

## **Automotive Electronics and Software Architecture PSA Peugeot Citroën joins "AUTOSAR"**

(Paris – January 14, 2004) – On December 11, PSA Peugeot Citroën joined the Automotive Open System Architecture ("AUTOSAR") development partnership as a core partner, which was formed by carmakers and automotive equipment manufacturers to develop a standardized international electric/electronic architecture concept for automobiles.

"AUTOSAR"'s core partners include carmakers BMW Group, DaimlerChrysler, Ford Motor Company, Volkswagen AG, Toyota Motor Corporation and equipment manufacturers Bosch, Continental and Siemens VDO.

The partnership's objective is to specify and supply a common software architecture standard to all "AUTOSAR" members. The domains covered include body, drive train and suspension electronics, as well as multimedia, telematic and human-machine interface systems.

PSA Peugeot Citroën's decision to join "AUTOSAR" fits in with its strategy of simplifying and standardizing electronic functions. Through its membership, the Group intends to significantly reduce development time and costs and make onboard electronic systems even more reliable and robust. On average, electronic systems currently represent 20% of a vehicle's production cost at PSA Peugeot Citroën. This percentage is likely to increase sharply in the years ahead if no measures are taken to generate economies of scale through a global partnership.

Now that PSA Peugeot Citroën and Toyota Motor Corporation have joined "AUTOSAR" at the same time, this partnership has been reinforced in its status as a global alliance. We have now reached a worldwide representation of active supporters of this novel automotive standard in E/E architectures, said Professor Dr. Harald Heinecke, "AUTOSAR" spokesperson.

Standardization will benefit everyone in the automobile value-creation chain. For equipment manufacturers, it represents an opportunity to reduce development costs and avoid the complexity stemming from a host of competing solutions. For carmakers, it frees up human and financial resources that can be focused on building innovative functions, supported by a standardized, highly reliable architecture.

Gilles Michel, head of Platforms, Technical Affairs and Purchasing and member of the Executive Committee, declared: "Our membership in "AUTOSAR" is consistent with our strategy of useful, affordable innovation for all. "AUTOSAR"'s software architecture will be an important lever for maintaining a high level of innovation in our lineup, from economy models to luxury vehicles."

Media Contact:

Mr. Marc Bocque:

Phone : 0033 – 14 06 65 07 1

Email: [Marc.Bocque@mpsa.com](mailto:Marc.Bocque@mpsa.com)