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## PEUGEOT CONNECT: BRINGING CONNECTED SERVICES TO THE GREATEST NUMBER.

**Leader in tertiary safety with the emergency call system in Europe, Peugeot is launching *Peugeot Connect*, a connected services offering. In taking this step, the Marque is opening up a new era in communications between the car and the world of services and confirming its ambition to become a leader in connected services.**

This new Peugeot Connect service, available as of April 2010 in 10 European countries, is based around a new more accessible telematics box and a services package combined with high value added which includes:

- Peugeot Connect SOS, for emergency calls
- Peugeot Connect Assistance, for breakdown assistance
- Peugeot Connect Fleet, for fleet management

The Peugeot Connect box's price tag of €290 incl. VAT covers Peugeot Connect services (SOS + Assistance), and related telephone communications with no time limit and without subscription. The Peugeot Connect Fleet service aimed at fleet management professionals will be gradually rolled out with a dedicated subscription.

The 207 and 308 will be the first models to offer this equipment as an option, like the RCZ and iOn, launched this year. For these two custom-built vehicles, the Peugeot Connect box will be offered as standard.

This new offer will eventually be rolled out to other products in the range, either as standard or as an option depending on the car's degree of finishing. This way Peugeot is bringing onboard connected services to the greatest number of motorists by turning its experience and leadership to full account.

In fact, Peugeot has been offering emergency calls since 2003 via the WIP radio navigation systems which are fitted to 400,000 vehicles. Since then, 3,500 people in difficulty have been assisted by the emergency services with 2,000 geolocalised automatic emergency calls recorded.

The large-scale rollout of Peugeot Connect in Europe is an essential part of Peugeot's strategy to become leader in connected services.

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### Peugeot

Peugeot is the only marque to deploy an overall mobility offer with passenger and utility vehicles, scooters, bicycles and a wide range of services. Present in 160 countries with 10,000 contact points, Peugeot combines rigorous standards and exciting ideas all over the world. In 2009, Peugeot sold 1,842,000 cars making it the leading French marque globally for registrations and the 10th automobile marque. Half of all Peugeot vehicles sold worldwide emit less than 140 g of CO<sub>2</sub>. On the strength of 200 years of inspiration, in 2010 Peugeot is renewing its style lines, its visual identity, completing its mobility offer and asserting its international ambitions. The Marque continues its development with the launch of the RCZ, a custom-built vehicle, the iOn, a 100% electric vehicle, the 408 in China and three new models in Latin America not to mention the European rollout of its Mu by Peugeot "top-up card" mobility service.