

PSA PEUGEOT CITROËN

Direction Recherche et Développement

DIRECTION RECHERCHE INNOVATION & TECHNOLOGIES AVANCEES

Direction Scientifique et Technologies Futures



The scientific network of PSA Peugeot-Citroën

HEPTech Industry Open Innovation Forum – Bucharest, Romania

Mihai SOCOLIUC, PhD Eng, Head of scientific communities

08th October 2013

Two brands with strong and differentiated identities



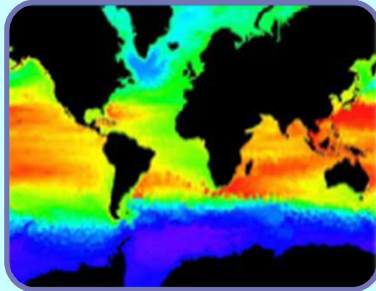
Today's challenges are tomorrow's opportunities

Answering major challenges in the car industry requires innovation



How can we adapt to new patterns of mobility?

Offer new vehicles adapted to **commuting** and **urban mobility** in order to remain **competitive**



How can we diminish our vehicles' Environmental impact?

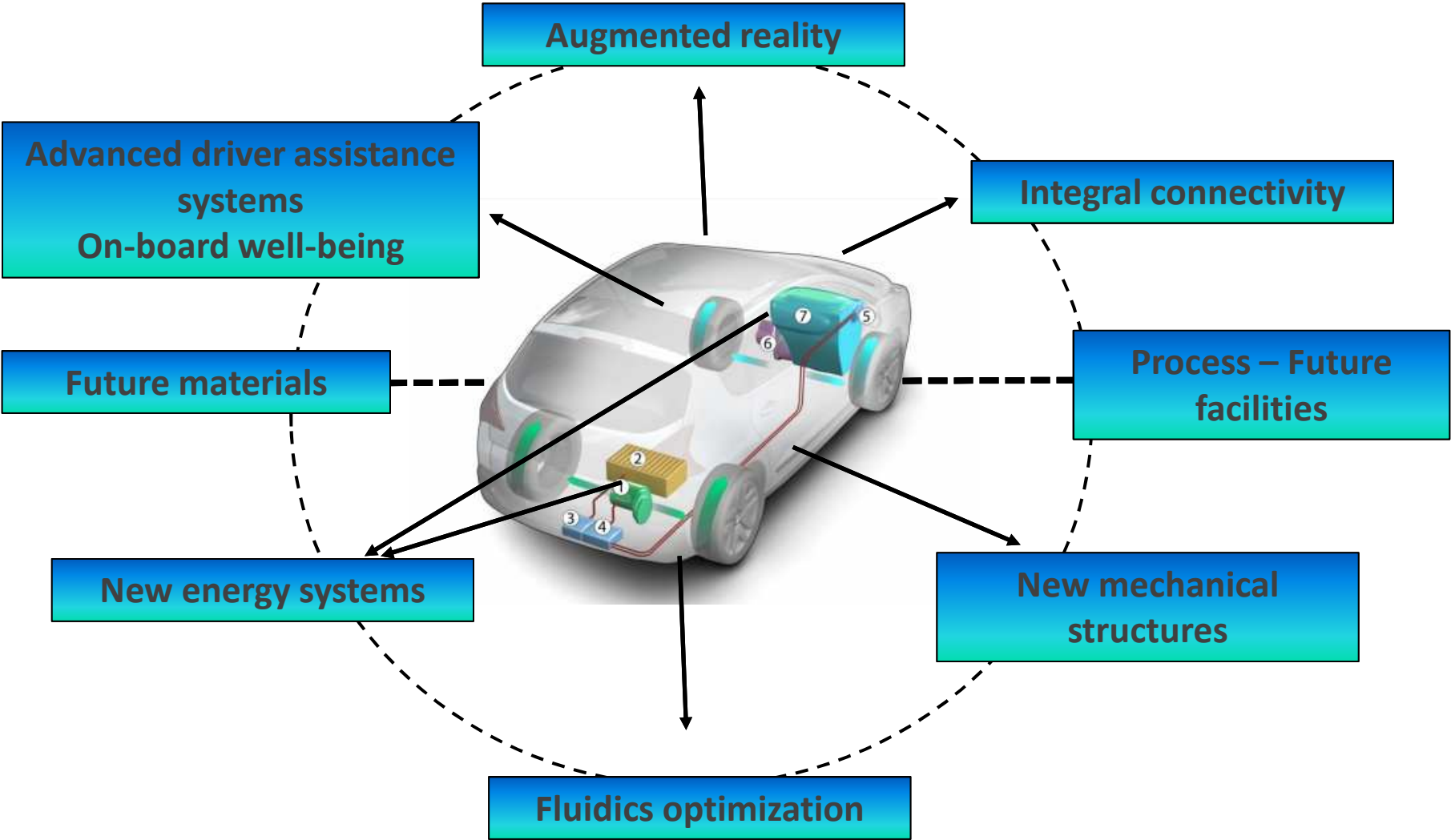
CleanTechs have become a priority axis of innovation in the automotive industry



How can we meet our customers' expectations?

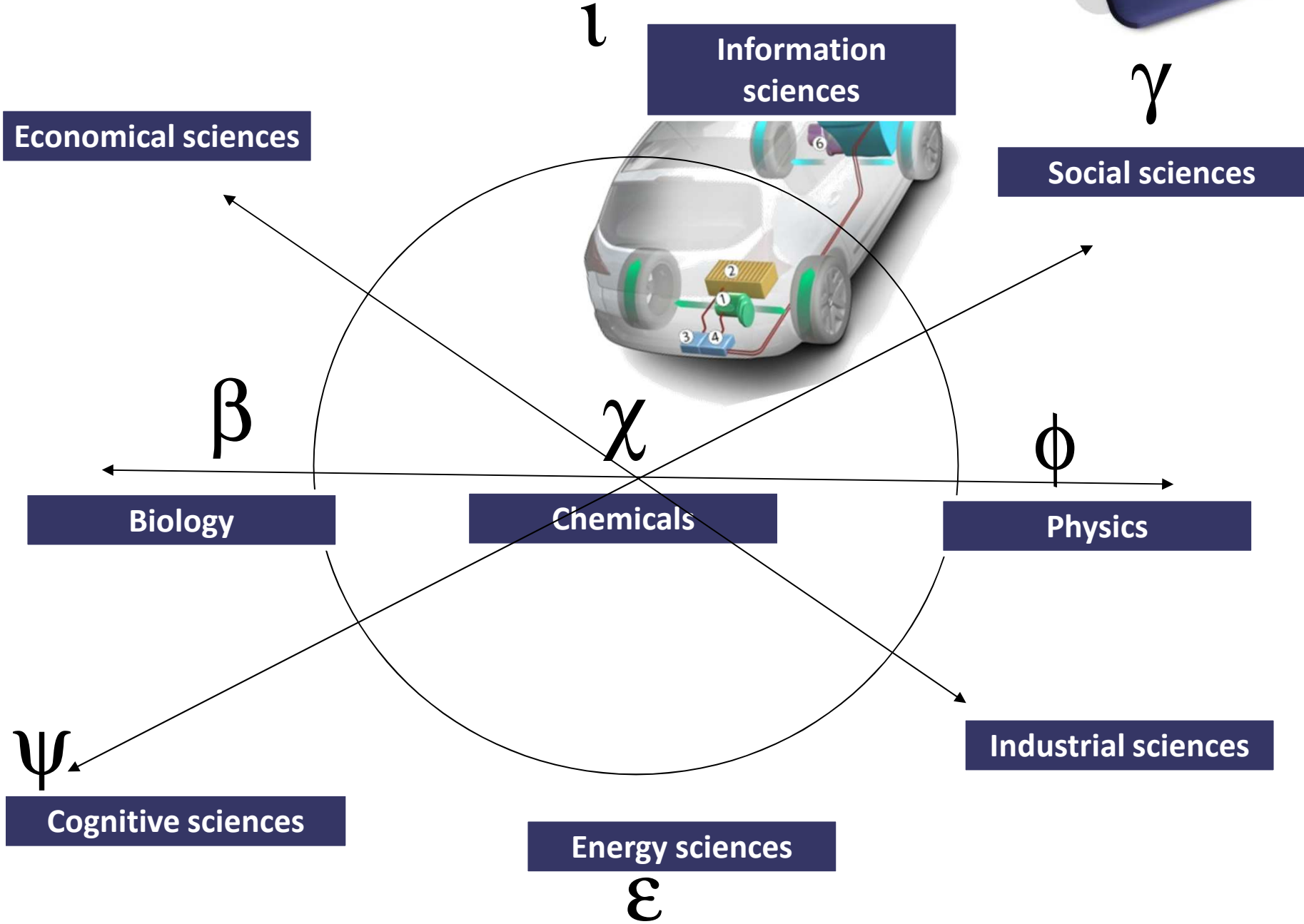
Increasingly safe and attractive vehicles are a must

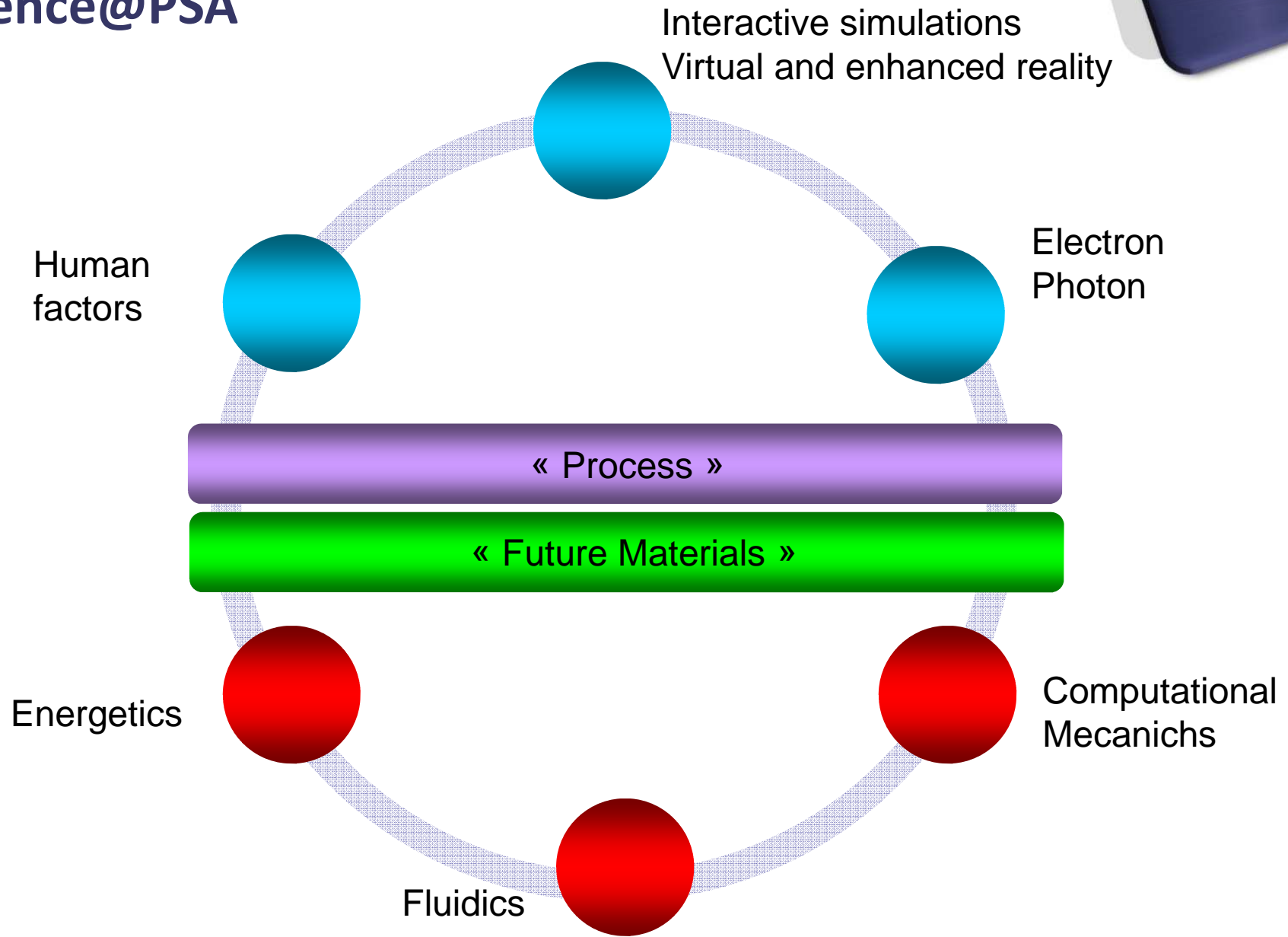
CONCEIVING THE VEHICLES OF THE FUTURE 2020- 2030





MANY SCIENTIFIC FIELDS CONCERNED





The six scientific Units et the two transversal Programs



Science Technologies Exploratory Lean Laboratory

The Open Innovation Initiative of PSA Peugeot-Citroën

Science & Technologies Exploratory Lean Laboratory

- ✓ To coordinate PSA scientific works.
- ✓ To animate the Group's scientific network (PhD students, engineers and experts).
- ✓ To generate scientific exchanges within PSA and our academic partners.
- ✓ To create and generate the OpenLabs network.
- ✓ To organize multidisciplinary seminars (through technologies, design, marketing, etc.)

THE OPENLABS

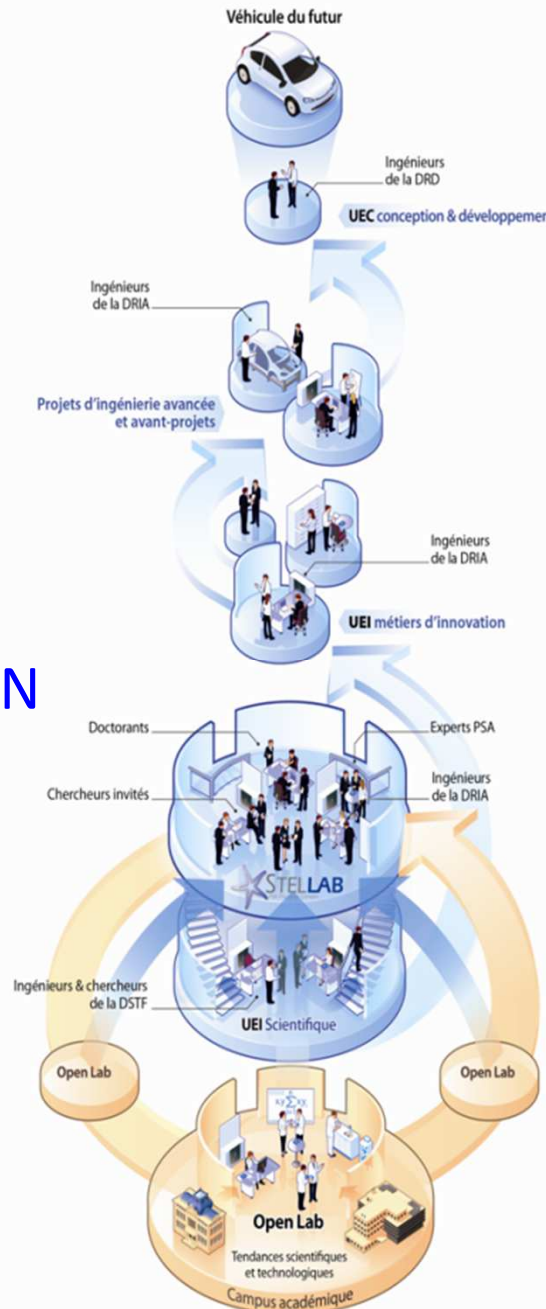
THE PARTNERSHIPS : A TRUSTING RELATIONSHIP

- ✓ Contractual partnerships with one or many laboratories of reference, targeted on the long term (4 years)
- ✓ Excellence renowned academic partnerships
- ✓ A shared scientific program based on subjects that correspond to our Group's scientific priorities
- ✓ A reciprocal open access to advanced scientific skills and technological platforms.
- ✓ Co-directed (PSA – Academic laboratory) by Steering and Operational Committees
- ✓ Initiators of funded Projects (ANR, ADEME, UE, Regions ...)

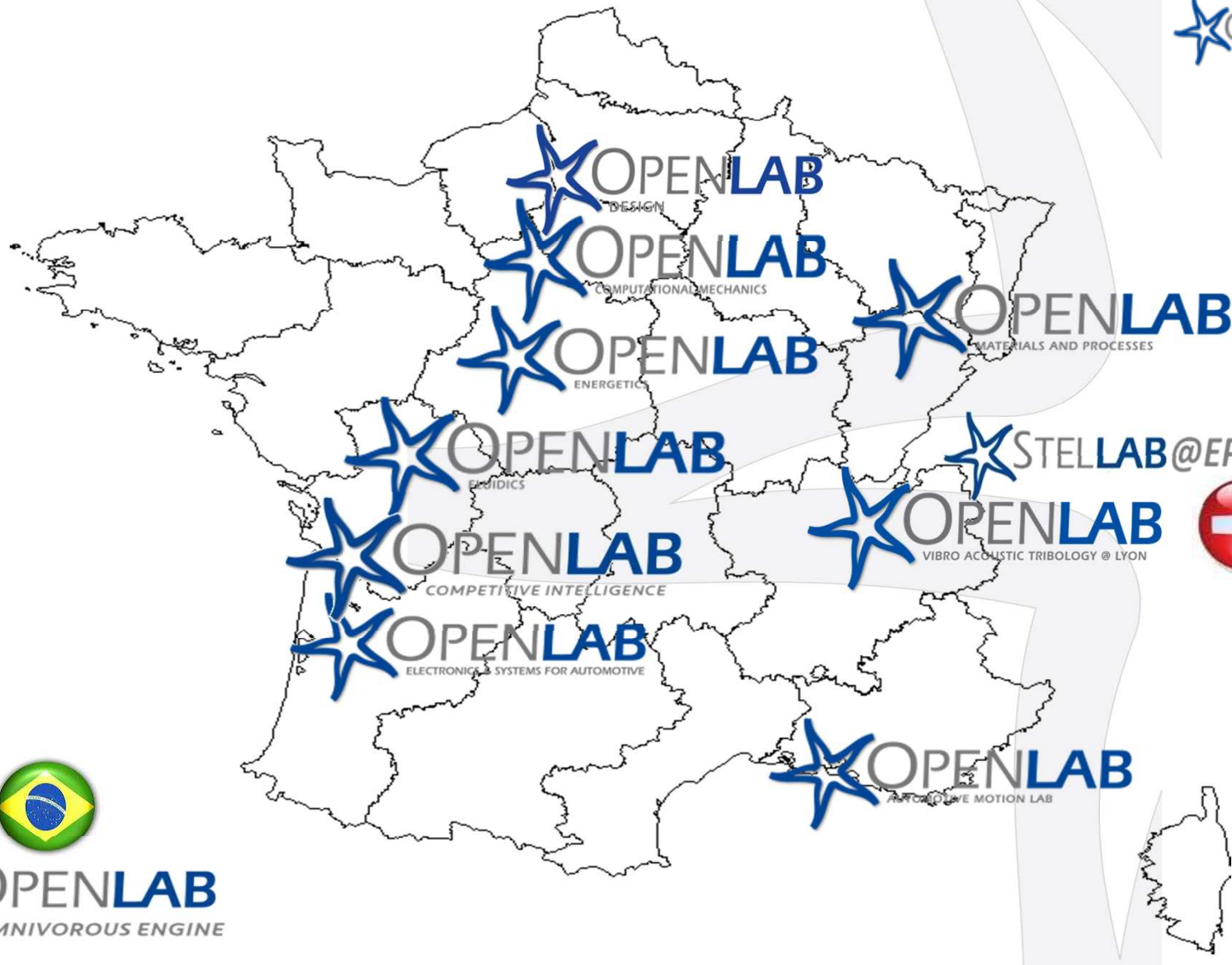
OPERATION MODE



TO CONCENTRATE
AND
INTEGRATE INNOVATION



OPENLABS MAP (2010 - 2013)



THE CHAIRS*



- ✓ A Patronage convention (3 to 5 years)
- ✓ One or many academic partners (Schools or universities)
- ✓ An educational, research and communication program :
 - ✓ To develop the knowledge on a specified scientific field
 - ✓ To disseminate knowledge related to the field within PSA collaborators and the students of the academic partner.

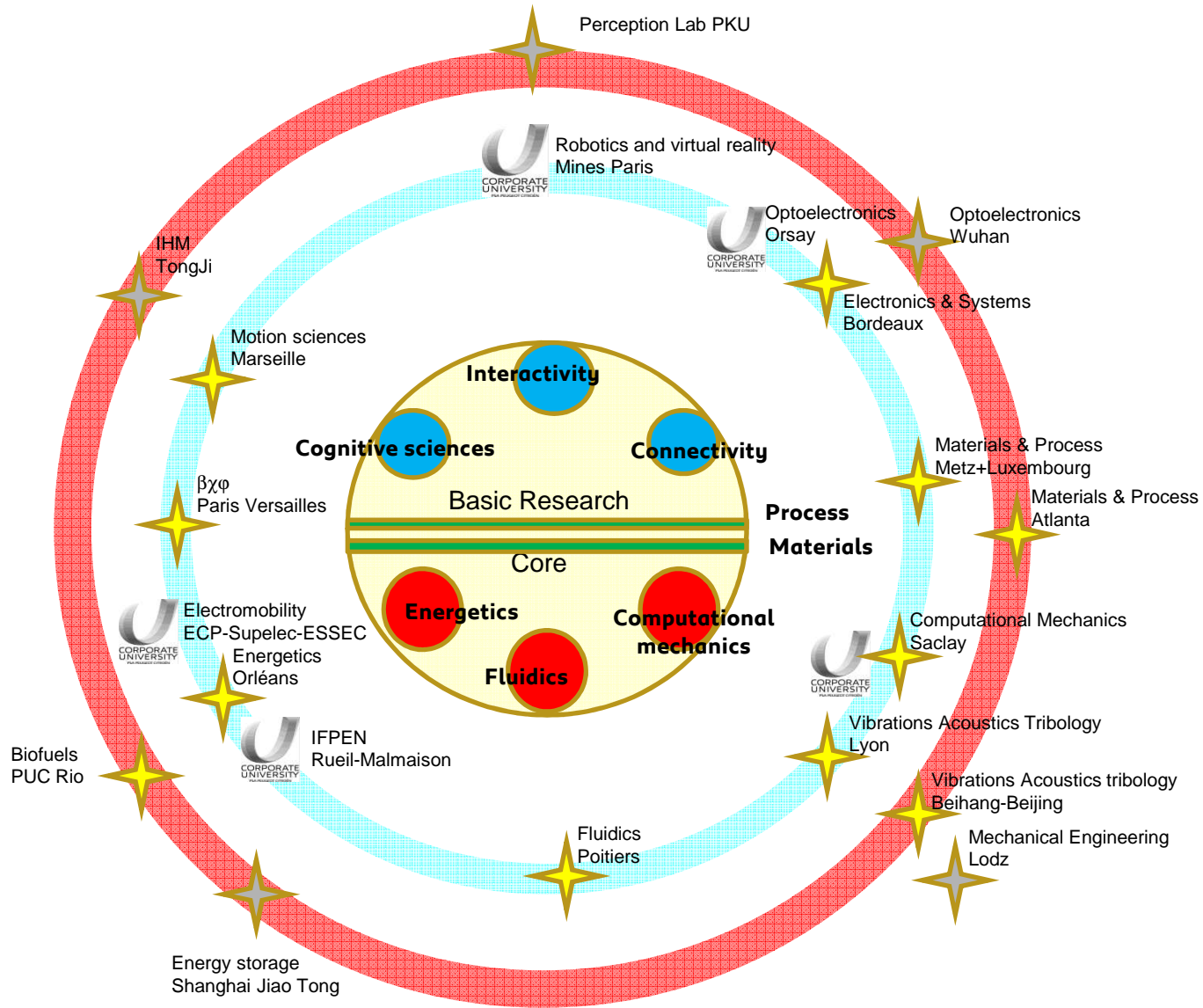
*** StelLab + PSA University**

STELLAB : AN INTERNATIONAL RESEARCH NETWORK

PSA PEUGEOT CITROËN



The StelLab network and the chairs of the PSA Corporate University



Looking ahead



- ✓ Towards an efficient and agile network of Open Labs
- ✓ An open and optimistic vision for the future of mobility systems

Achieving Simplicity for the cars of the future
through
Technology and Human Sciences



*Thank you for your
attention*

