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**PSA Peugeot Citroën and IBM Partner to Accelerate Time to Market of New Services
Based on Connected Cars**

Global partnership deepens business cooperation to build and distribute new services

Armonk, N.Y., and Paris – 22 April 2015: PSA Peugeot Citroën and IBM (NYSE: IBM) today announced a partnership to help various industries within the Internet of Things economy to analyze data to deliver new services from connected vehicles.

This entirely new ecosystem of connected services allows PSA, the European leader with the largest number of connected cars on the road, to develop new business opportunities for a variety of industries, including automotive distribution, smarter cities, and retail. For example, drivers and car passengers can benefit from new information improving the safety and the comfort of their mobility, while Smarter Cities can develop an advanced communication service that warns of roadwork, new traffic patterns or congestions right in the car.

The number of cars connected worldwide is expected to grow significantly to a quarter billion by 2020 ¹. Until now, however, most of the innovations available have primarily focused on smartphone apps, navigation and roadside assistance. IBM and PSA will share the responsibilities of developing, selling and marketing, as well as delivering and implementing these services with new and existing clients.

"We realized early on that connected vehicles, as part of the Internet of Things, were a key factor in the improvement of the customer experience towards our Brands" said Brigitte Courtehoux, PSA Peugeot Citroën. "In partnership with IBM, we are unleashing connected services to the masses, so consumers can experience a new level of comfort and convenience from their cars, while industries seize new opportunities to deliver personalized services."

The companies are expanding their partnership announced last year to develop connected services for PSA vehicles by now enabling other industries and companies to propose new added values services in their vehicle.

The seven-year agreement will focus on commercializing services and building next-generation technical solutions necessary to deliver connected services. At the first Innovation Center in Paris, employees from both companies will co-create with clients to develop connected solutions that meet the unique needs of their business and customers.

These clients will benefit from constant interactivity with PSA cars to enhance their own business, adding new revenue streams and developing innovative economies. Drivers will also discover efficient and economical services to enhance their mobility experiences.



“The ways we facilitate our lives and work has changed dramatically with the rapid adoption of mobility and the rise of the Internet of Things,” Dirk Wollschläger, General Manager, Global Automotive Industry at IBM. “Under this partnership with PSA Peugeot Citroën, we are pushing the boundaries of mobility even further to give a broad set of industries the opportunity to tap the promise of the connected car.”

1. Alfonso Velosa, “Predicts 2015: The Internet of Things,” Gartner, December 30, 2014.

About PSA Peugeot Citroën

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 3 million vehicles worldwide in 2014. The second largest car maker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2014. The Group confirms its position of European leader in terms of CO2 emissions, with an average of 110.3 grams of CO2/km in 2014. 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

About IBM

For more information visit www.ibm.com

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