
Citroën wants to shake up the market with the new C3 Aircross

Von Walther Wuttke

The first images of the new Citroën C3 Aircross come with a clear declaration of war. According to the press release, the new model is associated with the "ambition" to "shake up the market with a very competitive price positioning". The French are thus continuing the price war that they have already started with the launch of the all-electric C3, which will soon be on the market for 23,300 euros. The price list for the combustion-powered C3 starts at 14,900 euros.

For the C3 Aircross, which will be available to order from the summer and will roll onto the German market in the fall, the designers adopted elements from the Oli concept car. The new Citroën logo, based on the original brand logo, dominates the steep front section. The colored clips on the bumper and the C-pillar can be changed as desired.

In contrast to the rounded shapes of its predecessor, the new C3 Aircross has more of an edge to emphasize its robust SUV characteristics. In terms of length, the city SUV has grown from 4.15 meters to 4.39 meters, surpassing the Dacia Duster by five centimeters and the Renault Captur by 17 centimeters. The developers used the increase in length to integrate a third bench seat so that the Aircross can seat seven people. According to the press release, the wheelbase is to be the largest in its segment. However, the exact dimensions are still unknown.

The C3 Aircross shares the platform with the smaller C3, which is also designed for an electric drive. Although Citroën is still keeping quiet about the drive options, promising only "an affordable multi-energy offer", there is speculation in the French media that the Aircross may be powered by a new electric motor capable of delivering between 92 kW (125 hp) and 115 kW (156 hp). The 83 kW (113 hp) electric motor and 44 kWh battery planned for the electric C3 could then also be an alternative.

Depending on the equipment level, two battery types will probably be used: On the one hand, as in the C3, a lithium ferrophosphate battery as basic equipment and a more powerful nickel-manganese-cobalt battery, which, according to speculation in the French media, should enable a range of up to 400 kilometers. In addition, versions with a mild hybrid drive (1.2 liter, 48-volt technology) and classic combustion engines are also conceivable.

Although Citroën has not yet published any pictures of the interior, the most important elements from the C3 will probably also be found in the Aircross version. This presumably includes the absence of a classic instrument cluster in front of the steering wheel. Instead, a new type of head-up display, which projects the driving data onto a shiny black area between the upper edge of the dashboard and the lower edge of the windshield, provides information. And as in the C3, a centrally positioned screen will also supplement the information department in the Aircross.

Prices are still unknown but, if they are indeed set to shake up the market, they won't be too far off current rates. Currently, the C3 Aircross starts at 19,100 euros.

The C3 Aircross is one of a family of new compact SUVs from the Stellantis Group that will soon be rolling onto the market. In addition to the Opel Crossland, with which the Citroën shares the platform, a Fiat model will also be presented in this segment to replace the 500X and Tipo at the end of next year. (aum/ww)

Images for article



Citroën C3 Aircross.

Photo: Autoren-Union Mobilität/Stellantis



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