

Dassault Systèmes Named Key Supplier by Groupe PSA for its Digital Transformation

- Dassault Systèmes becomes the first and only software provider today to be recognized as Groupe PSA's preferred digital partner
- Dassault Systèmes and Groupe PSA engage in long-term strategy with the intent to further deploy the 3DEXPERIENCE platform
- New level of partnership will enable Groupe PSA to improve efficiency and innovation in challenging marketplace

VELIZY-VILLACOUBLAY, France — July 1, 2019 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA) announced today that [Groupe PSA](#) has named the company a key supplier. This distinction makes Dassault Systèmes the first and only software provider today in Groupe PSA's global network of 8,000 suppliers to be formally recognized by the automaker as a preferred digital partner for its digital transformation.

With Dassault Systèmes as Groupe PSA's preferred digital partner, the two companies are engaging in a long-term strategy with the intent to deploy the 3DEXPERIENCE platform as a key innovation enabler across the group's activities. Like many established automakers today, Groupe PSA must address tough sustainability and technological challenges as the industry shifts its focus toward greener, more electrified, autonomous and regulated mobility. This requires new ways to invent, develop, test, make and deliver innovative customer experiences. The 3DEXPERIENCE platform offers a holistic approach that will enable every organization in the group to support this value creation process.

"Our suppliers play an important role in our strategic plans to prepare for upcoming stringent carbon emissions regulations, the move from internal combustion engines to electric, and from driven to driverless cars," said Jean-Luc Perrard, Chief Information Officer, Groupe PSA. "Dassault Systèmes shares our vision for efficiency and innovation. By making them our preferred digital partner, we can prepare with a transformative shift at every level of vehicle development."

Since starting its digital transformation program, Groupe PSA has already used the 3DEXPERIENCE platform to improve efficiency and collaboration across its research and development, technical and testing facilities worldwide, which earned Dassault Systèmes the ["Best Supplier" award](#) in 2016. As testimony to the platform's ease-of-use, 2,000 employees at its brand [OPEL](#) fully began using it within only one year of its deployment. Groupe PSA and Dassault Systèmes will now collaborate on further deployments that enlarge the scope of this transformation including a project to improve manufacturing agility and flexibility.

“Groupe PSA has been a Dassault Systèmes customer for decades and we have truly become partners to completely transform the group into an even stronger, more innovative mobility leader,” said Olivier Sappin, Vice President, Transportation & Mobility Industry, Dassault Systèmes. “As Groupe PSA’s preferred digital partner, we can reinforce our relationship in the coming years to help it achieve ambitious goals such as electrifying all its vehicles by 2025. Today’s era of mobility requires a revolution in thinking. The 3DEXPERIENCE platform will be a game changer for them.”

Social media:

Share this on Twitter: .@GroupePSA names @Dassault3DS preferred digital partner for its digital transformation #3DEXPERIENCE #mobility

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For more information:

Dassault Systèmes’ industry solution experiences for the transportation & mobility industry, please visit <https://ifwe.3ds.com/transportation-mobility>

Dassault Systèmes’ 3DEXPERIENCE platform, 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions: <http://www.3ds.com>

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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 250,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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