



*IoT success stories in the
"high volumes" automotive industry*

MAXIME PICAT

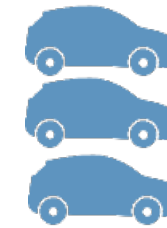
JUNE 2017



IoT & Connected Car - KEY FIGURES



Connected Car Market 2020



250
Million
Connected
Vehicles

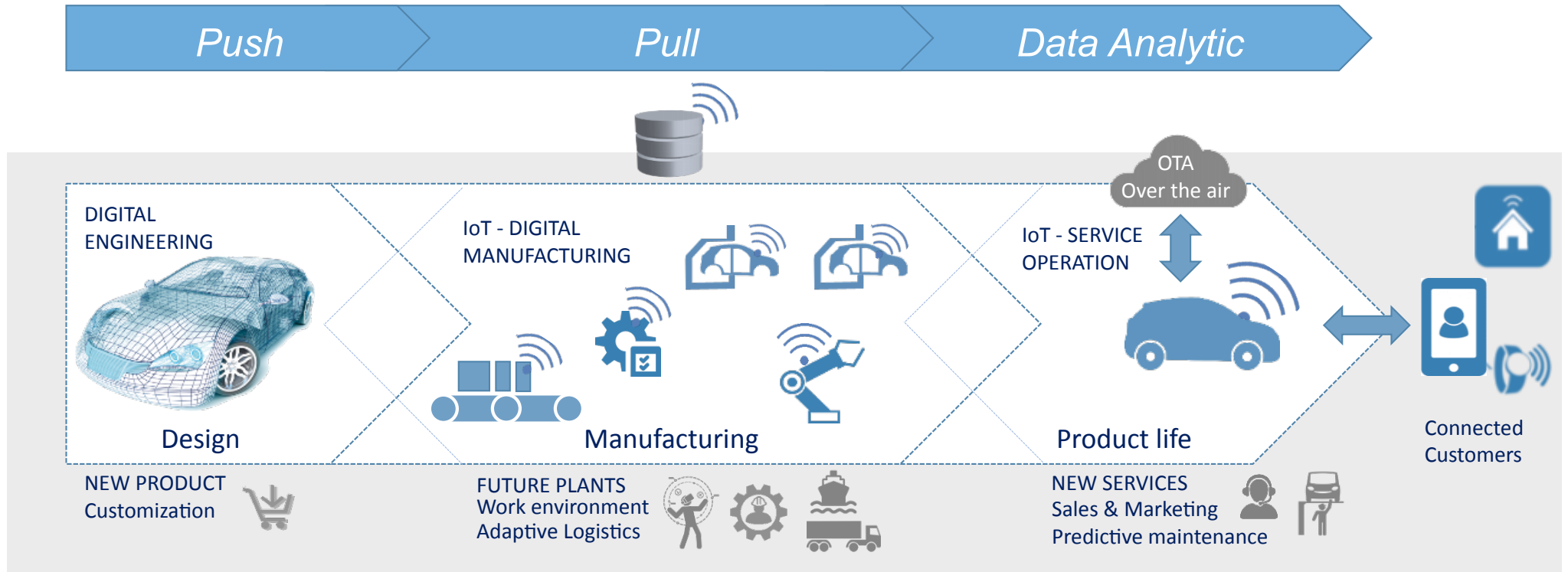


150
Billion
In Revenues



4x
Growth
In Revenues

IoT & Connected Car - AUTOMOTIVE INDUSTRY



Push

Better knowledge of the customer uses for Better design of new vehicles

IoT Benefits : Use Less, Use Smart



Better knowledge of actual use of equipment

from **15%**
to **20%**
functionalities reduction

Over The Air upgrade during Test drive phases

from **20%**
to **30%**
less time of test sessions

Push

Better knowledge of the customer uses for Better design of new vehicles

IoT Benefits : Use Less, Use Smart

PRODUCT PERFORMANCE

- JUST NECESSARY SIZING
- DESIGN 100 % NUMERIC
- COMPACTNESS

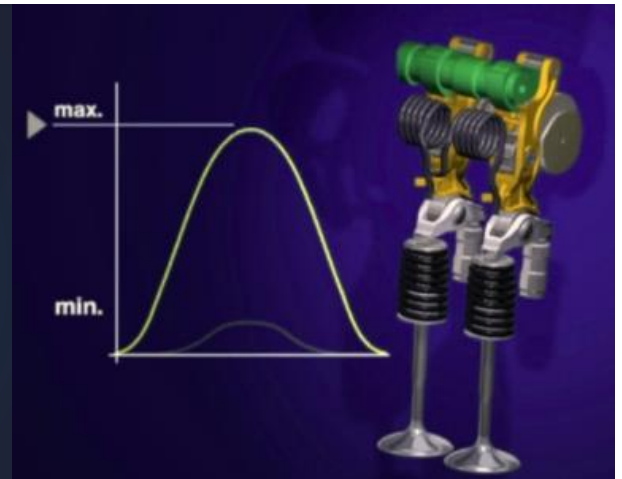


GAINS
IN WEIGHT
IN TIME to MARKET



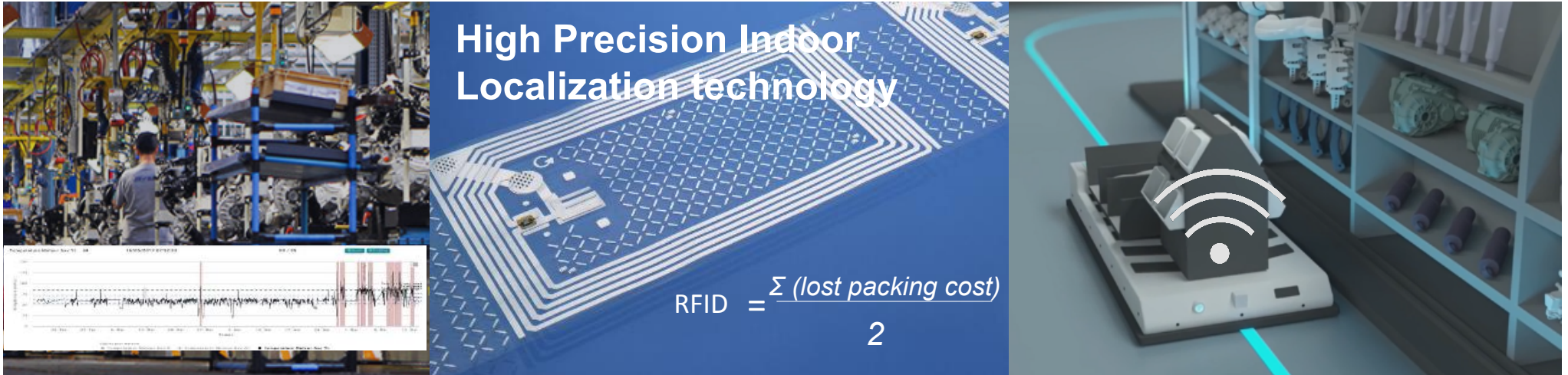
GAINS
IN FUEL
ECONOMY

4 to 6%



Pull

How Industrial IoT makes more efficient factories ?



IoT Benefits

Use Less
Use Longer
Use Smart

- ENERGY
- SUPPLY CHAIN
- QUALITY
- MAINTENANCE

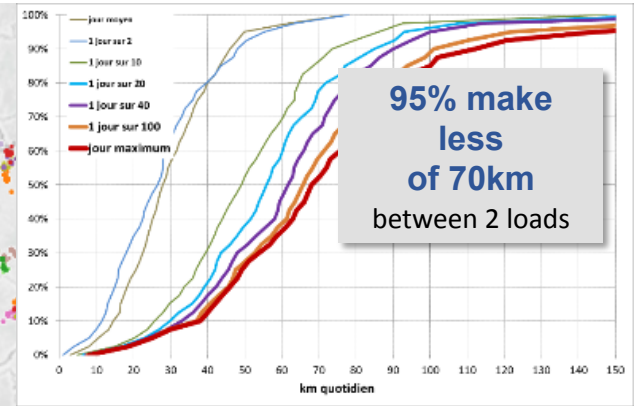
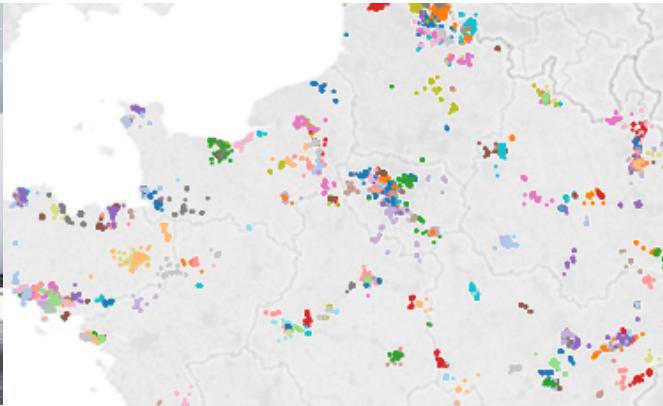
Up to **50%**
of the breakdown
could be anticipated



55 000 veh.
Real time information
(each minute)

Data
Analytics
Benefits

A fall of **15** %
of the Total Cost of Ownership
ROI : less than **1** year

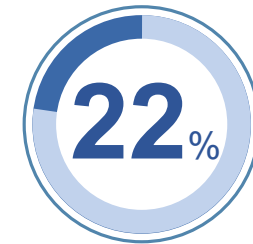


IoT Benefits



DATA SCIENCE APPROACH

For a target iOn/C0 we can target for example a profile which covers more than 90% of the EV users



of B Segment PV

Data Analytic

How Data creates value for Customers ?

Value for BtoC clients



IoT Benefits

CAR SHARING



emov



100 000
USERS in 100 Days

CONNECTED
MAINTENANCE



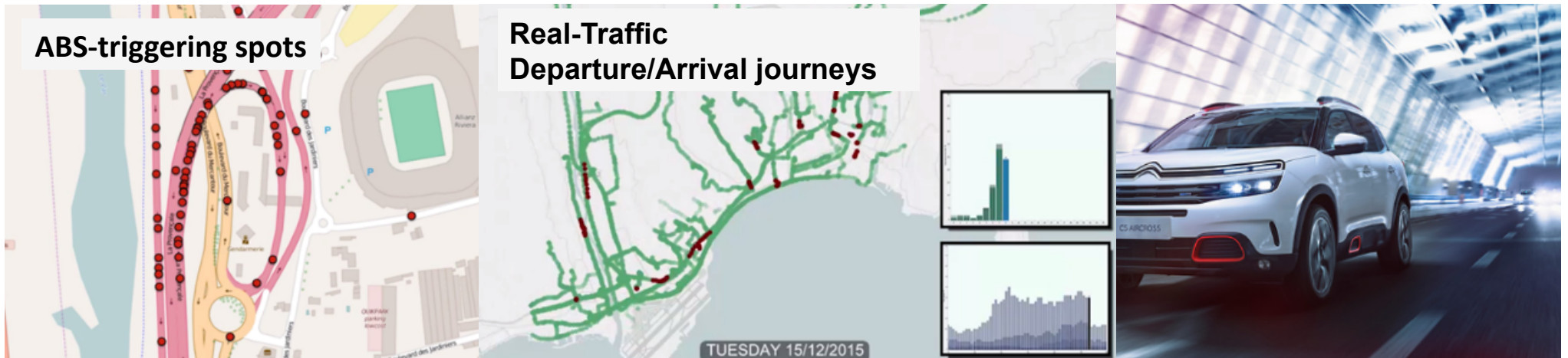
+ 80 000 veh.
Teleservice / Remote maintenance
+ ConnectPacks

After Sales
Recommendation



Data Analytic

How Data creates value for Customers *Value for public authorities*



100 000 veh.
Real time information
(each minute)

Data
Analytics
Benefits

SMARTCITIES

- Better information for better investment
- Increased safety for citizens

IoT & Connected Car - FUTURE IS NOW

PEUGEOT
INSTINCT
CONCEPT
I.o.T. ECOSYSTEM
INTERNET OF THINGS



TODAY



SUNNY



CLEAR TRAFFIC



ACTIVE PROFILE



11:45^{AM} RUNNING
PARC DE SAINT-CLOUD
922 10 SAINT-CLOUD



90 BPM



290 CAL



8700



45% SPORT



SAMSUNG
ARTIK[™] Cloud



HOME STATUS



DRIVING MODE
DRIVE BOOST







MAXIME PICAT
PSA Groupe
Executive Vice President Europe