



## **New MirrorLink®-Enabled Vehicles from PSA Peugeot Citroën**

*Ingenious smartphone connectivity technology  
makes it easier than ever to bring apps to the dash*

**Geneva International Motor Show – March 9, 2015** — The [Car Connectivity Consortium](#) (CCC), an organization driving global technologies for smartphone-centric car connectivity solutions, today announced that PSA Peugeot Citroën has announced at the Geneva International Motor Show the upcoming MirrorLink® compatibility of several of its vehicles. Now standard on more of today's most popular vehicles and smartphones, MirrorLink is the most ingenious way to bring smartphone content to the dash. Huge icons make apps easy to use and smart technology knows if the car is in Park or Drive. Visitors at the Peugeot and Citroën booths will experiment MirrorLink technology, in version 1.1, thanks to live demos from now through March 15.

The models planned for MirrorLink compatibility during 2015 are: Peugeot 108, New Peugeot 208, New Peugeot Partner, Citroën C1, New Citroën Berlingo, New DS 5.

“MirrorLink is a powerful way for automakers to enrich the connected driving experience,” said Brigitte COURTEHOUS, Director of PSA Peugeot Citroën’s Business Unit for Connected Vehicles and Services.

“While it’s easy to say MirrorLink simply ports smartphone content to the dashboard, the technology does much more than mirroring. MirrorLink also adapts app functionality based on vehicle speed and other key factors, making it irresistibly intuitive for the millions of consumers in the world who already have MirrorLink-enabled smartphones.”

MirrorLink is the leading industry standard for car-smartphone connectivity and is designed for maximum interoperability between a wide range of smartphones and cars. MirrorLink is also the only OS- and OEM-agnostic standard for car-smartphone connectivity and the only vendor-neutral standard where no single entity has a controlling stake. MirrorLink thus offers the quickest global route to more responsible and enjoyable connected driving.

“PSA Peugeot Citroën’s MirrorLink fleet is a handsome addition to a growing worldwide market of mass-produced MirrorLink-enabled vehicles,” said Alan Ewing, President and Executive Director of the CCC.

“Very soon it’ll be easier to name cars that *do not* have MirrorLink rather than the other way around.”

### **About PSA Peugeot Citroën**

With its three world-renowned brands, Peugeot, Citroën and DS, PSA Peugeot Citroën sold 3 million vehicles worldwide in 2014. The second largest carmaker in Europe, PSA Peugeot Citroën recorded sales and revenue of €54 billion in 2014. The Group confirms its position of European leader in terms of CO<sub>2</sub> emissions, with an average of 110.3 grams of CO<sub>2</sub>/km in 2014. PSA Peugeot Citroën has sales operations in 160 countries. It is also involved in financing activities (Banque PSA Finance) and automotive equipment (Faurecia).

For more information, please visit [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)

### **About the Car Connectivity Consortium (CCC)**

The CCC is dedicated to cross-industry collaboration in developing MirrorLink® global standards and solutions for smartphone and in-vehicle connectivity. The organization’s more than 100 members represent more than 80 percent of the world’s auto market, more than 70 percent of the global

smartphone market and a who's who of aftermarket consumer electronics vendors. For further information, please visit [www.mirrorlink.com](http://www.mirrorlink.com).

###

Contact:

Ty Sheppard

Finn Partners for the CCC

[ty@finnpartners.com](mailto:ty@finnpartners.com)

(415) 249-6775