



PSA PEUGEOT CITROËN

« PSA's European Emergency Call Service »

Facts & Figures

European Emergency Call Service

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The PSA PEUGEOT CITROËN European Emergency Call Service

A. history

- **PSA PEUGEOT CITROËN Telematics :**

- technical, strategic, activity since the middle of the 1990's
- development of embedded devices for PSA's cars,
 - AutoPC, first telematic device launched in Europe : Citroën Xsara in 1999
 - Radiotelephone RT2 : Peugeot 607 & 406 in 2000, Citroën Xsara & C5 in 2001
 - Radiotelephone-Navigation RT3 : all range transverse device
 - Citroën C8 & Peugeot 807 in 2002
 - Peugeot 307 & 206, Citroën C3 & C5 in 2003
 - Citroën C2, Peugeot 407 & Citroën C4 in 2004
 - Peugeot 607, Citroën C6 & Peugeot 1007 in 2005
 - Peugeot 207 and Citroën new Picasso in 2006
- current and future telematic range (2007) are all emergency call service capable
- benchmark of mobility and safety services
 - emergency call service experimented in 2000, developed in 2001, delivered in 2002
 - others services in experimentation since 2001, to be confirmed



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B. functional and technical description

1. **The emergency call service is offered free of charge to PEUGEOT and CITROËN customers who have**

- bought a car equipped with a telematic unit
his unit includes
 - a GSM mobile phone module
 - a GPS positioning module
 - embedded services phone numbers
 - a dedicated button to set off manual E-Call
 - a pyrotechnic link to set off automatic E-Call (on a crash)
- subscribed to his own GSM mobile phone contract
- introduced the SIM card in the device and captured PIN code
- verified his phone rental validity (voice & SMS credit) and allowing calls from foreign countries in case of travel



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B. functional and technical description

2. When E-Call is set off, the embedded telematic device

- reads data
 - the location of the vehicle at the time of the call and two older stored locations
 - VIN number, call feature (automatic or manual), date and hour
- creates the coded SMS with the data
- sets off two emissions
 - voice call towards assistance Call-centre allowing the diagnostic, and the transmission of alert to emergency authorities if necessary
 - SMS (two successively for secured procedure) to send data information



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B. functional and technical description

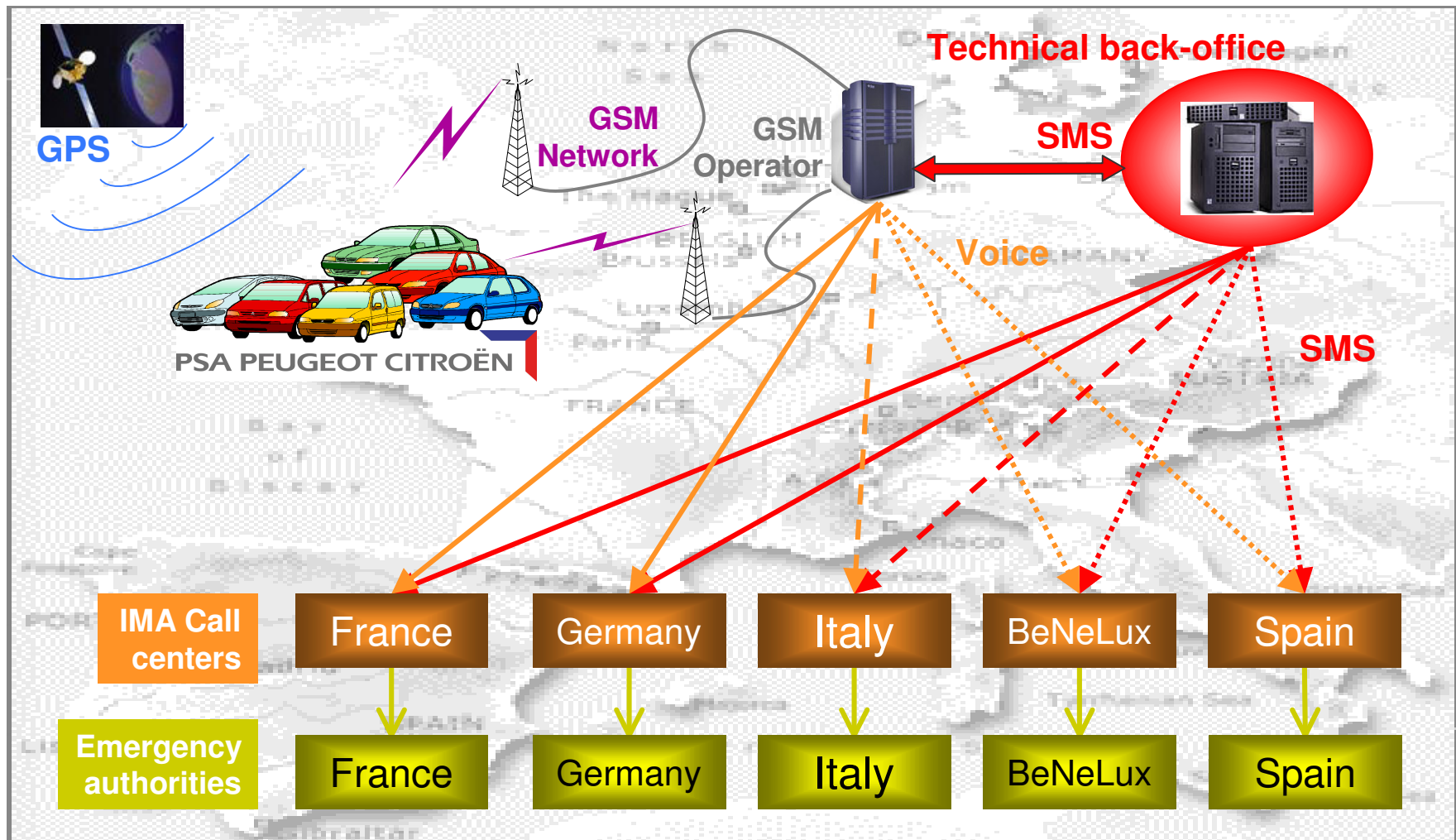
3. Back-office architecture supposes

- favoured links with all GSM operators on covered area, including in particular
 - a direct physical connection to SMS-Centre of each GSM operator
 - the availability of dedicated short codes registered by each GSM operator
 - priority facilities for concerned SMS towards PSA Network servers
- collecting, decoding, formatting, dispatching SMS towards IMA common network supporting all the national Call centres
- delivering data to the appropriate national Call centre in time
- appropriate monitoring



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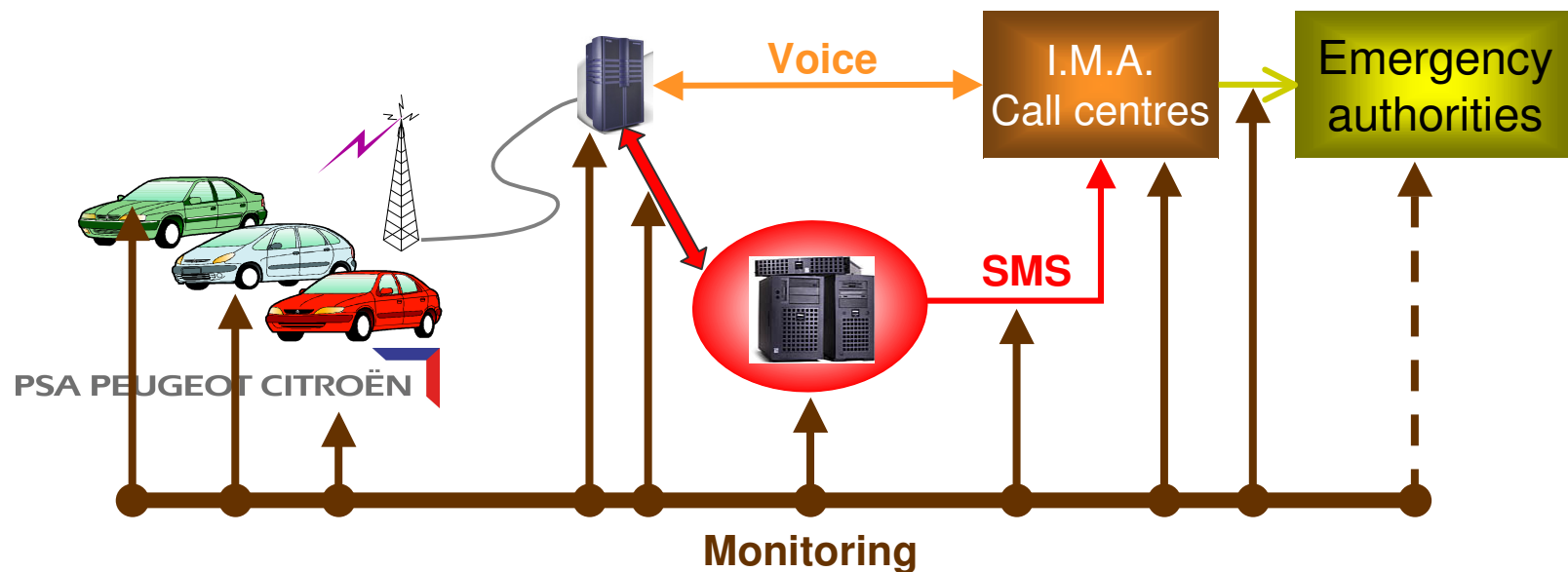
B. functional and technical description



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B. functional and technical description

- and the monitoring of all interfaces channels and processes



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C. current deployment

1. **PSA Emergency-call has been available for customers**

- in France
→ since January 2003
- in Germany
→ since September 2004
- in Italy
→ since April 2005
- in Spain, Belgium, Luxembourg and Netherlands
→ since December 2005
- ... and soon in Portugal and Austria (exploratory status in UK)



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C. current deployment

2. PEUGEOT & CITROËN offer

- a free service for the vehicle life
- a contract signed with the end customer to establish rights and obligations
- transfer to successive owners, when known
(customers are requested to notify the sale of the car)
- an extension to all countries where the emergency call service is available
 - the customer has assistance from his national call centre in his language
 - in case of a foreign location, first operator call the call centre of the concerned country
 - the second operator passes the alert to emergency authorities if necessary, using the good language for them and respecting local regulation



The PSA PEUGEOT CITROËN European Emergency Call Service

C. current deployment

3. Figures – December 2005

- number of telematic vehicles delivered to customers : 142 000 (opened countries)
- number of recorded service calls : 9 700

of which :

- Initiation calls → 6 520 (1st call to verify the service is working correctly)
- Breakdown calls → 2 458
- Emergency calls → 704, of which :
 - 571 calls with passing alert to emergency authorities, of which :
 - 230 calls on automatic set off



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D. Inter Mutuelles Assistance

- **IMA, medical, technical & home assistance provider**
 - founded in 1981 by the 3 main French mutual insurance companies (MAIF, MAAF, MACIF : respectively 5th, 6th & 1st car insurer in France) IMA was created to deliver assistance services to all members of these mutual insurance companies
 - later, 7 others mutual companies join first shareholders, leading to 36,5 million beneficiaries, representing 16,2 million contracts and 12,6 million vehicles insured
 - in 1990, shareholders allowed external partnerships, and an agreement was signed with PSA Peugeot Citroën for car assistance of vehicles under warranty, in France and in 23 others countries of Europe, south America and central America (12,5 million contracts)
 - others companies (insurance, mutual companies, pension funds institutions,...) became partners later, leading to about 9,5 million contracts for 21,4 million beneficiaries
 - For all partners, IMA delivers
 - medical assistance, home care assistance, assistance to persons
 - home assistance, funeral assistance, remote survey
 - technical assistance



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D. Inter Mutuelles Assistance

in 2005, IMA represents

- 1 615 own employees
- 15 000 service providers in the world
- 12,3 million phone calls exchanged (9,6 millions by Niort)
- 1 174 438 assistance files handled
- 1 641 284 persons assisted

