

## **New image and new logo**

A new era, based on communication and the enhancement of the link between the clubs and Citroën has begun. Recently we had the opportunity to change our image and particularly our logo, in order to express a more dynamic image of the ACI, while remaining simple and easy to read. New colours have been chosen : silver grey, red and black are the three main colours and the logo uses, with a special authorization, the same colours and fonts as used by Citroën in their own communication. This is not a coincidence: they too have renewed their own logo.

Our logo, which has been approved by Citroën, will, in certain communications be juxtaposed with the new double chevrons.

Nevertheless the ACI remains independent, its main objective being to represent the clubs worldwide to Citroën and to bring them as much service as possible. The combined confidence shown by the clubs and Citroën in the ACI permit the ACI to receive and distribute the fundings for the Events of the Year, thus reinforcing our presence in the Citroën community. Change of our logo and our image are important steps on this way.

To discover them "in real life", please come to the 75 heures pour 75 ans de la Traction on July 10th to 13th in Arras, the Event of the year 2009 selected by the ACI delegates and supported by Citroën.

## **Citroën fundings of The Event of the Year**

We are happy to present what we think is among the major achievements of the cooperation between Automobiles Citroën and the ACI so far.

As you know, Citroën has supported the ACI Event of the Year with substantial amounts since the beginning. What's new is that Citroën in the future will be transferring the funds to ACI. Being the ultimate link between Citroën and the clubs, the ACI will carry out the payments directly to the event organisers.

As the ACI is in closest contact with the event organisers and the clubs, this gives of course many advantages. First of all, it gives us the opportunity to ensure good quality of the events, as we can pay out the money in rates - and at the same time keep a certain control that the event meets reasonable requirements. Guidelines for this are still to be worked out. For the event organisers life will be much easier too. Not only can they benefit from the experience we have gathered, now they

can get the financial support fast and smooth in accordance with the needs from the first phases of the event planning.

Citroën will have less administration and better information about where the money goes, event organisers will have better help and the participants will have better events! And of course this new system will strengthen the position of our organisation!

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## News from Citroën

- Further to the changes announced in our last newsflash, Xavier Duchemin, the new Marketing and Communication Manager will officially take up his role on June 16 leaving the UK subsidiary in the hands of Gary Savage.
- Gary Savage (47), was formerly responsible for marketing and development of Audi in Russia.
- Philippe Varin has officially replaced Christian Streiff on June 1st at the head of PSA Peugeot Citroën Group ; Christian Streiff left on 30/03, Roland Vardanega, Director of Operations was the interim CEO in the meantime.
- The market share of Citroën has reached 16.1% in France in March and 15.3% for the first quarter of 2009, the best performance ever recorded ; while the global automobile market shrunk by 4.2%, Citroën's sale have increased by 4.3%.

## 90th anniversary

Citroën has officially confirmed that the Event will take place on 3rd and 4th of October in most of the European countries. The initial ACI proposal has been reworked by a communication agency and becomes "La Croisière blanche". On the night of October 3rd, Citroën classic cars will drive through the streets of the main capitals, decorated with white LEDS. Collectors will be asked to come with their cars. Please contact your affiliate in each country to learn more. We will supply additional information as it becomes available.

On the commercial side, the dealer network will have a special period of "90 days for 90 years" with a dedicated logo and specific sales operations.

## 2010 Event of the year

We have received an application from the Belgian clubs for a big Event which will take place on the Zolder track, and which will rally all Citroëns together. We will receive the further details mid-June and will inform you with a newsflash and propose to you a special procedure for the selection of this event as Event of the Year since the normal deadline for application has past.



## 75th Birthday of the famous Traction

### ACI Event of the Year 2009

"75 heures pour 75 ans" (75 hours for 75 years) in Arras, 10th, 11th, 12th and 13th of July 2009, will be certainly the top event for any Tractionist this year.

Four of the most important Traction Clubs, TAN Traction Avant Nederland, TOC Traction Owners Club, BOCC Belgische Oude Citroën Club and TU La Traction Universelle Nord are jointly organizing this major international Citroën celebration.

Arras, in the north of France, with the famous Flemish Baroque style of its squares, will create the perfect setting for a memorable event to celebrate the 75th Birthday of "La Traction". The city is strategically situated at the intersection of the A1 (Paris-Lille) and the A26 (Reims-Calais/Channel Tunnel) autoroutes.

All european owners of a Citroën Traction Avant, regardless of model (7, 11, 15/6) or body type are invited to gather in Arras in July. The organizers hope to bring together a total of 1000 Tractions.

The varied program will include numerous events, all open to the public, in the heart of the town. Tractions will be parked in the main squares on display, a Traction endurance run during 75 hours in homage to François Lecot and as a highlight the parade of vehicles on the Sunday afternoon.

At the Artois Expo exhibition site, only a few minutes walk from the city center, there will be a temporary museum with 75 cars, illustrating the history of the Traction, with a display of vehicles not seen before. There will be also a parts market exclusively with Traction pieces and an auction of vehicles. Finally there are numerous stands to cater for all interests and for any non-car minded visitor.

For further details and late registration see [www.75heurespour75ans.com](http://www.75heurespour75ans.com)

Come to Arras for the Traction's most memorable Birthday!

## Amicale Citroën Internationale - Annual General Meeting

**Hall 7 Palais des Expositions, Paris February 7 2009**

**Delegates Present:**

**Belgium:**

- Dieter Pétré
- David Serrus

**Canada:**

- John McCulloch

**Czech Republic:**

- Lubomir Hula

**Denmark:**

- Jens Møller Nicolaisen
- Peter Bue Nielsen

**Finland:**

- Michael Cederkreutz
- Aniti Pikkanen

**France:**

- Didier Parjadis
- Laurent Moret De Rocheprise

**Germany:**

- Stephan Joest
- Ulrich Knaack

**Hungary:**

- Roland Szolomayer

**Italy:**

- Maurizio Marini
- Guido Wilhelm

**Japan:**

- Keiichi Kitagawa
- Kazuo Nozu

**Netherlands:**

- Deliaan Vollgraff
- Daan Vreeken

**Norway:**

- Morten Ruud
- Arne Lund

**Sweden:**

- Henrik Almquist

**Switzerland:**

- Peter Keller
- Hans Peter Rubitschon

**United Kingdom:**

- Barrie Annels
- Bernie Shaw

**Honorary members present:**

David Conway UK  
Carl Gabrielson F  
Jean-François Ruchaud F

**Automobiles Citroën**

Denis Huille

**Guests present:** For 2011 event

Xavier Audran F  
Joël Landeroin F  
Christian Courte F  
Frédéric Ozog F

**Agenda:**

- Welcome and approval of Minutes AGM 2008
- Reports from the ACI Board
- Proposed Action Plan 2009 by the current Board
- Events
- Examples from national Amicales
- Information from the Delegates
- News from Automobiles Citroën
- Q & A AOB
- Election of new ACI Board
- Next meeting

The meeting was chaired by Didier Parjadis, President of the ACI

**1. Welcome and approval of Minutes AGM 2008**

Didier Parjadis welcomed the Delegates and introduced new members  
The minutes of the AGM 2008 were approved.

**2. Reports from The ACI Board****ACI President's Report:** Didier Parjadis

The blend of new and experienced Board members has proven to be a success. Costs have been reduced and as a result more money has been used for communication with clubs and the media. The selection of a new logo has been very challenging, but has required the collaboration of Automobiles Citroën. The final decision on the logo will be made in the next few weeks.

The cooperation with Automobiles Citroën has been a very positive aspect to this year's work. A positive rapport has emerged from the top management which views the Citroën Heritage and the ACI in a very favorable light. It has been firmly established that the ACI is the sole link between the clubs and Automobiles Citroën

With the goal of forming working groups with Automobiles Citroën on such topics as the heritage of Citroën, spare parts etc., a steering committee was set up to develop a plan for the 90th anniversary of Citroën. The committee consisted of representatives from Citroën sales department, the dealer network, Citroën executive, manager of the heritage department.

The 90th anniversary of Citroën is planned for October 3 and 4 2009. It is intended catch the attention of the media and involve clubs and Citroën collectors around the world. It should involve a display of old Citroëns in the dealer network in capital cities across Europe and around the world if possible.

The ACI will communicate additional information to the amicales and the clubs of each country in the next few weeks through the delegates and with the assistance of the Citroën affiliates.

Report approved.

#### **Treasurer's Report:** Henrik Almquist

The current financial statement as of December 31 2008:

Expenses for 2008: 17, 617,22 €

Balance is 23,572,48€

Budget Forecast 2009: 15,800,00 €

Report approved.

#### **ACI Secretary Report:** Jens Møller Nicolaisen

There were seven meeting of the Board including three telephone conferences

Report approved.

### **3. Proposed action plan 2009 by current Board** - Dieter Pétré

Dieter restated the mission statement of the ACI stressing the promotion of the Citroën heritage. Clearly there are financial pressures on the heritage because of cost cutting measures which extend across the Automobile industry. It may be necessary to change the financial basis for supporting the heritage. Possibilities include a financial strategy, keeping aware of developments at Automobiles Citroën.

Dieter stressed the importance of the flow of information between clubs and ACI in both directions.

### **4. Events**

Peter Keller introduced the various groups who present past and future events.

**2008 14th ICCCR Rome - Speaker: Maurizio Marini** presented the figures from the ICCCR at Vallenga; 2457 cars parked on the track.

DS, 2cv and TAVs were the principal cars at the meet. France had the greatest number of attendees (979) whereas Italy had somewhat fewer (864).

Revenues for the meet were as follows: 223,541,00 € consisting of 11,784 € (food); 176,795 € admissions; 8120 € day visitors; 28,000 € gadgets

Total expenses: 263,337,00 € Loss: 39,796 €

Maurizio announced that the Italian Citroën Clubs would make up the losses. Note that the cost of the track Vallenga was not included in the overall expenses. For critical tasks, the ICCCR used professionals, for non critical tasks, they used volunteers..

There was no estimate given for the money spent on the development of the website.

Reasons for the relatively small attendance were: the lack of information available from the website, the fact that many more people attended the event but did not

take their cars on to the field. Maurizio felt that the ACI had not publicized the event more. Didier pointed out our repeated requests for information and the fact that the ACI logo does not appear in any official literature. The information gleaned from the Vallelunga event would be useful for the event in Yorkshire.

### **75 heures pour 75 ans Arras France - Bernie Shaw and Piet Kok**

Bernie Shaw represented the Traction Owners Club (T.O.C.) UK; Traction Avant Nederlands (T.A.N.) The Netherlands; Belgische Oude Citroën Club (B.O.C.C) Belgium; La Traction Universelle, France.

The organizing committee is made up of 9 people from the various clubs, Activity organizers number 15 and volunteers between 50 and 100.

Partners and Sponsors consist of The ACI, F.E.V.E; mairie d'Arras, Automobiles Citroën; Bière du CHTI (brewery); Vintage Roads; La Voix du Nord (newspaper); Total (oil) ; Conseil Général du Pas de Calais. The organizers are looking for additional sponsors.

Bernie stated that there were three main venues for the event: Square in front of the town hall; Pré Fleuri and the Artois Expo, all of whom are within 15 minutes of each other.

**Friends of 2CV in the Czech Republic** - Lubomir Hula For information only Lubomir outlined the event and showed slides of the venue. This promises to be a well organized event sure to please everyone who attends.

### **World Meeting of the 2CV Salbris France 2011 - Xavier Audran**

The organizers are expecting between 3500 and 5000 cars at this 60 hectare former golf course site. They anticipate 11,000 visitors requiring the deployment of some 300 volunteers. The budget for the event will be around 356000 €. There will be raids following the event. The website is [www.2cvfrance2011.fr](http://www.2cvfrance2011.fr).

This Event was selected as the ACI Event of the Year for 2011.

### **15th ICCCR Yorkshire England - Nigel Wild**

Nigel Wild explained that the organization was well underway for the event in Pickering, North Yorkshire. Cost would be 50 € per car and 10€ per additional passenger.

The site is a 250 acre or roughly 120 hectare site. The organizers are accepting registrations as of now.

## **5. Examples from national Amicales**

- Nil report

## **6. Information from Delegates**

- Nil report

## **7. News from Automobiles Citroën** - Denis Huille

Denis outlined the accomplishments of the Heritage department for 2008. They included the new set up at Retromobile, 2CV exhibition at La Villette.

The meetings with Xavier Chardon were very successful and represent a new

era of understanding between AC and the ACI. The steering committee was established to work out details for the 90th anniversary of Citroën. There was a presence of AC at the 14th ICCCR in Rome and finally Denis announced that more than 2,000,000 people had visited C42 in 2008.

Denis noted that there had been a number of changes in the top management of Citroën: Valérie Larrieu-Pelegry and Gilles Michel had both left their posts at AC.

J. B. Thomas would become the new director of communications as of March 2009

The budget of the Heritage department had been cut by 20% thus limiting what could be done.

More space may be available for cars at the Conservatoire since one of the assembly lines has been shut down.

The new logo has finally been revealed as well as the "DS" line of luxury versions of the C3,4, 5 cars.

Didier thanked Denis for his report and his continued support over the past year.

## **8. Q & A**

- nil report

## **9. Election of New ACI Board**

Didier introduced Walter Homberger, the new delegate from Switzerland. Walter offered himself as a candidate to the Board.

The vote was held. John Mc Culloch distributed the ballots and Peter Keller counted the ballots.

The results with 25 delegates are as follows: McCulloch (CDN) 24; Almquist (SE) 24; Møller Nicolaisen (DK) 24; Joest (DE) 23; Parjadis (F) 21; Homberger (CH) 24 Pétré (B) 22. All the candidates were elected to the Board.

## **10. Next meeting will be February 6 2010**

Stephan Joest made an announcement about Technoclassica in Essen

Having completed the agenda and seeing no further questions, the President declared the meeting concluded at 1:30 pm.

The minutes of the aforementioned matters were approved and signed by the Board.

Minutes by John McCulloch