PRESS RELEASE

JOIN THE 2 CV LOVERS COMMUNITY: CITROËN OPENS THE DOORS TO THE 2 CV CONCEPT UNIVERSE WITH A DEDICATED WEBSITE

Join the 2 CV Lovers community and follow every step of the rebirth of an icon through an immersive digital experience.

Poissy, 15 October 2026 – Just days after unveiling 2 CV Concept, Citroën is launching a unique digital platform with the release of a website entirely dedicated to this already iconic concept. Far more than a simple product showcase, the platform offers an immersive experience, inviting visitors to dive into the world of 2 CV Concept.

An invitation to experience 2 CV Concept from the inside

A generational icon and symbol of freedom, the 2 CV is reinventing itself through 2 CV Concept. To extend this discovery, Citroën is launching an immersive website that invites everyone to explore its universe, its reimagined heritage and the philosophy behind this contemporary vision of mobility.

Dive into the spirit of 2 CV... and become part of it

As they navigate the platform, visitors will discover the many facets of 2 CV Concept: its iconic design, instantly recognizable silhouette, 100% electric mobility, ingenious approach to simplicity, and optimistic vision of the automobile.
But that's not all.

- The 2 CV remains the world's most collected car, and almost everyone has crossed paths with one at some point in their life. Through the "2 CV lovers" section, visitors can share their memories, anecdotes and photos.
- A true star of the Paris Motor Show, 2 CV Concept also comes to life through exclusive content shared directly from the Citroën stand.
- Finally, because the 2 CV is more than just a car and represents a true way of life, visitors can explore The Shop, featuring an exclusive selection of products inspired by the 2 CV universe.

Time 2 meet again

This digital experience is part of the presentation of 2 CV Concept at the Paris Motor Show. Discover the 2 CV Concept website now at: http://2cv-concept.citroen.com

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About Citroën

Since 1919, Citroën has been creating cars, technologies and mobility solutions that respond to changes in society. A bold and innovative brand, Citroën places peace of mind and well-being at the heart of the customer experience. It offers a broad range of models, from Ami—the distinctive electric mobility solution designed for urban use - to saloons, SUVs and commercial vehicles, most of which are available with all-electric or plug-in hybrid powertrains.

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A pioneer in services and customer care for both private and professional customers, Citroën operates in 101 countries and has a network of 6,200 sales and service outlets worldwide.