

In 2008, the

2CV

turns

60





**In 2006,  
67% of the French  
voted the Citroën 2CV  
"car of the century"...**



**With over 5 millions cars sold worldwide,  
the 2CV is definitely one of the most popular cars.  
Why is that?**

**"The 2CV is not a car, it is a lifestyle..."**

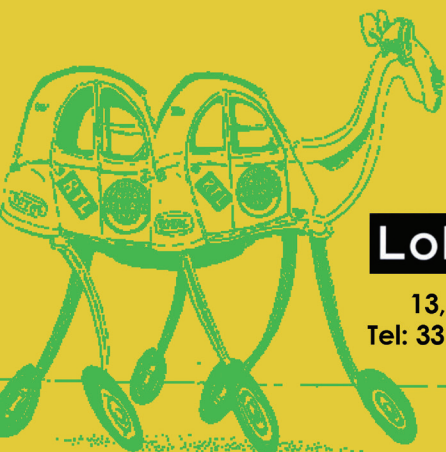
**It is an authentic symbol of people's first mass access to a luxurious good,  
the automobile. Over the years, it has been given quite a collection of  
affectionate nicknames, including "the Duck" and "Upside Down Pram."  
Amazing drivers will tell us its story with juicy anecdotes and unusual footage  
to show how deeply its legend swayed generations in Europe.  
Full of humor, lightheartedness and dynamic rhythm, this documentary will  
carry each and every generation amongst the audience into the very heart  
of 2CV history.**

**In the 30's, Pierre Boulanger was the manager of Citroën factories. His ideas  
were simple. Here are the guidelines he gave his engineers to conceive the  
2CV:**

**"Please have your services look into a new model which could take on 2  
farmers wearing clogs, either 110 pounds of potatoes or a keg while going 40  
miles per hour at the most, and while consuming three liters of gas every 60  
miles. The comfort level should be perfect. The baskets of eggs carried in the  
back have to remain intact in spite of the ruts."**

**And so it was born! (...)"**

**TO BE CONTINUED...**



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