEPARTURE WARNING

This detects the car wandering out of its lane and brings DS 7 CROSSBACK into line. When it notices an unintended deviation from the lane, the system gently counter steers to keep the vehicle in its lane. A light also flashes in the instrument panel to make you aware.



ACTIVE BLIND SPOT MONITORING

This system warns you when there's another vehicle in your blind spot. This is conveyed by a flashing light in the external door mirror on the side concerned. If required, the system prevents DS 7 CROSSBACK from straying in to danger.

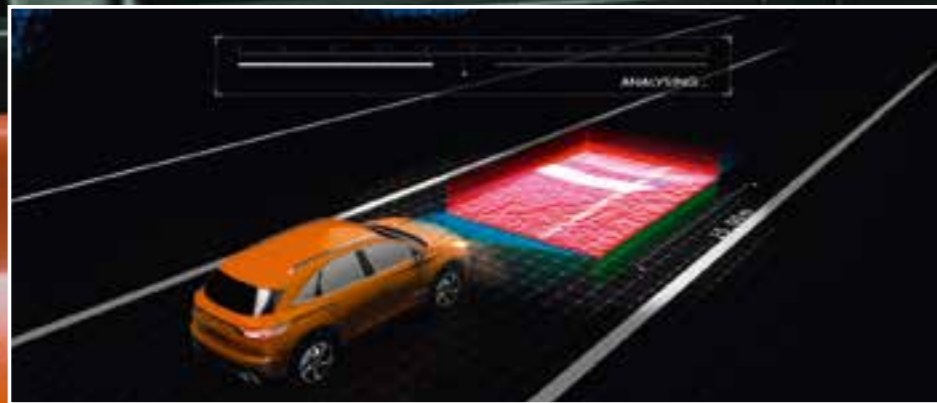


\*Radar with DS CONNECTED PILOT



DS ACTIVE SCAN SUSPENSION :  
DS SUSPENSION FOR THE 21ST CENTURY

DS ACTIVE SCAN SUSPENSION analyses the road ahead and adjusts automatically, making DS 7 CROSSBACK able to handle imperfections in the road's surface with ease. This innovative technology employs a camera placed behind the windscreen connected electronically to the front and rear axels. This works with four height sensors and three accelerometers to gauge its reaction such as speed, steering wheel angle and braking. Data is transmitted in real time to an electronic control unit, which governs each wheel independently. Based on this data, the control unit is continually making the suspension firmer or softer. DS ACTIVE SCAN SUSPENSION uses swift reactions and finesse to improve comfort on the move and create a unique, smooth driving experience.



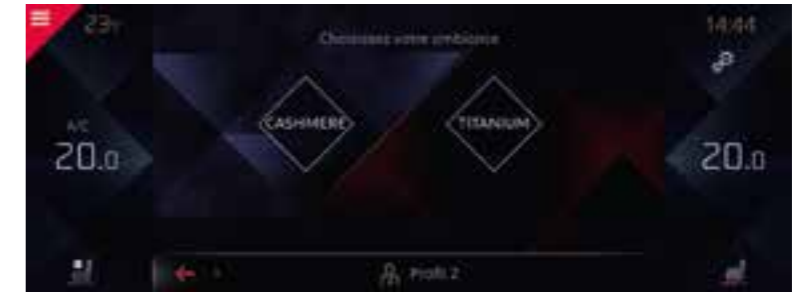
FOCAL ELECTRA

## PURE SOUND

For an in-car system, we've joined forces with FOCAL®, France's leading professional, home and car audio company. Its top of the range system called FOCAL Electra®, is made up of 14 speakers carefully positioned around the cockpit for a uniquely immersive listening experience.

## DS SENSORIAL DRIVE

DS 7 CROSSBACK enables you to express yourself through personalisation. DS SENSORY DRIVE offers something completely unique for the senses through two choices: Cashmere or Titanium. PolyAmbient lighting beamed across the door panels is available in eight colours: Crystal White, Sapphire Blue, Quartz Grey, Amber Orange, Carmine Red, Dark Red, Opal Green and Spinel Purple.



## DYNAMIC TRANQUILITY

Comfort is a given the moment you're on board. Our engineers selected high density foam when they were designing the wide and welcoming seats. This guarantees complete comfort and long-lasting support. Technology plays an important part in the front seats, which can be heated, ventilated and massaging, with five modes available. The multi-point massage function allows front-seat passengers to completely relax. Controlled via the central screen, the seat controls for driver and passenger can be controlled independently.





# *DRIVING* PLEASURE

## DYNAMIC ENGINES

DS 7 CROSSBACK is available in petrol variant. Powerful and efficient, it conforms to the latest exhaust emissions standards (Euro 6.2) and stand out through their remarkable torque. They have been made smoother and more responsive thanks to the new 8-speed automatic gearbox.

Technologies such as 200-bar injection pressure for the PureTech petrol engine and Stop & Start, ensure reduced consumption and CO<sub>2</sub> emissions.

*Find out more about the engines on page 69*

E-TENSE 4X4:  
HYBRID BY DS

With DS E-TENSE, the fully-electric concept car, and our investment in Formula E with DS Virgin Racing, DS Automobiles has already made huge strides into electric technology that will drive the future of our cars. In 2019, DS 7 CROSSBACK will be launched with the E-TENSE 4x4 plug-in hybrid drivetrain. This comprises a 200hp petrol internal combustion engine and two electric motors that combine to give a total power output of 300hp. It also features an automatic 8-speed gearbox, a compact 90kW lithium-ion battery and electric drive to the rear wheels, giving 4x4 versions stunning performance.



# TAILOR MADE

DS 7 CROSSBACK



# COLOURS

Blanc Banquise (F)



Gris Artense (M)



Gris Platinum (M)



Brun Andradite (P)



Noir Perla Nera (P)



Blanc Perle (P)



Curcuma (P)



Bleu Encre (P)



Rouge Absolu (P)



(F) : Flat; (M) : Metallic; (P) : Pearlescent

# UPHOLSTERY

Black Basalt  
and Bronze Perruzzi cloth



PERFORMANCE Line  
Black Basalt Alcantara®



Black Basalt  
grained leather



Pearl Grey  
grained leather\*



Alezan Brown Nappa leather  
with watchstrap leather



Art Black Basalt leather  
with watchstrap design



\* Available in 2019

Art Black Basalt Nappa leather with watchstrap design





# ALLOY WHEELS

17» satin gloss Clicker Grey  
'BERLIN' alloy wheel



18" matt Haria Grey  
'BUENOS AIRES' alloy wheel



18" gloss Onyx Black  
'GENEVA' alloy wheel



19" gloss Anthracite Grey  
'ROMA' alloy wheel



19" gloss Onyx Black  
'BEIJING' alloy wheel



19" gloss Anthracite Grey  
'AMSTERDAM' alloy wheel



19" gloss Onyx Black  
'AMSTERDAM' alloy wheel



20" gloss Onyx Black  
'TOKYO' alloy wheel







1

## ESSENTIAL ACCESSORIES

Our genuine accessories benefit from years of expertise and experience in the business. To complement our cars, DS Automobiles has selected a wide range of quality accessories. Tested and approved by our engineers, all accessories conform to the most demanding strength and durability criteria.

- 1 -  
Roof bars and bicycle carriers

- 2 -  
Multimedia docking kit

2

3



- 3 -  
Car cover

- 4 -  
Tow bar

4





# ONLY YOU SERVICES

We are offering customers a unique ownership experience by offering the DS 'ONLY YOU' program which includes exclusive club privileges, Valet Services and a dedicated DS Assistance hotline.

# ONLY YOU

THE DS EXPERIENCE

6470 8579  
MyDS App

Inspired by you and created for you, Only You is a bespoke programme that makes owning a DS unique.

DS prefers **TOTAL**

## DIMENSIONS



## MOTORISATIONS

ENGINE	FUEL ECONOMY (COMBINED)	CARBON EMISSION (COMBINED)	TOP SPEED	0-100KM/H (SEC)
PURETECH 180 EAT8	5.5 (18.18km/L)	126	220KM/HR	9.6

VES Banding: B



Some of the specifications in the brochure may not necessarily conform to specifications of the vehicles imported into and sold in Singapore


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