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The day Citroen was established it was an exciting occurrence and people were eager to see what the Citroen designers could offer the public in terms of new models and constructions. They were also keen to see whether a brand new motor manufacturer could shape the driving capabilities of the public.

Anticipation and hype like this stems from the premature days of the automobile sector, where cars were not produced in quick succession, unlike the contemporary era of today when models are released quite frequently. It was such a rare thing to happen that the press and the public were in a flurry to see the new model.

During the initial years of the Citroen vehicle company's existence, the managers and directors had a lot riding on their new company with no guarantees of success. But after a few short years Citroen became reasonably prosperous and according to www.centralcontracts.com the business displayed some expansion and success.

This may be because as soon as they were set up Citroen set about making aesthetically pleasing cars that used state-of-the-art technologies and systems. The company also helped the automotive industry to evolve and move forward, by developing technology that has made driving more enjoyable and safe.

In these few months quite a few models were put together and sold, which led to the customer driving a Citroen rather than some of the more popular car types of the time. This might have been because of the innovative nature of the early Citroen models. In reality, it was in this part of its timeline that a number of illustrious models were manufactured and it was these particular cars which helped the masses to link the firm with functionality, practicality and success, not to forget a spectacular colour palette.

Immediately after this Citroen became a raving success and it became well known causing a surge in its retail sales figures and profits, which is a pattern that is still continuing, even today. In actual fact, those particular models helped to carve a niche for itself as a leader in innovation in manufacturing practices. This helped to create brand identity, loyalty and popularity, which led to high levels of sales for the company. What's more is that Citroen was in line to receive a host of fantastic design awards to boot.

In recent years Citroen has turned its hand to creating and developing low carbon devices. This has involved taking measures to seriously reduce the CO2 output of their vehicles, by making fuel efficient engines and alternate fuel options. As well as electric, Citroen are also developing hybrid electric power train technology, which has been put into some cars already. In reality, this technology has been included in concept automobiles and will shortly be fitted in a number of Citroen models being manufactured in the foreseeable future.

As soon as these changes are set in motion they will help to cement the good fortunes of the firm immensely. By that point Citroen leasing from www.centralcontracts.com will not only be cheaper than purchasing a vehicle but it will also be helpful to reduce our carbon footprints.

This short account of Citroen may help you to become more familiar with the company set up and how they have ploughed through the years to become a leader in automotive manufacturing. You could've found this quite an informative article if you are hoping to lease or buy a Citroen but want to

learn as much as you can before you invest your capital.

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http://www.articleside.com/management-articles/a-simplified-historical-account-of-the-citroen-vehicle-manufacturer.htm - Article Side

Kerri Lissa - About Author:
a Citroen leasing - I'm talented at solving problems that others can't and I tend to work within an ethos of logic and professionalism. I have years of online experience and have been involved in both large and more scaled down projects either alone or within a team of fellow professionals. I also have a very creative side and remain professional and efficient in high pressure situations.

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