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CONGESTION CHARGE BUSTING, CO2 REDUCING, FUEL SAVING - THE NEW CITROËN C2 STOP & START



Citroën has announced the UK launch of a new, environmentally friendly and fuel efficient C2 Stop & Start model, and to mark this news the Company is effectively offering to pay buyers of all Citroën Stop & Start models one year's London Congestion Charge.

Thanks to its use of innovative Stop & Start technology, which switches the engine off when the car is at standstill, the new C2 Stop & Start offers all the benefits of low CO2 emissions and fuel consumption, in addition to sharp styling and high standards of equipment and practicality.

As an added bonus all Citroën C2 and C3 Stop & Start models ordered and registered during April and May will attract £1,696 cashback, the equivalent of one year's congestion charge as set by Transport For London.

The C2 Stop & Start is available for a Recommended Retail Price of £10,690, which doesn't include the congestion charge busting launch offer. Buyers will also benefit from the reduction in Vehicle Excise Duty for band C cars announced in last week's Budget, as well as a low Group 4 insurance rating.

Offering up to a 15% reduction in fuel consumption in heavy traffic, the frugal C2 Stop & Start is perfect for life in town. The system also returns an impressive 50.4 mpg on the standard combined cycle, making it the most fuel efficient model in the C2 petrol range, whilst CO2 emissions are also reduced by an average of 10%.

The C2 is the latest Citroën to be equipped with cutting-edge Stop & Start technology. When the car comes to a halt, be it in a traffic jam or at a junction, the engine is automatically switched off to help save both fuel and reduce CO2 emissions. In addition, the complete absence of any engine noise when the vehicle is at a standstill contributes to a more relaxed driving experience.



The Stop & Start system turns the engine off as the vehicle comes to a halt and then, almost silently, restarts the engine in just 400 milliseconds the moment the driver takes their foot from the brake pedal, allowing the car to accelerate away as normal. The secret behind this technology is a reversible alternator that acts as a standard alternator one minute - driven by the engine to charge the battery - but, when required, then acts as a starter motor, driven by the battery to effortlessly re-start the engine. And for those who wish to, the system can be easily deactivated via a button on the dash.

This latest addition to the C2 range is equipped with a new generation SensoDrive automated gearbox, with paddleshift gearchange and automatic function, and a 90hp 1.4i 16V petrol engine. Although based on the SX trim level, it adds around £1,000 worth of extra kit as standard, including rear parking sensors, automatic air conditioning, automatic headlamps and wipers, lateral airbags and electric, heated door mirrors.

This augments an impressive spec sheet that already includes ABS with EBD and EBA, power assisted steering, remote control central locking with deadlocks, an alarm, CD player and independently sliding and folding rear seats. The new model also comes with its own special interior trim and wheel covers and 'chrome' effect exterior door handles.

Managing Director of Citroën UK, Xavier Duchemin, said: "Citroën's launch of the C2 Stop & Start reinforces our position at the forefront of technological innovation and protection of the environment. With a congestion charge busting offer, C2 Stop & Start owners can help save both their own money and the environment."