

## PRESS RELEASE

Paris, 29 September 2016

**The PSA Group is speeding up its digital transition in R&D by leveraging the 3DEXPERIENCE platform developed by Dassault Systèmes**

- **The PSA Group is enhancing its ability to manage the complexity of product development and product lifecycles**
- **The R&D efficiency gains are boosting the Group's competitiveness**

A key efficiency driver that will support the PSA Group's Push to Pass strategic plan, the 3DEXPERIENCE platform developed by Dassault Systèmes serves to gather, manage and share all of the information relating to each product throughout its life cycle, from the design and engineering phases right through to after-sales service. The focus remains on customer needs during each of these phases.

The 3DEXPERIENCE platform ensures that development processes run efficiently and that products are modular, reliable, traceable and of high quality. It achieves this by gathering user-shared data and making it accessible at all times around the world.

The 3DEXPERIENCE platform is notably being used to host the digital modelling applications launched by the PSA Group in 2000, as well as the product lifecycle management (PLM) applications in operation since 2012. Providing a single location for managing all product-related information, the PLM covers every phase of the vehicle lifecycle. It centralises all of the data associated with each individual project, including component weights and materials, calculation and simulation models for design purposes, validation testing plans results, industrial data ( and completed trials, supplier information, prices and more. As such, it is a valuable, powerful tool for finding and managing "the right data, at the right time, in a high security environment."

The 3DEXPERIENCE platform will also make it possible to take on board highly complex projects, such as those relating to the development of connected, communicating and autonomous cars.

The 3DEXPERIENCE platform deployment is already a reality for PSA Group teams. More than 1,500 people are currently using it in connection with the development of the common modular platform (CMP), the new generation of PureTech 3-cylinder petrol engines and the new 6-speed manual gearbox, all of which will be brought to market in 2017. More generally, all of the Group's new vehicle projects are benefiting from the advantages offered by the 3DEXPERIENCE platform.

The PSA Group and Dassault Systèmes have been working together for over 25 years.



Gilles Le Borgne, Executive Vice-President, Quality and Engineering for the PSA Group said: "With the new Dassault Systèmes platform, we are moving our processes to digital much faster. This is helping us to make R&D efficiency gains and savings, and boosting our competitiveness as a result. Those savings are allowing us to strengthen our technology portfolio to ensure we stay perfectly in step with our customers' needs."

Sylvain Laurent, Executive Vice President, Global Field Operations (Asia-Oceania), Worldwide Business Transformation at Dassault Systèmes added: "PSA's digital transformation covers a very large scope embarking every business function, for the first time in the world! Together we are inventing and putting in operation solutions that illustrate the future of the fast changing transportation and mobility industry, where consumers are at the core of the innovation process."

**PSA Group Media Contact: (+33) 1 40 66 42 00**

**Dassault Systèmes Media Contact: Arnaud Malherbe (+33) 1 61 62 87 73  
arnaud.malherbe@3ds.com**

#### **About 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).*

#### **About Dassault Systèmes**

*Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).*

*3DEXPERIENCE, the Compass logo and the 3DS logo, CATIA, SOLIDWORKS, ENOVIA, DELMIA, SIMULIA, GEOVIA, EXALEAD, 3D VIA, BIOVIA, NETVIBES and 3DEXCITE are registered trademarks of Dassault Systèmes or its subsidiaries in the US and/or other countries.*