

GENIVI

April 27th

Yves Bonnefont

PSA Groupe EVP for connected services and mobility



WHAT IS AT STAKE?



Urban population grows 1.5 million per week



Deep learning develops very quickly.
George Hotz claimed to be able to build a autonomous car with less than 1,000 lines of codes.



Consumer spending via mobile x3 between 2014 and 2018



90% of digital data has been created in the past 2 years

***Radical change in car utilisation
driven by urbanisation,
digitalisation and autonomous
driving***

GROUPE PSA

FROM REBUILDING TO SUSTAINABLE GROWTH:
A CUSTOMER-DRIVEN APPROACH



RECOMMENDED
CAR
MANUFACTURER



MOBILITY
PROVIDER



From product to customer



From ownership to experience



From car to mobility



From one single activity a wide portfolio of activities



From local to global

New CUSTOMER expectations and TECHNOLOGY revolution



EFFICIENCY and AGILITY to catch the right opportunities

Our vision:

To become the worldwide favorite mobility service provider

What do we want to provide:

- The best mobility solution at the right time.
- Smart services throughout mobility
- New capabilities through Big Data

MOBILITY SERVICES IN AND OUTSIDE THE CAR : CREATE THE ECOSYSTEM

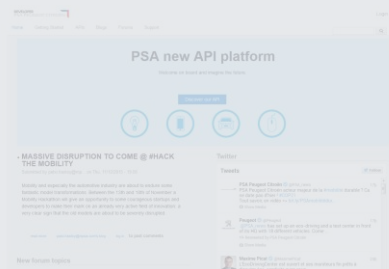
1

Connected Cars



2

Smartphone /
car
convergence



Customer experience

3D NAVIGATION & CONNECTED SERVICES


> A virtual co-pilot for a simplified driving



REAL-TIME HD TRAFFIC

> Our drive times optimized in all circumstances






Share Your Fleet

Auto-partage 24h/24 7j/7
Usage professionnel
Plateforme de réservation
Géolocalisation
Alertes

Offre / véhicule / mois *



Share Your Fleet Premium

=
Share Your Fleet
+
Hotline utilisateurs
24h/24 & 7jours/7

Offre / véhicule / mois **

* Y compris boîtier auto-partage installé

*10.000
connected cars
to reduce costs*

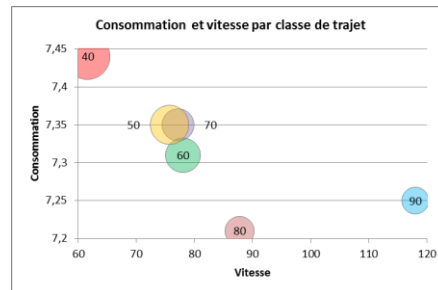
Connect Fleet management

	Date	Distance permise	Vitesse moyenne	Partageage kmh	Accélérations fortes	Vitesses kmh	Consumation	Emission CO2	Eco Label	Score
Lundi 26 Mai 2014	09:00h-21h	322.7km	95kmh	91	82	173	6.4L/100km	159.8g/km	D	7.3/10
Mardi 27 Mai 2014	09:00h-20h	473.2km	82kmh	103	82	185	6.38L/100km	142.8g/km	D	7.8/10
Mercredi 28 Mai 2014	09:00h-21h	614.2km	112kmh	62	35	97	6.53L/100km	149.4g/km	D	8.1/10
Vendredi 30 Mai 2014	04:00h-11h	566.5km	137kmh	15	11	26	6.12L/100km	185.4g/km	E	9.7/10
Samedi 31 Mai 2014	07:00h-20h	636.8km	91kmh	94	65	159	7.1/100km	160g/km	D	8.6/10
Total	1,04h-20h-00h	2,648.8km	93kmh	365	275	640	6,97L/100km	159.2g/km	D	8.6/10



Improving design through analytics in Customer behaviour

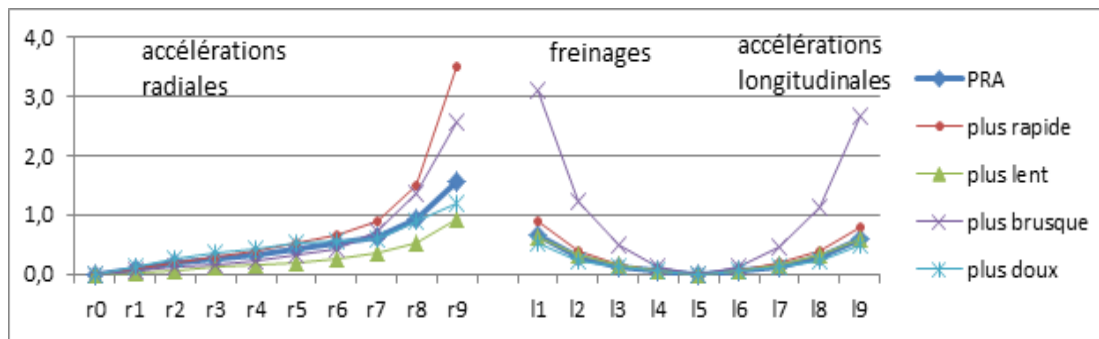
Instantaneous
useful information



Fuel consumption studies

Customers profiles

m/s²



MOBILITY SERVICES IN AND OUTSIDE THE CAR : CREATE THE ECOSYSTEM

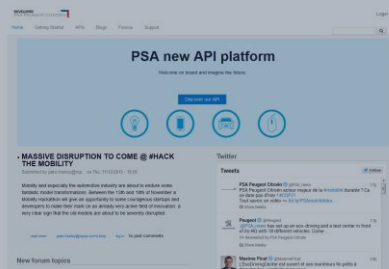
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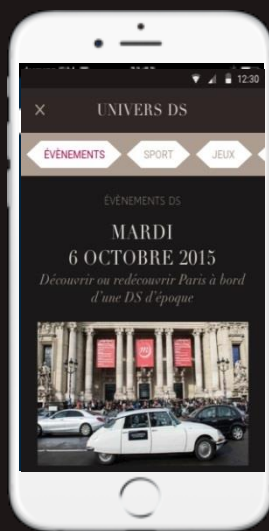


Customer experience

MYDS APP FEATURES APRIL 2016



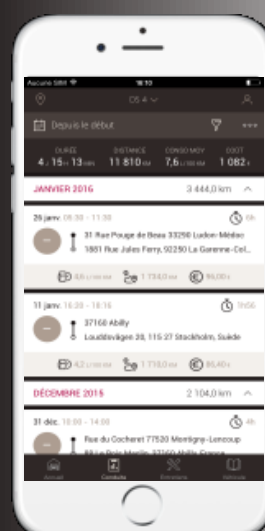
MOBILITY
Geolocalisation
Last Miles Guidance
Find My Car
DealerShip
Dealer locator
Contact & Assist



BRAND RELATIONSHIP
News & Event brand
Brand content
Commercial offers



CAR INFORMATION MONITORING
Timeline Maintenance
Maintenance details
Online appointment



MY CAR
Driving data
(kms, speed, time, cost)
Connected services
(Connect Pack,)
Car's documentation
(app scan)



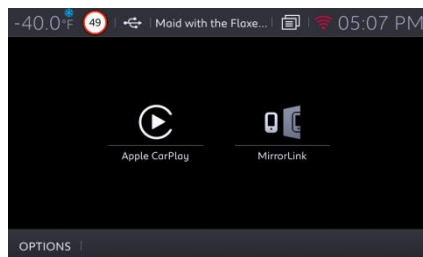
USER ACCOUNT
User account (Login / BrandID / Profile)
Contract, services
Hub for other Apps

PERFECT DEVICE / VEHICLE CONNECTION

MIRROR SCREEN

APPLE CARPLAY®

MIRROR LINC



> Connected to your smartphone : Take safely advantage of our applications



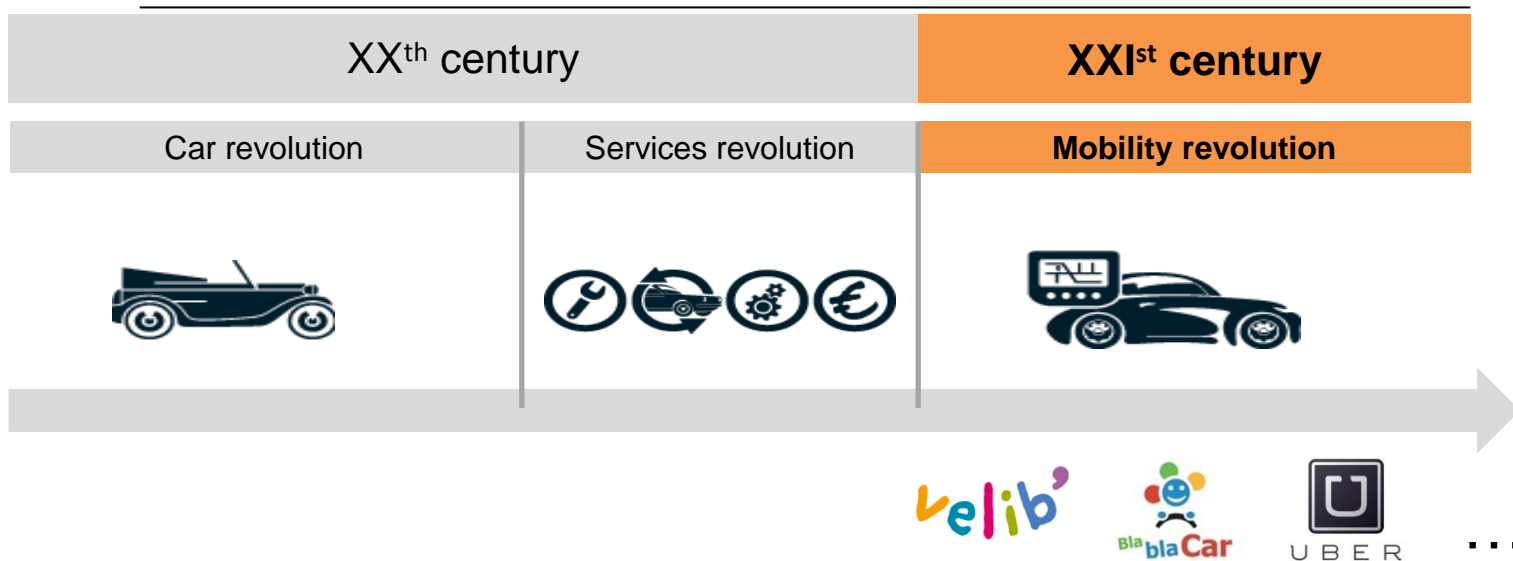
Our vision:

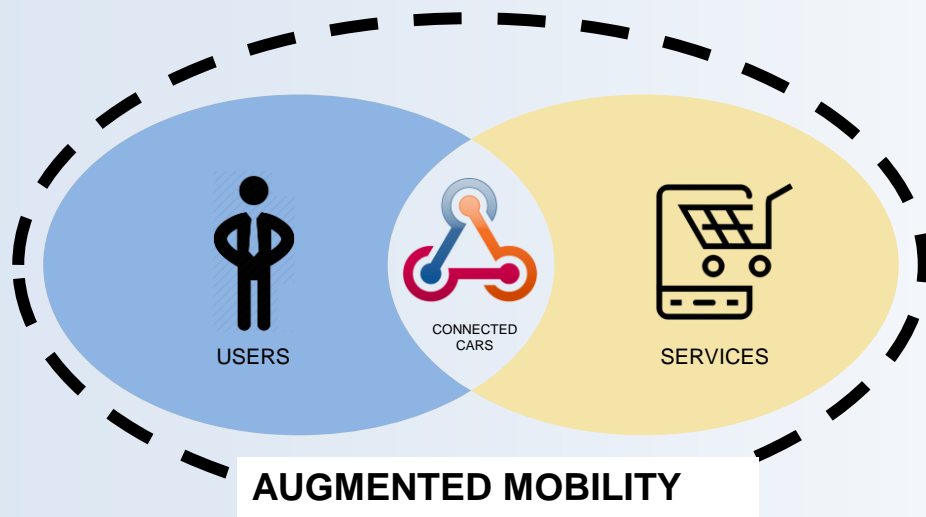
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SMART SERVICES : THE NEW BUSINESS MODEL





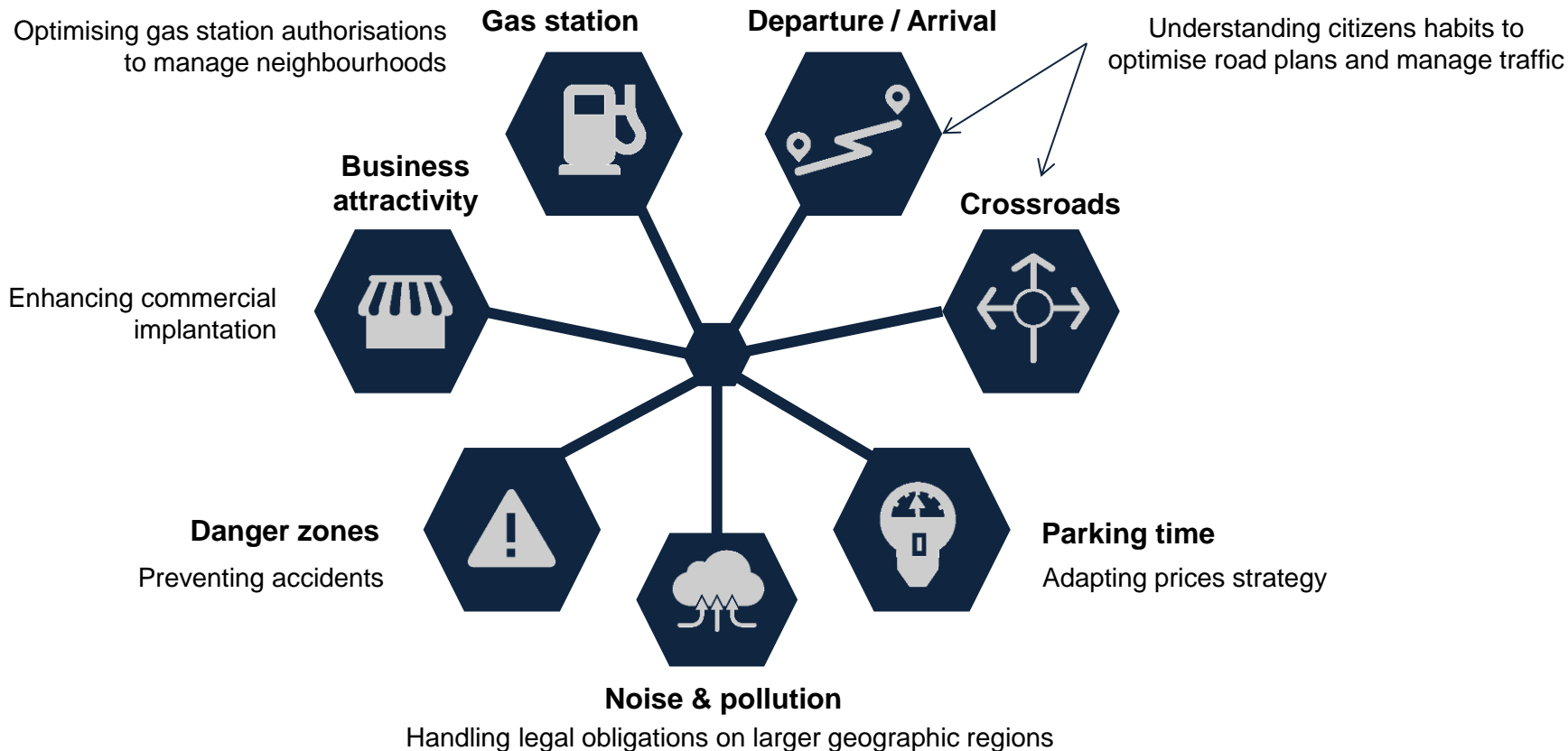
-  **MAINTENANCE**
-  **PARKING**
-  **FUEL**
-  **MOBILITY**
-  **LEISURE**
-  **CONSUMPTION**

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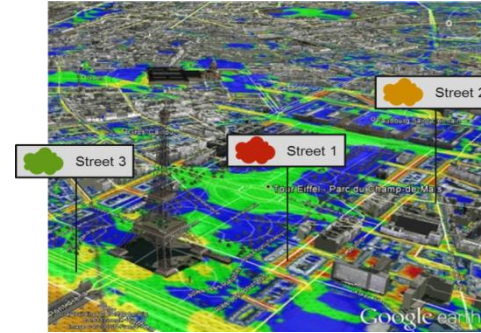


SMARTER CITIES EXAMPLE

Information from connected cars to cities

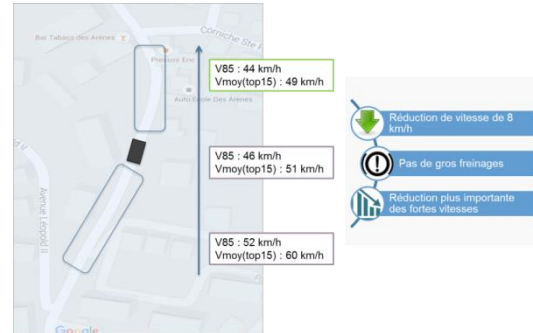


Customer habits in Bordeaux region



Noise pollution in Paris

Infrastructure impacts on average speed in Lyon



Drivers



"Drops me off, finds a **parking spot** and parks on its own"



"Allows me to **multi-task**/be productive during my ride"



"Switches to self-driving mode **during traffic**"

Note: This survey was prepared with the support of The Boston Consulting Group
Source: World Economic Forum; BCG analysis, consumer survey August 2015