

***New Citroën C1 Vodafone Revolution: all calls are free after the first minute.
50 free SMS a day for a year***

Milan, 27 March 2006 – Citroën Italia is presenting an exclusive new version of the C1: the **Citroën C1 Vodafone Revolution**. The new car is the result of the **first ever** agreement of its kind between a mobile operator and a car manufacturer, based on the shared values of technological innovation and a young image.

Citroën C1 Vodafone Revolution is a truly “revolutionary” commercial offering, and extremely good value for anyone who uses their cell phone on a regular basis.

Customers who buy the Citroën C1 with the “Vodafone Revolution” package will receive the “Citroën C1 Vodafone Revolution” promotion free of charge, including:

- a card containing the “Citroën C1 Vodafone Revolution” code to activate the promotion
- a pay-as-you-go Vodafone SIM card including €5 worth of free calls
- a universal Bluetooth headset

The above promotion enables the purchaser to talk free of charge, after the first minute, to all fixed numbers within Italy and the mobile numbers of all operators for up to a maximum of 1,500 minutes a month, and send 50 free SMS a year from Italy to any Vodafone number, only paying the first SMS sent each day.

The **customised exterior** features a rear sticker with the word “Revolution” and white stripes down the side of the car bearing the word “Revolution”, whilst the **customised interior** includes a red gear stick knob with the Vodafone logo, customised red and black mats, a customised door sill.

Prices for the C1 Vodafone Revolution range are the same as those for the ordinary C1 range.

The car will be available at all Citroën dealers from 1 April 2006 and the promotion, which can be activated free of charge from 12 June 2006, will last one year from the date of activation.

27 March will also see Vodafone launch a new competition, which, in addition to thousands of weekly prizes, will include a final draw to select the winner of a C1 Vodafone Revolution. Anyone wishing to take part simply has to send us their idea of “Life is Now” at www.Lifeisnow.it.