



DS AUTOMOBILES

The French Luxury Car Company

# DS 7

## PRICE & SPECIFICATION GUIDE

NOVEMBER 2024



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# DS 7



## ALL VERSIONS OF DS 7 COME WITH THE FOLLOWING EQUIPMENT:

### EXTERIOR STYLE

- Alloy wheels
- Gloss Black exterior door mirrors
- Body coloured door handles with chrome

### INTERIOR STYLE

- Leather steering wheel
- Front and Rear central armrest

### IN-CAR ENTERTAINMENT

- 12.3 inch Digital Instrument Cluster
- 12 inch HD Touchscreen
- DS IRIS SYSTEM
- Mirror Screen with Apple CarPlay™ and Android Auto®
- Bluetooth®
- Wireless Charger
- Two front USB-C ports

### COMFORT & CONVENIENCE

- Keyless Entry & Start
- Defrosting door mirrors
- Electrically folding door mirrors with DS LED spotlights
- Frameless electrochrome interior rear view mirror
- Auto Comfort Pack - Automatic bi-zone air conditioning, Automatic windscreen wipers, Odour filter
- Electric parking brake
- Automatic Tailgate

### LIGHTING & VISIBILITY

- DS PIXEL LED VISION 3.0
- DS 3D LED rear lights
- Dark tinted rear windows
- LED ambient interior lighting

### SAFETY & SECURITY

- Front and Rear Parking Sensors
- 360° Vision Camera
- DS Drive Assist - Adaptive Cruise Control
- Hill Start Assist
- Tyre Pressure Monitoring System
- Driver, front passenger, front lateral, and curtain airbags
- Two rear Isofix mounting points
- Speed Limit Recognition Warning
- Driver Attention Monitoring
- Advanced Safety Pack - Emergency Braking System, Blind Spot Detection, Lane Keeping Assist, Extended Traffic Sign Recognition, Driver Attention Alert



# DS 7 PALLAS



1. Black Alcantara® Interior Trim
2. 19 inch 'EDINBURGH' diamond-cut alloy wheels
3. DS Light Veil LED Daytime Running Lights
4. Brilliant Black front grille with black DS WINGS and black DS badge
5. DS 3D LED rear lights
6. 12.3 inch Digital Instrument Cluster
7. 12 inch HD touchscreen
8. 12V Socket in Boot and Front
9. DS PIXEL LED VISION 3.0
10. Keyless Entry & Start
11. DS IRIS SYSTEM
12. 2 x Rear ISOFIX Mounting Points
13. 2 x Front USB-C ports (1 Charge/1 Data)
14. Front and Rear parking sensors
15. 360° Vision Camera
16. 3D Connected Navigation
17. Advanced Safety Pack
18. Wireless Charger for Smartphone



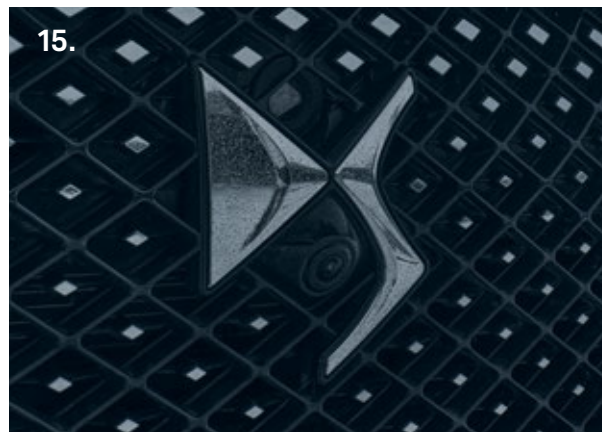
# DS 7 ÉTOILE



19. Electric Seats Pack - Electrically adjustable heated front seats
20. Easyfold Rear Bench
21. Acoustic Lateral Glass
22. Gloss Black Roof Rails
23. Automatic Tailgate
24. DS Connected Pilot - Adaptive Cruise Control
25. Heated Windscreen
26. Ambient Interior Lighting
27. Electric Panoramic Sunroof

## Exclusive to ÉTOILE

1. Polyambient Interior Lighting
2. Ventilated Front Seats
3. Massaging Front Seats
4. DS DRIVE ASSIST - Level 2 Autonomous Driving
5. DS NIGHT VISION




# DS 7

Level	Description	Fuel Type	Speed	CO <sub>2</sub> g/km WLTP	RRSP	Delivery Charge	On The Road Price
PERFORMANCE LINE	1.5 BlueHDi 130 Auto	Diesel	8-Speed	144	€50,995	€995	€51,990
	PLUG-IN HYBRID 225	PHEV	8-Speed	32	€53,495	€995	€54,490
PALLAS	1.5 BlueHDi 130 Auto	Diesel	8-Speed	146	€53,995	€995	€54,990
	PLUG-IN HYBRID 225	PHEV	8-Speed	33	€55,995	€995	€56,990
ÉTOILE	1.5 BlueHDi 130 Auto	Diesel	8-Speed	146	€58,495	€995	€59,490



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# EXTERIOR COLOURS

(M) Metallic

● Standard equipment



SAPPHIRE BLUE (M)



TITAN GREY (M)



PERLA NERA BLACK (M)



NIGHT FLIGHT (M)



LACQUERED GREY (M)



PEARL CRYSTAL (M)

BODY COLOUR	BODY CODE	PALLAS	ÉTOILE
<b>STANDARD METALLIC PAINT</b>			
Sapphire Blue	M06L	●	●
<b>METALLIC PAINT</b>			
Titan Grey	M0VL	€700	€700
Perla Nera Black	M09V	€700	€700
Night Flight	M0A1	€700	€700
Lacquered Grey	M0KU	€700	€700
Pearl Crystal	M0PH	€1,000	€1,000

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# INTERIORS

● Standard equipment



BLACK ALCANTARA® INTERIOR



DS BASALT BLACK CANVAS LEATHER INTERIOR



BASALT BLACK LEATHER INTERIOR



PEARL GREY LEATHER INTERIOR

UPHOLSTERY	ORDER CODE	PALLAS	ÉTOILE
<b>Black Alcantara® Interior</b> Black Alcantara® with leather effect vinyl with Black Alcantara® decor	56AB	●	-
<b>DS Basalt Black Canvas Leather Interior</b> DS Basalt Black canvas leather with DS Basalt Black canvas decor	ALFE	€1,495	-
<b>Basalt Black Leather Interior</b> Art Basalt Black Nappa watchstrap leather with Art Basalt Black Nappa leather decor	4HF0	-	●
<b>Pearl Grey Leather Interior</b> Pearl Grey Nappa watchstrap leather with Pearl Grey Nappa leather decor	4HFW	-	●

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# WHEELS

● Standard equipment



**EDINBURGH**  
DIAMOND-CUT  
ALLOY WHEELS

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ALLOY WHEELS	ORDER CODE	PALLAS	ÉTOILE
19 INCH			
19 inch 'EDINBURGH' diamond-cut alloy wheels	ZHW0	●	●

# EQUIPMENT SPECIFICATION

● Standard equipment ○ Optional equipment

Option availability varies according to version/engine/trim level. Some options are only available as part of a pack. Please refer to the options section for further information.

	PALLAS		ÉTOILE	
	BlueHDi	PHEV	BlueHDi	PHEV
<b>UPHOLSTERY</b>				
Black Alcantara® Interior <i>Black Alcantara® with leather effect vinyl with Black Alcantara® decor</i>	●	●	-	-
DS Basalt Black Canvas Leather Interior <i>DS Basalt Black canvas leather with DS Basalt Black canvas decor</i>	€1,495	€1,495	-	-
Basalt Black Leather Interior <i>Art Basalt Black Nappa watchstrap leather with Art Basalt Black Nappa leather decor</i>	-	-	●	●
Pearl Grey Leather Interior <i>Pearl Grey Nappa watchstrap leather with Pearl Grey Nappa leather decor</i>	-	-	●	●
<b>WHEELS</b>				
19 inch 'EDINBURGH' diamond-cut alloy wheels	●	●	●	●
Black centre caps	●	●	●	●
<b>EXTERIOR STYLE</b>				
Gloss Black exterior door mirrors	●	●	●	●
Body coloured door handles with chrome	●	●	●	●
Black window surrounds	●	●	●	●
Brilliant Black front grille with black DS WINGS and black DS badge	●	●	●	●
Black DS Monogram on rear tailgate	●	●	●	●
Black roof rails	●	●	●	●
<b>INTERIOR STYLE</b>				
Premium leather steering wheel & leather covered airbag	●	●	●	●
Aluminium sport pedals	●	●	●	●
Front and rear carpet mats	●	●	●	●

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# EQUIPMENT SPECIFICATION

● Standard equipment ○ Optional equipment

Option availability varies according to version/engine/trim level. Some options are only available as part of a pack. Please refer to the options section for further information.

	PALLAS		ÉTOILE	
	BlueHDi	PHEV	BlueHDi	PHEV
<b>IN-CAR ENTERTAINMENT</b>				
12.3 inch Digital Instrument Cluster	●	●	●	●
12 inch HD touchscreen	●	●	●	●
DS IRIS SYSTEM <i>3D Connected Navigation, Natural Voice Recognition, Bluetooth® connectivity and Over-the-air updates</i>	●	●	●	●
Mirror Screen with Apple CarPlay® and Android Auto <i>Connect WiFi without a cable</i>	●	●	●	●
Two front USB-C ports	●	●	●	●
Two rear USB ports (Type A)	●	●	●	●
DAB digital radio	●	●	●	●
DS Connect Box - emergency & assistance system	●	●	●	●
<b>COMFORT &amp; CONVENIENCE</b>				
DS ACTIVE SCAN SUSPENSION <i>Plug-In Hybrid versions only</i>	-	●	-	●
Keyless entry and start	●	●	●	●
Automatic tailgate	●	●	●	●
Automatic door locking when driving	●	●	●	●
Perimetric and volumetric alarm	●	●	●	●
Defrosting door mirrors	●	●	●	●
Electrically folding door mirrors with DS LED spotlights	●	●	●	●
Frameless electrochrome interior rear view mirror	●	●	●	●
Door mirrors including reverse gear angle memorisation	●	●	●	●
Auto Comfort Pack <i>Automatic bi-zone air conditioning, Automatic windscreen wipers, Odour filter</i>	●	●	●	●

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# EQUIPMENT SPECIFICATION

● Standard equipment ○ Optional equipment

Option availability varies according to version/engine/trim level. Some options are only available as part of a pack. Please refer to the options section for further information.

	PALLAS		ÉTOILE	
	BlueHDi	PHEV	BlueHDi	PHEV
<b>COMFORT &amp; CONVENIENCE</b>				
Height & depth adjustable steering wheel	●	●	●	●
Cloth sunvisors with LED courtesy mirror and ticket holder	●	●	●	●
Electric parking brake	●	●	●	●
<b>SEATING</b>				
Electric Seats Pack <i>Electrically adjustable front seats</i>	●	●	●	●
Heated front seats	●	●	●	●
Ventilated front seats	-	-	●	●
Massaging front seats	-	-	●	●
Pneumatic adjustable driver's lumbar support	●	●	●	●
Front seats with rear pocket	●	●	●	●
40/60 split rear backrest	●	●	●	●
Ski Flap	●	●	●	●
<b>LIGHTING &amp; VISIBILITY</b>				
DS PIXEL LED VISION 3.0	●	●	●	●
DS 3D LED rear lights	●	●	●	●
DS Light Veil LED Daytime Running Lights	●	●	●	●
Automatic headlights with high beam assist	●	●	●	●
Automatic lighting at car unlocking	●	●	●	●
Acoustic and tinted windscreen	●	●	●	●
Heated windscreen	●	●	●	●
Dark tinted rear windows	●	●	●	●

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# EQUIPMENT SPECIFICATION

● Standard equipment ○ Optional equipment

Option availability varies according to version/engine/trim level. Some options are only available as part of a pack. Please refer to the options section for further information.

	PALLAS		ÉTOILE	
	BlueHDi	PHEV	BlueHDi	PHEV
<b>LIGHTING &amp; VISIBILITY</b>				
Laminated front and rear side windows	●	●	●	●
LED ambient interior lighting	●	●	●	●
Polyambient interior lighting	-	-	●	●
Multi-coloured interior lighting with gloss black interior door handles <i>Interior LED lighting, including 8 colours</i>	●	●	●	●
Electric panoramic sunroof	●	●	●	●
<b>SAFETY &amp; SECURITY</b>				
Rear parking sensors	●	●	●	●
Front parking sensors	●	●	●	●
360° Vision Camera	●	●	●	●
ESP <i>Electronic Stability Program</i>	●	●	●	●
Hill Start Assist	●	●	●	●
Tyre Pressure Monitoring System	●	●	●	●
Driver, front passenger, front lateral and curtain airbags	●	●	●	●
Rear curtain airbags	●	●	●	●
Height adjustable front seatbelts with pretensioners and front and rear load limiter	●	●	●	●
Two rear ISOFIX mounting moints	●	●	●	●
DS Connected Pilot <i>Adaptive Cruise Control</i>	●	●	●	●
Speed Limit Recognition Warning	●	●	●	●
Driver Attention Warning	●	●	●	●
Instrument panel warning to take a break after two hours driving	●	●	●	●

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# EQUIPMENT SPECIFICATION

● Standard equipment ○ Optional equipment

Option availability varies according to version/engine/trim level. Some options are only available as part of a pack. Please refer to the options section for further information.

	PALLAS		ÉTOILE	
	BlueHDi	PHEV	BlueHDi	PHEV
<b>SAFETY &amp; SECURITY</b>				
Advanced Safety Pack <i>Emergency Braking Sysyem, Blind Spot Detection, Lane Keeping Assist, Extended Traffic Sign Recognition, Driver Attention Alert</i>	●	●	●	●
DS DRIVE ASSIST <i>Semi-autonomous driving, Adaptive Cruise Control with Stop &amp; Go, Lane Positioning Assist</i>	-	-	●	●
DS NIGHT VISION	-	-	●	●
<b>STORAGE</b>				
Front double cup holder	●	●	●	●
Rear double cup holder	●	●	●	●
Open storage on driver side	●	●	●	●
Front closed storage	●	●	●	●
Front central armrest with storage	●	●	●	●
Rear central armrest with storage	●	●	●	●
Front and rear door storage	●	●	●	●
<b>PLUG-IN HYBRID</b>				
7.4kW On-Board Charger	-	●	-	●
Accelerated Charging Cable <i>Type 2 / Mode 3</i>	-	●	-	●

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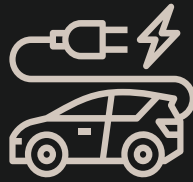
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## PHEV 225



**1.6**  
l/100km

weighted combined fuel consumption (WLTP)



UP TO  
**56-69**  
KMS\*

(WLTP) in full electric

- Front wheel drive
- 225 hp combined

- Front electric motor
- 180 hp petrol engine

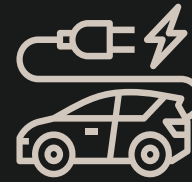
## PHEV AWD 300



**1.5**  
l/100km

weighted combined fuel consumption (WLTP)

- 4-wheel drive
- 300 hp combined



UP TO  
**56-67**  
KMS\*

(WLTP) in full electric

- Front and rear electric motor
- 200 hp petrol engine

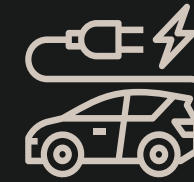
## PHEV AWD 360



**1.8**  
l/100km

weighted combined fuel consumption (WLTP)

- 4-wheel drive
- 360 hp combined



UP TO  
**57**  
KMS\*

(WLTP) in full electric

- Front and rear electric motor
- 200 hp petrol engine

\* The electric range you achieve in real life conditions will depend upon a number of factors including the starting charge of the battery, accessories fitted (post-registration), variations in weather, driving styles and vehicle load. Only compare fuel consumption and CO<sub>2</sub> figures with other cars tested to the same technical standard.

## REGENERATIVE BRAKING

# (B)

for Braking Mode can be selected on the gear selector, meaning your vehicle will use a higher level of regenerative braking and slow-up faster when your foot is off the accelerator. Regenerative braking slows the vehicle while harnessing the kinetic energy back into the battery, thus helping to maximise range. Around town, the range can be increased up to 20% with regenerative braking.



## WHAT AFFECTS THE RANGE?

Driving style, driving speed, use of heating & air conditioning, acceleration or load are several factors that will affect the range of your car. Limiting the impact of the above factors will maximise range.

The predicted range gauge on our vehicles utilises recent driving history, as well as remaining battery charge and current driving conditions to estimate the range available.

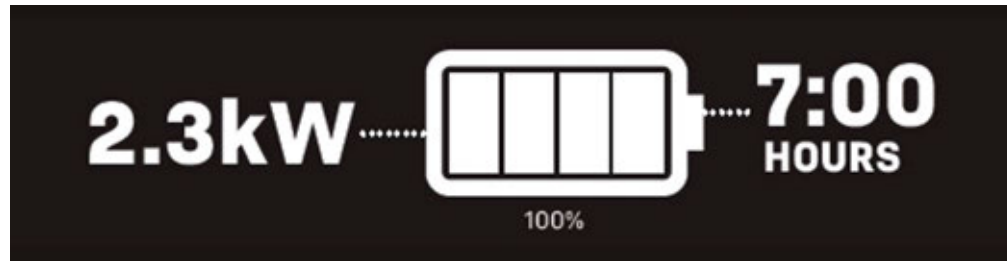


# CHARGING



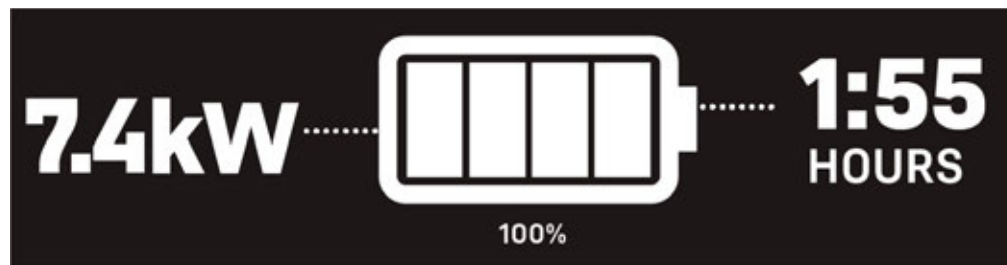
## HOME CHARGING

Charge your DS 7 from a standard 3-pin socket. The Domestic Charging Cable is available as an accessory from your local DS Retailer.



## OPTIONAL 7.4kW ACCELERATED CHARGING

Install a home charging unit to access Accelerated charging at home.

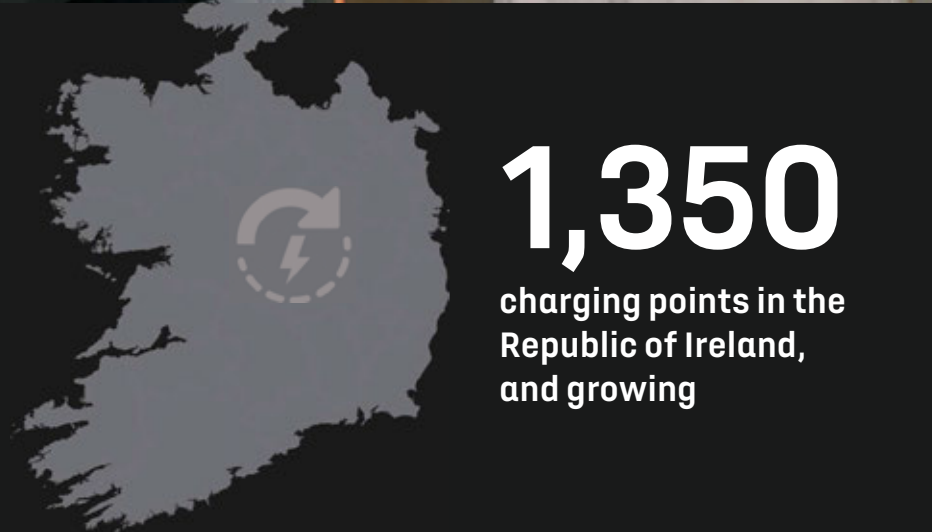


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### CHARGING ON THE GO

Using your DS Connect Nav, you can plan breaks en-route for refreshments and recharging.

With over 1,350 public charging points in Ireland and over 100,000 around Europe, no journey is too far.



**1,350**  
charging points in the Republic of Ireland, and growing

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# MyDS APP

E-TENSE EXCLUSIVE FEATURES.

CONTROL YOUR ELECTRIC VEHICLE FROM YOUR SMARTPHONE WITH THE MyDS App.



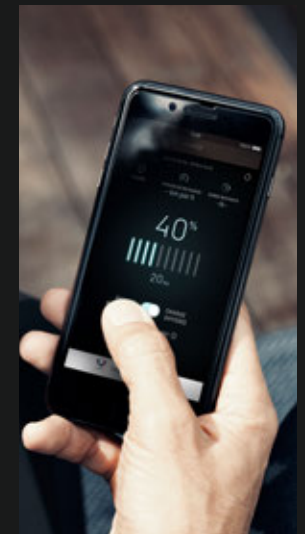
## RANGE INFORMATION

With the MyDS smartphone app, you can see your car's current state of charge and approximate remaining range. When your car is plugged in, the speed and expected remaining charging time are also shown.



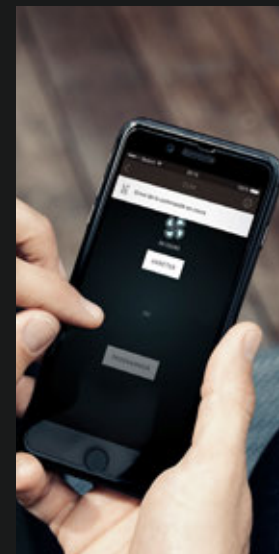
## REMOTE CHARGING

With control of remote charging you can use the MyDS app to commence charging or initiate a programmed charge. A programmed charge enables you to use the most beneficial energy rates to replenish your battery.



## REMOTE AIR CONDITIONING

This feature allows you to programme the heating or air conditioning of your car while it's still charging. Your car will be set to your preferred temperature when you get in, without diminishing the range available.



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# TECHNICAL SPECIFICATION

DIESEL VERSION	
BlueHDi 130 Automatic	
<b>ENGINE</b>	
Capacity (cc)	1499
Cylinders	4
Bore & Stroke (mm)	75x84.5
Maximum power CEE (hp/kW/rpm)	131/96/3750
Maximum torque CEE (Nm/rpm)	300/1750
Fuel system	Direct injection turbocharged
Euro status	6.4
<b>POWERTRAIN PERFORMANCE</b>	
Combined maximum power CEE (hp/kW/rpm)	131/96/3750
Maximum torque CEE (Nm)	300/1750
Maximum speed (kmph)	195
0-100kmph (secs)	10.7
0-1000m (secs)	32.2
<b>TRANSMISSION</b>	
EAT8 (Efficient Automatic Transmission 8 speed)	•
Stop and Start function	•
<b>FUEL CONSUMPTION (WLTP)</b>	
Combined (L/100km)	5.3
<b>CO<sub>2</sub> EMISSIONS (WLTP)</b>	
Combined (g/km)	144 - 145
<b>WEIGHTS (kg)</b>	
Kerb Weight (exc. Driver)	1500
Payload	622
Maximum laden weight (Gross vehicle weight)	2050
<b>TOWING (kg)</b>	
Max towing weight braked/unbraked	1430/750
Gross train weight	3480
Maximum tow hitch download	64
<b>BRAKES</b>	
Front: 304x28mm ventilated discs. Rear: 290x12mm discs	
<b>SUSPENSION</b>	
FFront: MacPherson type front suspension. Rear: Multi-arm rear suspension.	
<b>STEERING</b>	
Variable power assisted steering	
Turning circle between kerbs (m)	10.45
Number of turns lock to lock	3
<b>FUEL TANK CAPACITY Litres (Gallons)</b>	
55 (14.53)	

# DIMENSIONS



EXTERIOR DIMENSIONS (mm)	
Length	4595
Width (excl. mirrors)	2096 (1906)
Height with / without roof rail	1625 / 1620
BOOT VOLUMES	
Seats folded down - up to roof (L)	1752
Seat up - below parcel shelf (L)	555

1. The performances are defined in standard condition (25°C, 1000mb)
2. The performances measurements are realised on flat, straight road.
3. The performances may vary according to the trim level and/or equipment.
4. For automatic transmissions, elasticity measurements are realised in DRIVE position.

Figures quoted reflect a range of configurations (including non-IE market vehicles) and are subject to changes resulting from ongoing product development, range evolutions, testing and evaluations.

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# TECHNICAL SPECIFICATION

	PLUG-IN HYBRID VERSIONS		
	PLUG-IN HYBRID 225	PLUG-IN HYBRID AWD 300	PLUG-IN HYBRID AWD 360
<b>ENGINE</b>			
Capacity (cc)		1598	
Cylinders		4	
Bore & Stroke (mm)		75x84.5	
Maximum power CEE (hp/kW/rpm)	180/133/6000		200/147/6000
Maximum torque CEE (Nm/rpm)		300/3000	
Fuel system		Direct injection turbocharged	
Euro status		4	
<b>ELECTRIC MOTOR AND BATTERY</b>			
Maximum power ECE (hp/kW)	110/80		110/80 + 113/83
Maximum torque ECE (Nm)	320		320 + 166
Charging Time 0 to 100% <i>(Charging via a standard domestic socket)</i>		7 hours	
Charging Time 0 to 100% <i>(7kW Accelerated charging via Wallbox)</i>		1 hour 55 mins	
Total Battery Capacity		14.2 kWh Lithium-Ion	
<b>POWERTRAIN PERFORMANCE</b>			
Combined maximum power CEE (hp/kW/rpm)	225/167/6000	296/221/6000	355/265/6000
Maximum torque CEE (Nm)	360		520
Maximum speed (kph)	225		235
0-100kph (secs)	8.9	5.9	5.6
0-1000m (secs)	28.4	25.9	
<b>TRANSMISSION</b>			
EAT8 (Efficient Automatic Transmission 8 speed)	•	•	•
Stop and Start function	•	•	•
<b>FUEL CONSUMPTION (WLTP)</b>			
Combined (L/100km)	1.6	1.5	1.8
<b>CO<sub>2</sub> EMISSIONS (WLTP)</b>			
Combined (g/km)	28	27	40
<b>WEIGHTS (kg)</b>			
Kerb Weight (exc. Driver)	1760	1825	1885
Payload	575	564	515
Maximum laden weight (Gross vehicle weight)	2350	2400	2470
<b>TOWING (kg)</b>			
Max towing weight braked/unbraked		1200/750	
Gross train weight		3600	
Maximum tow hitch download		55	
<b>FUEL TANK CAPACITY Litres (Gallons)</b>		43 (9.5)	

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