

A Citroen inspired by you

Published on Welcome to Matter(s) (<http://www.welcometomatters.com>)

A Citroen inspired by you



Citroën and architecture studio A-cero have created a special series of the DS3 model. The architect Joaquín Torres, known for designing homes of celebrities such as Cristiano Ronaldo, Fernando Torres and Penelope Cruz, will design a custom roof on the car after finding out more about the buyer. Citroën DS Series by Joaquin Torres is limited to 50 units and differ from each other thanks to unique designs inspired by the buyer.

Why it matters

Cars are often considered an extension of the owner's personality. Can this kind of initiative that supports the customization of the car be a sales success?

- [Automotive](#)
- [Create](#)
- [Significance](#)
- [Spain](#)

Source URL: <http://www.welcometomatters.com/article/citroen-inspired-you>

Links:

[1] <http://www.welcometomatters.com/team/jorge-sanz>