

Paris, 28 September 2016

## The PSA Group reaches a new strategic milestone as a mobility services provider

In response to new mobility challenges, the PSA Group is continuing to deploy its Push to Pass plan by building an ecosystem of some 15 partners and developers, all of whom will be attending the Group's Mobility Days event on 28 and 29 September in Paris.

With the goal of offering sustainable, smart, safe and shared mobility solutions that guarantee freedom of movement for all, the Group's strategy is being demonstrated today with:

- the launch of **Free2Move**, a brand of new transport solutions that will unite the entire mobility and smart services offering;
- the creation of a **Mobility Services Department**, which will coordinate the cross-functional management of all of the operations defined in the Push to Pass plan;
- new agreements in the carsharing segment, including:
  - a stake in the capital of **Communauto**, a carsharing pioneer in North America,
  - a collaboration with the **Bolloré group**, which will use Citroën C-Zéro electric vehicles to round out its current offering in Lyon (**Bluely**) and Bordeaux (**Bluecub**);
- a connected fleet management services partnership with **Masternaut**, Europe's second-largest provider of telematics solutions.

All of these announcements follow:

- the acquisition of a stake in two start-ups specialised in peer-to-peer car rentals: **Koolicar** and **TravelCar**. The PSA Group has set aside €100m to invest in these new businesses and prepare for the future;
- a partnership with **IBM** as part of the Smarter Cities project currently deployed in the Nice Côte d'Azur metropolitan area and in Wallonia (Belgium);
- a connected fleet management services partnership with **TomTom Telematics**.

Commenting on the Mobility Days event, Carlos Tavares said: "We are committed to helping our customers choose the right mobility solution for their needs. We are rolling out a wide variety of solutions that guarantee freedom of movement for all. This demonstrates our ambition to become the favourite mobility provider of all our customers, both now and in the future."

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### About the PSA Group

*With sales and revenue of €54 billion in 2015, the PSA Group designs unique automotive experiences and delivers mobility solutions that provide freedom and enjoyment to customers around the world. The Group leverages the models from its three brands, Peugeot, Citroën and DS, as well as a wide array of mobility and smart services from its Free2Move brand, to meet the evolving needs and expectations of automobile users. PSA is the European leader in terms of CO<sub>2</sub> emissions, with average emissions of 104.4 grams of CO<sub>2</sub> per kilometre in 2015, and an early innovator in the field of autonomous and connected cars, with 1.8 million such vehicles worldwide. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at [groupe-psa.com/en](http://groupe-psa.com/en).*