

Connected car, big data, new mobilities...

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Connected car, big data, new mobilities...

*« Just hype in the press
or reality for the car industry ? »*



Just hype in the press ...

PSA
—
GROUPE

Connected car – big data ... hype in the press



There are many reasons why efforts to marry blockchain's distributed electronic ledger system and the connected car are gaining momentum.

Not only is blockchain highly secure, but it enables fast, transparent data transactions that can be used to improve passenger safety and advance service innovations.

GlobalData Technology

GlobalData is the market leader in providing actionable insight into the technology industry. With market analysts in 18 countries around the world, along with a team of researchers and consultants, we can provide you with the reliable, in-depth industry information you need.

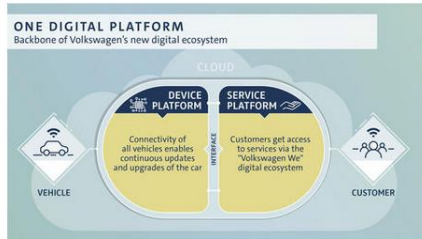


08/23/18 | Company

Volkswagen's digital transformation gathers speed

Volkswagen in transition: the company is speeding up the development of its ecosystem with its own software know-how and the strength of external partners. The automobile will evolve into a central hub in the Internet of ...

→ [Read on](#)



Continental subsidiary gets big lift in battle against hackers

Olive Keogh
Automotive News Europe
March 14, 2018 06:01 CET

When Continental bought Israel's Argus Cyber Security it said the hacking-preventer would become part of its software subsidiary, Elektrobit. Alexander Kocher, the head of Elektrobit said the addition of Argus helped it eliminate a crucial "blank spot" from the car to the cloud. He explained the importance of this in an interview with *Automotive News Europe* Correspondent Olive Keogh.

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Business

Daimler, BMW Reach a Deal to Merge Car-Sharing Units

By Oliver Sachgau, Christoph Rauwald, and Gabrielle Coppola
28 mars 2018 à 13:43 UTC+2
Updated on 28 mars 2018 à 19:44 UTC+2

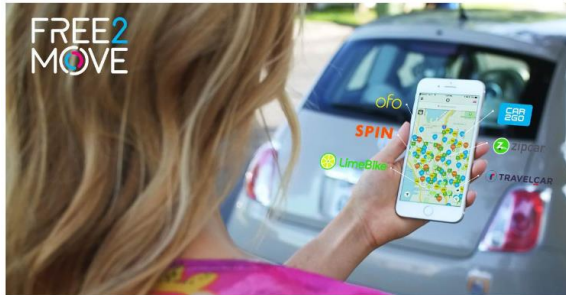
- ▶ Joint venture to include ride-hailing, parking-locator service
- ▶ Automakers raise 2018 earnings forecasts following deal

New mobilities... hype in the press



End of Autolib in Paris: What's Next?

July 31st marked the last day of "Autolib", a car-share program encompassing some 4,000 electric vehicles that, for 7 years, were used in and around Paris for a fee per minute and a monthly subscription. About 150,000 users profited from the service as of the most recent data. In an [article on liberation.fr](#), reporters have detailed the future state of car-sharing in the capital and what to expect from those developing new car-share programs.



Free2Move

A French automaker wants to break into the American market, but not by selling cars to individuals.

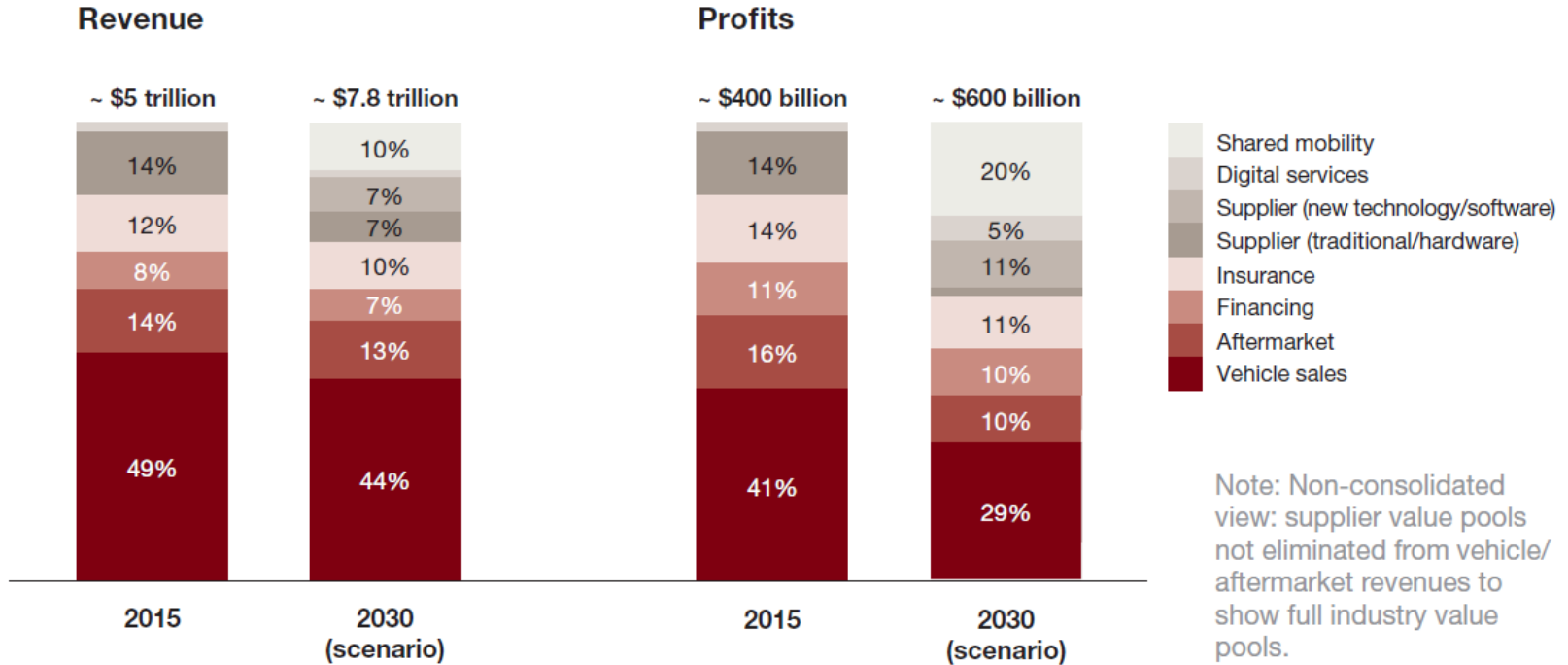
VW is in talks to manage Didi fleet, co-develop self-driving cars

Aditi Shah
Norihiro Shirouzu
Reuters

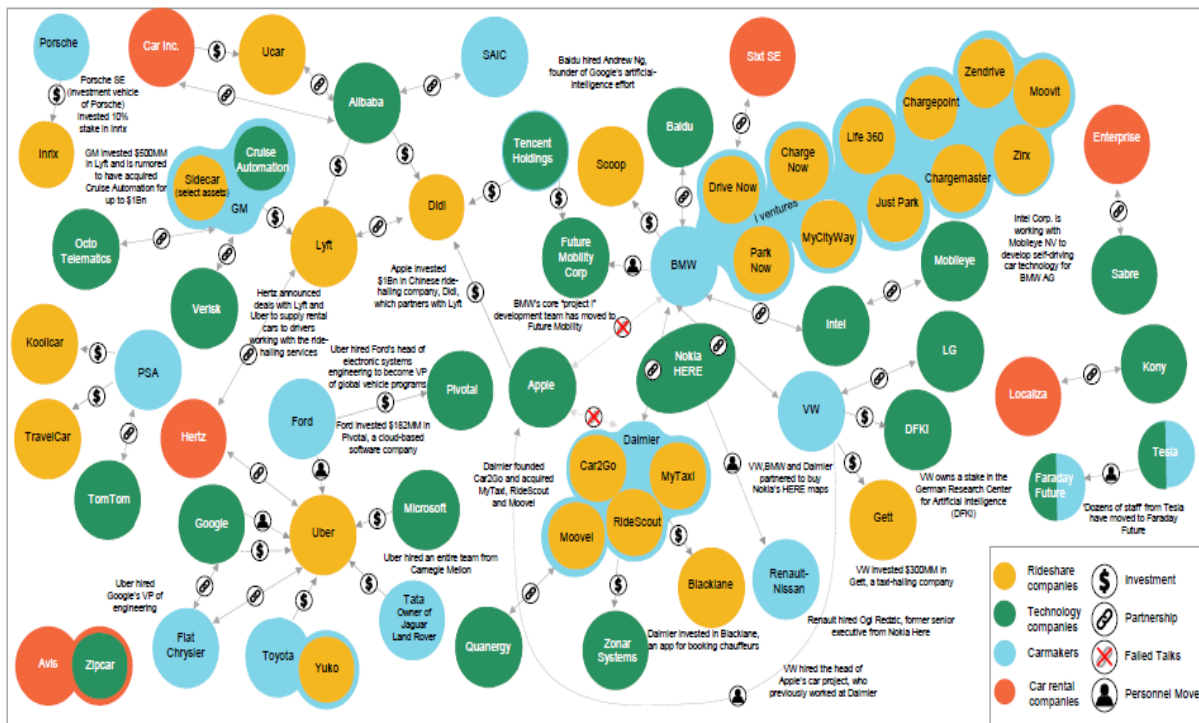
April 30, 2018 15:01 CET

BEIJING -- Volkswagen Group is in talks to form a joint venture with China's Didi Chuxing to manage part of the ride-hailing company's fleet of cars and help develop "purpose-built" vehicles for Didi's services.

All studies show the same market growth



Partnerships announced in the media



Source: Company Announcements, Investor Presentations, News Reports as of July 2016

Morgan Stanley

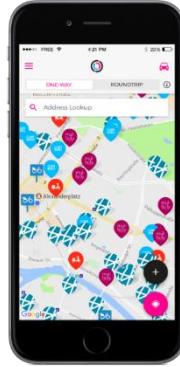
An actual business stake ...



The world is changing...



**Experience
design**



Digitalization



Environment

The answer: Groupe PSA's Vision in the "Push to Pass" Plan

PSA GROUP 2021
FROM TURNAROUND TO PROFITABLE SUSTAINABLE GROWTH :
A CUSTOMER DRIVEN TRANSFORMATION

Provide access to the property



FREE²
MOVE

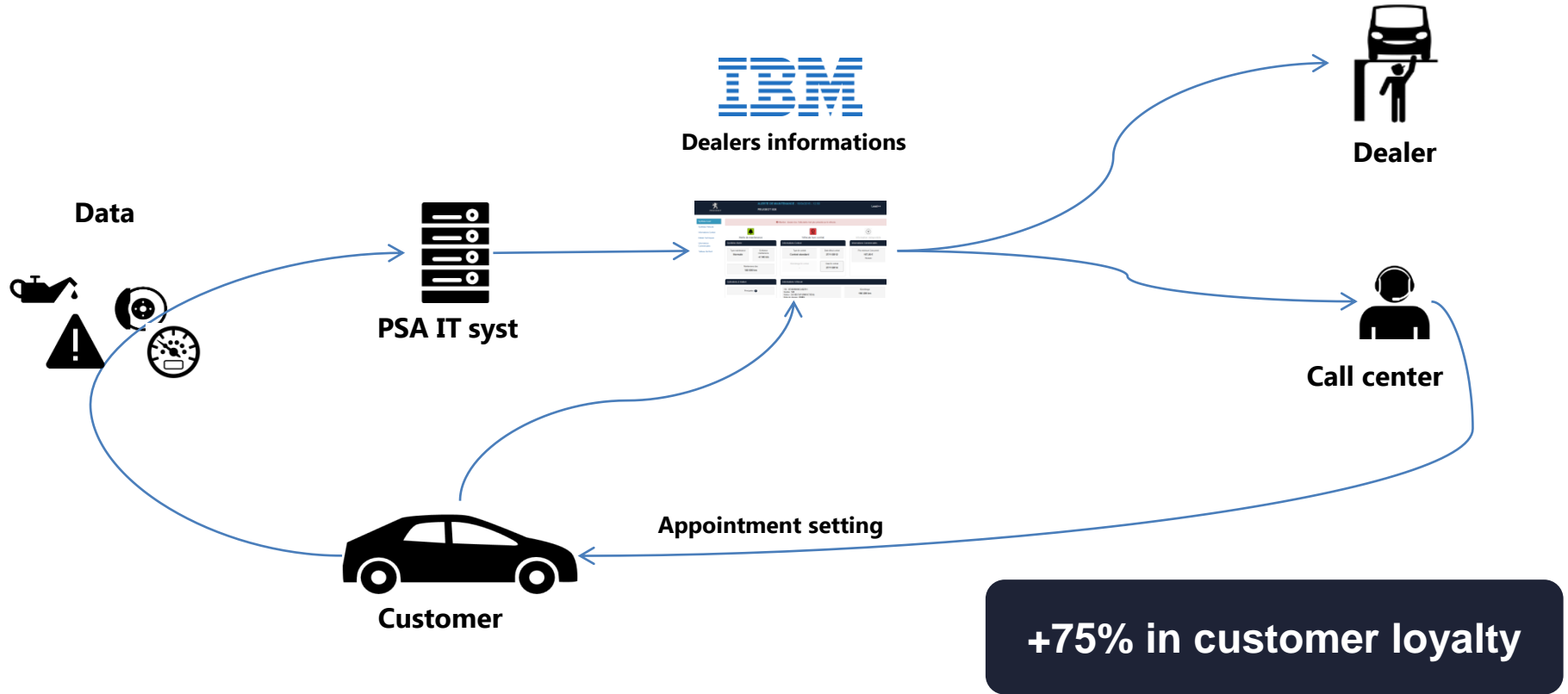
Provide access to use
and services



Our ambition : becoming the preferred worldwide mobility service provider for our customers by 2030.

Our goal : providing the most complete and practical set of mobility solutions, to the closest customer

Connected Car and big data... a reality with the after sales leads

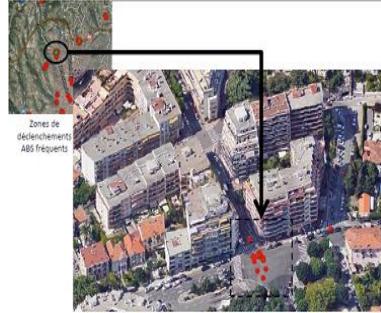


Connected Car and big data... a reality with the smarter cities

Travel analysis



Safety infrastructures



**We provide cities
in several
European countries**

Traffic analysis



Accident warning



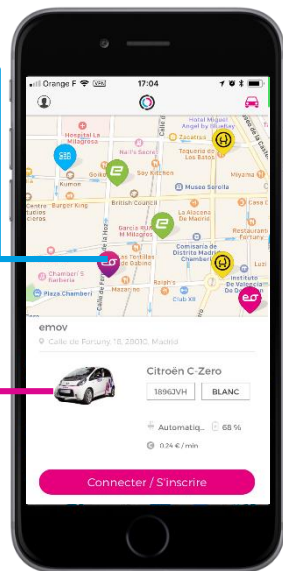
New mobilities... a reality with Free2Move App

FREE2
MOVE

Find the vehicle

50 providers

Book in 1 clic



A partnership-based ecosystem



« I want to optimize my budget »



1 500 000+
customers

New mobilities... a reality in Madrid, Lisbon, Wuhan, Washington DC and Paris

emov



易微享
**FREE2
MOVE**
CARSHARING



**FREE2
MOVE**
CARSHARING



**FREE2
MOVE**
PARIS



Dec. 2016
750 electric cars and
200 000 customers

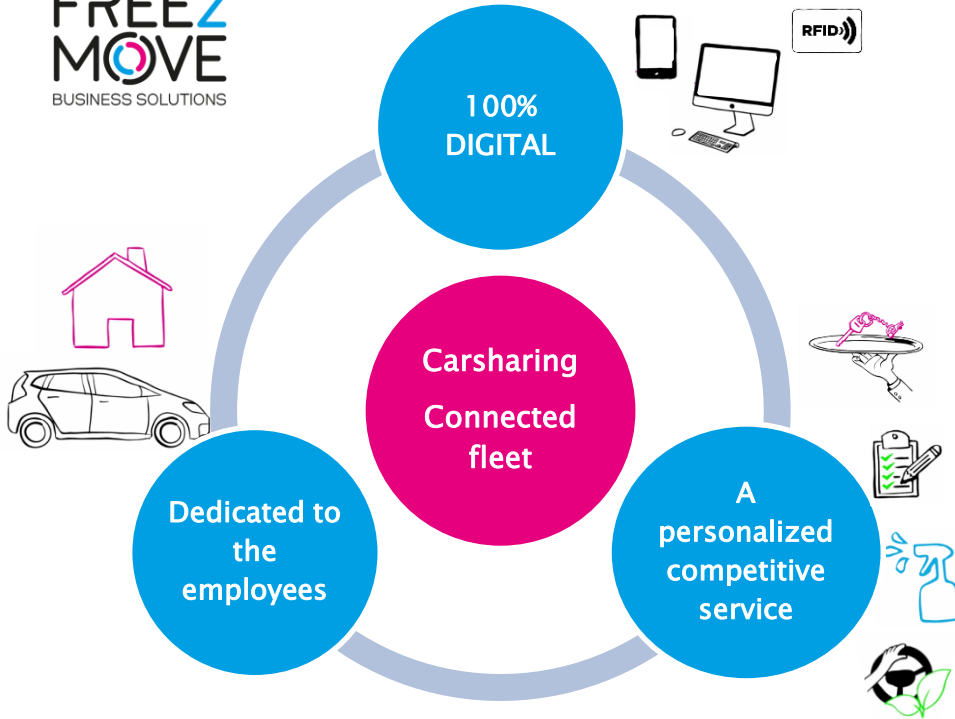
Sept. 2018
300 electric cars

Oct. 2018
600 cars

Dec. 2018
550 electric cars

New mobilities... a reality for our corporate customers

**FREE2
MOVE**
BUSINESS SOLUTIONS



Improve fleet profitability



Tailored to customer needs



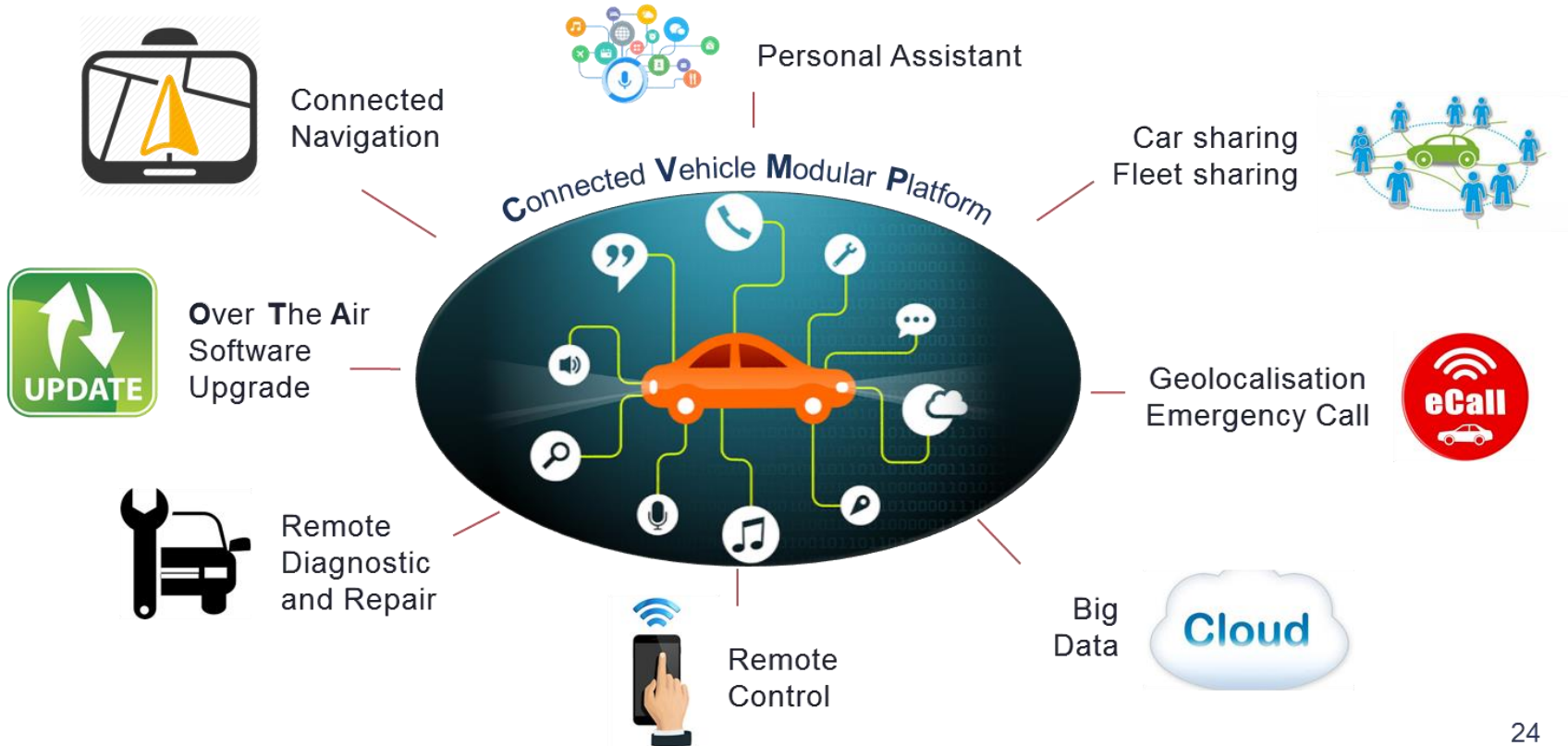
Multibrand

150 000+ contracts
1 500+ customers

**A technological
and human reality...**



Connected car, big data, new mobilities... a technical reality



Company transformation at the heart of these realities



**A customer-focused
team**



**A team committed
to new business**



**New professions,
new skills**

A new revolution...



A new and exciting revolution for the car industry

But first of all...

A vision...

A strategy...

A transformation...

An execution

Thank you for your attention

