



## PSA Peugeot Citroën device-to-cloud solutions means faster time-to-innovation

A Sierra Wireless® Automotive Solution

### APPLICATION

- Automotive: Connected Cars

### CUSTOMER CRITICAL CHALLENGE

- Wanted to move beyond today's telematics and emergency services to deliver broader range of services, assistance, and communication
- Automotive consumers want the latest digital features, driver assistance, and safety

### SOLUTION

- AirPrime® AR Series modules, with 4G cellular connectivity to enable high-bandwidth telematics solutions
- Legato Development Platform, the open-source embedded platform used as the application framework and development environment, allowing third-party applications to be built and hosted directly on the module.

### BENEFITS

- Provided complete end-to-end solution
- Added value to further distinguish the PSA brand with increased automation, improved safety, and lower costs.



### BACKGROUND

As Europe's second-biggest car company and the European leader for light commercial vehicles, PSA Peugeot Citroën has earned a reputation for delivering what's next in automotive. The Group was one of the first to factory-fit telematics units for fleet management, and helped pioneer the emergency and assistance call system, which contacts rescue services automatically in the event of an accident.



*"Sierra Wireless technology provides us with a full automotive-grade solution, including the wireless connectivity, the application support and the remote management capabilities we need to offer these services efficiently and cost-effectively."*

Brigitte Courtehoux  
Director, Connected Cars and Services  
PSA Peugeot Citroën

## Business Challenge

PSA Peugeot Citroën has connected more than 1.6 million Peugeot, Citroën, and DS vehicles to date, and, since the introduction of its in-vehicle emergency notification systems in 2003, has sent more than 13,000 alerts to emergency services operating in 17 European countries.

Now, looking to the future, the Group is planning to expand into other areas, moving beyond today's telematics and emergency services to deliver access to a broader range of services, assistance, and communication. The aim is to remain at the forefront of technology as the automotive industry enters the connected-car era.

To do this, the Group needs to stay ahead of several trends. In-vehicle wireless connectivity is quickly moving from luxury models and premium brands to high-volume mid-market models, and studies show that a majority of buyers would switch brands if it means getting the digital features they want. Also, the IoT is creating new possibilities for enhanced driver assistance, increasingly autonomous driving, and unprecedented safety. PSA Peugeot Citroën needs a way to quickly and cost-effectively develop, deploy, and maintain new connected-car services on a global scale.

## Sierra Wireless Device-to-Cloud Solution

The Group turned to their long-trusted partner, Sierra Wireless. The two organizations have worked closely on telematics solutions for more than 15 years, and will now join forces once again to design, deliver, and manage the expansion of PSA Peugeot Citroën's connected-car offerings.

The approach will use a unique combination of device-to-cloud technologies, developed by Sierra Wireless, that simplify the deployment of new software and services. By leveraging pre-integrated, pre-tested modules, software, and cloud services, PSA Peugeot Citroën will build on a proven method, optimized for automotive, that reduces time-to-market for comprehensive telematics solutions.



## SIMPLE, SCALABLE, SECURE

At the core of these new connected-car solutions are AirPrime AR Series modules, a line of tailor-made devices that equip vehicles with powerful, robust, and reliable connectivity. The advanced multicore hardware architecture reduces the complexity of integrating wireless communication into automotive applications, with features like dedicated application processing and performance that can be counted on for extended vehicle lifetimes.

- **AirPrime Modules**

AirPrime AR Series modules are produced using automotive-grade manufacturing processes (TS-16949 certified), and conform to automotive-grade quality standards (PPAP, 8D, FA), so they withstand the extreme operating environments associated with vehicle operation, including thermal shock cycles and extended temperature ranges. The modules also support GNSS for precise location information, use 4G cellular connectivity to enable high-bandwidth telematics solutions, and follow a modular format designed to make it easier to meet global requirements.

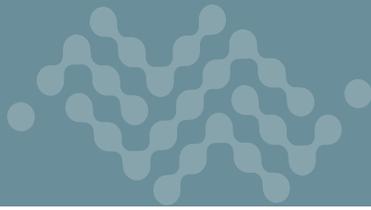
- **Legato Development Platform**

AirPrime AR Series modules are supported by Legato, the open-source embedded platform. The Linux-based platform provides an application framework and development environment that allows third-party applications to be built and hosted directly on the wireless module. There's no porting necessary, and with everything in open-source, Legato provides a cost-effective way to port the stack in the future to any module or application processor as product requirements evolve. Security and connectivity are already built in and customizable middleware components, so they can focus on the value-add portion of their applications immediately.

- **AirVantage Cloud Service**

The AirVantage cloud, powered by Amazon Web Services\*, is the only integrated set of services that provides everything needed to create and operate telematics solutions. The service is designed for high-volume data, and uses sophisticated tools to manage an infrastructure that easily scales to millions of devices. With the integrated AirVantage cloud service, applications can be securely downloaded and updated remotely over the air, so the carmaker can be more responsive, given new situations, and there are fewer recalls. Pre-integration and pre-testing of AirPrime modules with the AirVantage cloud means new solutions are ready to run, as needed.

\* for more details concerning how AWS powers AirVantage, go to our AWS partner page:  
<https://www.sierrawireless.com/products-and-solutions/sims-connectivity-and-cloud-services/iot-cloud-platform/aws-partnership/>



## Results

Continuing the long-standing partnership with Sierra Wireless for advanced telematics provides PSA Peugeot Citroën with a full automotive-grade solution for connected services. These services promise to add value and distinguish the automotive brand, by increasing automation and improving safety, while lowering cost.

The combination of AirPrime AR Series smart automotive modules, the Legato development platform, and the AirVantage Cloud service, provides an end-to-end vertical solution, optimized for automotive applications, that will position Peugeot, Citroën, and DS vehicles as leaders in the connected-car era.

Visit [sierrawireless.com/automotive](http://sierrawireless.com/automotive) to learn more about how Sierra Wireless is enabling the future of automotive connectivity.

### About Sierra Wireless

Sierra Wireless (NASDAQ: SWIR) (TSX: SW) is an IoT pioneer, empowering businesses and industries to transform and thrive in the connected economy. Customers Start with Sierra because we offer a device-to-cloud solution, comprised of embedded and networking solutions seamlessly integrated with our IoT services. OEMs and enterprises worldwide rely on our expertise in delivering fully integrated solutions to reduce complexity, turn data into intelligence and get their connected products and services to market faster. Sierra Wireless has more than 1,400 employees globally and operates R&D centers in North America, Europe and Asia.

For more information, please visit [www.sierrawireless.com](http://www.sierrawireless.com).