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### PSA Peugeot Citroën wins the 2014 Connected Objects Award

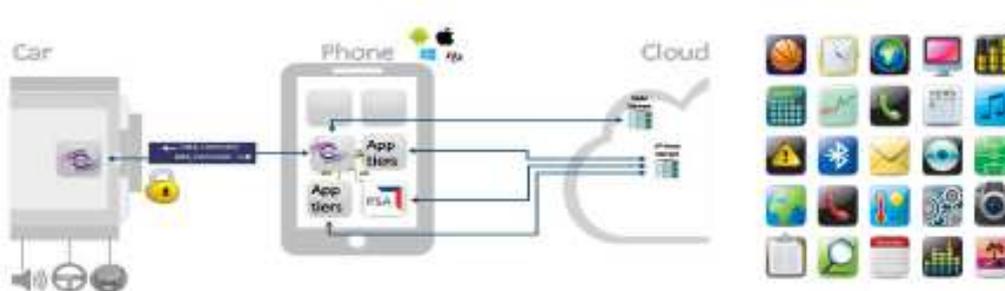
PSA Peugeot Citroën was yesterday presented with France's Connected Objects Award in the "Transportation and Mobility – Better Navigation Assistance" category for its innovative Car Easy Apps solution.

Created by CCM Benchmark and NPA Conseil, the prize recognises achievements that have innovative, practical value and growth potential in four categories: well-being and health, transportation and mobility, connected living, and wearable objects.

The Car Easy Apps innovation, developed in partnership with Continental, Altia, Imatia, CTAG and Gradient, is a software platform for creating a secure ecosystem of applications that can be connected to the user's vehicle. It offers a seamless smartphone user experience in and outside the car, as well as a variety of new uses and services.

This latest distinction honours the connected car expertise of PSA Peugeot Citroën, a pioneer in emergency call and assistance systems with more than 1.5 million vehicles equipped with its solutions since 2003. The Peugeot Connect Apps and Citroën Multicity Connect services platforms launched in 2012 and the more recent integration of Mirror Screen in the Peugeot 108 and new Citroën C1 are a further testament to the Group's commitment to bring new uses and services to drivers and passengers by connecting users to users, not just vehicles to vehicles.

For more information on the Connected Objects Award, visit: [www.trophee-objets-connectes.fr/](http://www.trophee-objets-connectes.fr/)



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#### **About PSA Peugeot Citroën**

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 2.8 million vehicles worldwide in 2013, of which 42% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2013. The Group is the European leader in low-carbon vehicles, with average emissions of 115.9 grams of CO<sub>2</sub> per km in 2013. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).

For more information, please visit [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)