

Vélizy-Villacoublay June 30, 2020

## **Groupe PSA becomes a major player in connected car insurance**

- **A pioneer in connected vehicles, Groupe PSA uses on-board technology to enable an innovative insurance option that works remotely.**
- **With its Connected Insurance option, PSA Assurance motivates policyholders to drive responsibly by offering premium discounts.**

Offered with each car purchase, this PSA Assurance contract option rewards policyholders for responsible driving behavior and allows them to benefit from a **discount** on the standard insurance premium, **effective on sign up**.

The user's individual driving score is calculated automatically and has a direct influence on the insurance premium, resulting in an overall discount that can represent **up to 25% from the second year**. Policyholders are informed of their score on a monthly basis and provided with advice aimed at improving their driving behavior and maximizing their discount.

Driving data is collected remotely through a physical on-board device that includes an emergency and local assistance call function. Launched back in 2003 by Groupe PSA, this device is currently fitted to **more than five million of the Group's vehicles**.

Personal data integrity, safety and security are protected in compliance with the General Data Protection Regulation and a corresponding disclosure is reported to the CNIL, France's data protection authority.

The insurance policies distributed by [PSA Finance France](#) are offered to French customers of new and used eligible cars from the Peugeot, Citroën and DS Automobiles brands. 86,000 customers have already signed up for a policy, with 12,000 of them choosing the connected insurance option.

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### **About Groupe PSA**

*[Groupe PSA](#) designs unique automotive experiences and delivers mobility solutions to meet all customer expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall and provides a wide array of mobility and smart services under the Free2Move brand. Its 'Push to Pass' strategic plan represents a first step towards the achievement of the Group's vision to be "a global carmaker with cutting-edge efficiency and a leading mobility provider sustaining lifetime customer relationships". An early innovator in the field of [autonomous and connected cars](#), Groupe PSA is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia.-*

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