

Lille, 28 November 2014

## PSA Peugeot Citroën Partners with EuraTechnologies, an Accelerator of Digital Enterprises

PSA Peugeot Citroën, Europe's second-largest automobile manufacturer, today signed a partnership agreement with business accelerator EuraTechnologies to promote cooperation between the centre's startups and the carmaker on developing digital-related projects.

The partnership is based on a number of joint initiatives aimed at:

- Promoting exchanges between PSA Peugeot Citroën and entrepreneurs
- Initiating new projects focused on connected-vehicle solutions and mobility services
- Organising joint events such as hackathons
- Facilitating international exchanges

Under the agreement, employees from PSA Peugeot Citroën will go to the EuraTechnologies centre to meet with startups from the Nord-Pas-de-Calais region interested in initiating contact with the Group and becoming part of the EuraTechnologies ecosystem.

The EuraTechnologies pool of startups will enable PSA Peugeot Citroën to seize business opportunities early on and profit from experiments being conducted by retailers already involved in the ecosystem.

The partnership will also give PSA Peugeot Citroën employees exposure to EuraTechnologies' creative and enterprising environment, thus helping them to develop an entrepreneurial culture.

For EuraTechnologies, the alliance is an opportunity for the startups to try their innovations out at PSA Peugeot Citroën and host experiments in new urban mobility solutions.

Today, over 40 startups have already established contact with Group brands. Several innovative projects have been launched, including an interactive sales outlet experience and a mobile application for connected objects.

A preliminary nationwide call for proposals to identify new connected-vehicle opportunities will be issued in early 2015.

**About PSA Peugeot Citroën**

*With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 2.8 million vehicles worldwide in 2013, of which 42% outside Europe. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2013. The Group confirms its position of European leader in terms of CO2 emissions, with an average of 115.9 grams of CO2/km in 2013. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).*

*For more information, please visit [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)*

**About EuraTechnologies**

EuraTechnologies is an innovation place which offers a solution of location and of "Business Development" for all IT companies: incubator, accelerator, supports for entrepreneurship, research, training , tailored mentoring ....

From technological services (optical fiber, digital safe rooms, telepresence room) to personal services (cafeteria, nursery, restaurant ...), EuraTechnologies provides an intense environment for entrepreneurship and well-being of employees. The Eventcenter also allows companies to use *on demand*, meeting rooms, conference room, TV studio, etc.

EuraTechnologies is a unique state of mind, a desire to create, interact, and share between startups & entrepreneurs, operating in an innovative ecosystem that fosters the growth of small and large businesses.

[www.euratechnologies.com](http://www.euratechnologies.com)

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