

# Agenda

**1/ Presentation**

**2/ 2024 : an exciting year with great events**

**3/ What's about Citroën Heritage Conservatory future**

**4/ What's new in our collection**

## **2/ 2024 : an exciting year with great events**

**For the Citroën & DS Brands new products :**

- **DS Global Event 21/12**
- **DS France edition**
- **New C3**
- **AMI Buggy Launch**
- **NEW LCV Line**
- **Reveal C3 Aircross**

**Anniversary for the Citroën Heritage :**

- **90 years for Traction**
- **50 years for CX**
- **30 for Jumper**

# 3/ What's about Citroën Heritage Conservatory future

## 1. Where were we

AVRIL 2023 : validation on a new approach

SEPT 2023 : information requests

OCT 2023 - NOV 23 : meeting with authorities

→ **Favorable orientation but necessary conditions**

## 2. Today's situation

### 2 orientations :

- Conservatory Approach : maximizing the covered building revenue = number of visitors
- New Concept : building + seminar/reception layout revenue = number of visitors + receptive turnover

→ **Orientation New Concept to be studied more deeply**  
*Potential step 2 to be also integrated*

## 3. Next steps

**1. To finalize business Plan & determine financing possibilities**

**2. To have a shared story telling and concept description**

**3. To be ready for technical field study end of March**

### 3/ What's about Citroën Heritage Conservatory future

- New Generation Musée
- Space to present Citroën history
- Robust Economic Conditions
- Able to integrate new activities
- Next steps to be early projected
- Able to match with all « partners » expectations

## 4/ What's new in our collection



C4 Autonome 2015  
C Experience 2016  
AMI One 2019  
SURVOLT 2010



### 3/ What's about Citroën Heritage Conservatory future

