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Groupe PSA, founding member of the PRAIRIE Institute, a centre of excellence dedicated to artificial intelligence

Groupe PSA, alongside Amazon, Criteo, Facebook, Faurecia, Google, Microsoft, Naver Labs, Nokia Bell Labs, Suez and Valeo, has joined forces with CNRS, Inria and PSL University to become a leader in artificial intelligence.

Groupe PSA, a founding member of the PRAIRIE¹ Institute, is the first carmaker in the organisation and intends to actively participate in its initiatives.

The Group is convinced that artificial intelligence (AI) is at the centre of a deep transformation taking place in the automotive industry and shaping the future of mobility.

The PRAIRIE Institute aims to bring together prominent scientific and corporate AI industry players to emerge as a global leader in the field. Groupe PSA will thus be benefiting from an ecosystem combining top-level expertise, to develop its future [mobility solutions](#).

“Working with the scientific community to bring academic and business interests together is part of Groupe PSA’s DNA as an innovator,” said Carla Gohin, Vice President, Research & Innovation. “We’re proud to be the first [car manufacturer](#) to join the PRAIRIE Institute, whose holistic approach will enable us to develop our AI capabilities and move faster to open up the realm of possibilities for automotive applications.”

¹ PaRis Artificial Intelligence Research InstitutE

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About Groupe PSA

Groupe PSA designs unique automotive experiences and delivers mobility solutions to meet all client expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall, as well as a wide array of mobility and smart services under its Free2Move brand, aiming to become a great car maker and the preferred mobility provider. It is an early innovator in the field of autonomous and connected cars. 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.

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