



Paris, January 6, 2016

**PSA Peugeot Citroën and Ford explore the synergies between  
Smart Device Link and Car Easy Apps Technologies**

After 15 years of fruitful cooperation in powertrains, PSA Peugeot Citroën and Ford envisage now to extend their present cooperation to the field of connected vehicle.

PSA Peugeot Citroën and Ford agree to collaborate on development of the next generation standards for in-vehicle infotainment and third-party application access to enable a safer, more secure and more convenient vehicle consumer experience. In this context, PSA Peugeot Citroën and Ford Motor Company will explore with Livio, a Ford subsidiary, the synergies between Smart Device Link (SDL) and Car Easy Apps (CEA) technologies.

**Smart Device Link** is an open source platform created to facilitate the integration of smartphone applications including entertainment, traffic, parking and others with in-vehicle infotainment systems; and those apps can be easily accessed using voice recognition, display screens, and dashboard controls. Besides its seamless ease of operation, the benefits of SDL technology include the ability for developers to integrate their applications using vehicle data, and create a rich integrated experience that is differentiated from other solutions with a single application. Automobile manufacturers benefit by using SDL to gain application integration using their native in-vehicle HMI and consumer experience.

**Car Easy Apps** is a secured DATA exchange platform which allows the vehicle to be part of the “connected product ecosystem”. Enabling data exchange between the car, smart devices, and the cloud will enable numerous possibilities that improve customer attraction to an OEM and on-going customer relationship management as well as providing opportunities for growth and new services throughout the connected product ecosystem. Connected car apps should respect private life concerns and they cannot affect vehicle operation.

**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 carmaker 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 CO<sub>2</sub> emissions, with an average of 110.3 grams of CO<sub>2</sub>/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](http://www.psa-peugeot-citroen.com)*

**Press contact:** Laure de Servigny, [laure.deservigny@mpsa.com](mailto:laure.deservigny@mpsa.com) +33140663542

**About Ford Motor Company**

*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 197,000 employees and 67 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

*Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

**Press contact:** Sandra van Tongern, Ford of Europe, [svantong@ford.com](mailto:svantong@ford.com) +49 (0) 221 9018794