

PRESS RELEASE – FOR IMMEDIATE RELEASE

Cambridge, UK – December 10, 2014

PSA PEUGEOT CITROËN SELECTS GRANTA MI™ FOR ITS MATERIALS INFORMATION MANAGEMENT AND SIMULATION SUPPORT

Granta Design today announced that PSA Peugeot Citroën has selected the GRANTA MI™ software to support its materials information management requirements. PSA Peugeot Citroën is a leading European carmaker with international scope, bringing to market two automobile brands with innovative line-ups and clearly differentiated styles: Peugeot and Citroën. The decision to select GRANTA MI is part of a project to replace legacy systems for materials information at PSA Peugeot Citroën and to extend the benefits of managing this vital engineering data to more groups within the company. A key focus will be on delivering reliable, traceable materials data for input to simulation and analysis.

Automotive enterprises need accurate, up to date data on materials (such as metals, plastics, and composites) in order to make the right design engineering and material decisions, to ensure the accuracy of simulations, and to enable a fast, delay-free design and development process. But it is a real challenge to develop and manage large amounts of complex, specialist data, and to deliver it where, when, and in the format in which it is needed. In solving this challenge, PSA Peugeot Citroën, after conducting an exhaustive search for the right materials information management partner, selected Granta.

“Granta demonstrated extensive experience of the practical implementation of materials databases for large engineering enterprises,” commented Louis DAVID, Materials Chief Expert at PSA Peugeot Citroën. *“With a proven solution, plus the track-record and services to support a fast deployment, Granta was able to meet our short-term needs, especially for the data required for modelling. Granta also offers technology, tools, and an open approach that can support future extension of the project.”*

“We’re delighted that PSA Peugeot Citroën has joined the community of Granta user organizations,” said Dr David Cebon, Managing Director at Granta Design. *“Working with PSA Peugeot Citroën experts to meet their needs will help us to further refine our solution for automotive manufacturers.”*

The Granta automotive solution includes not only the leading system for managing materials information, but also comprehensive services to ensure effective implementation, support for simulation and analysis, and tools to deploy this information in addressing new challenges such as restricted substance risk and design with composite materials.

GRANTA MI™ and CES Selector™ are trademarks of Granta Design. PSA Peugeot Citroën trademark information.

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Photo 1:

Photo 1 Caption: Viewing sheet steels for automotive applications in GRANTA MI

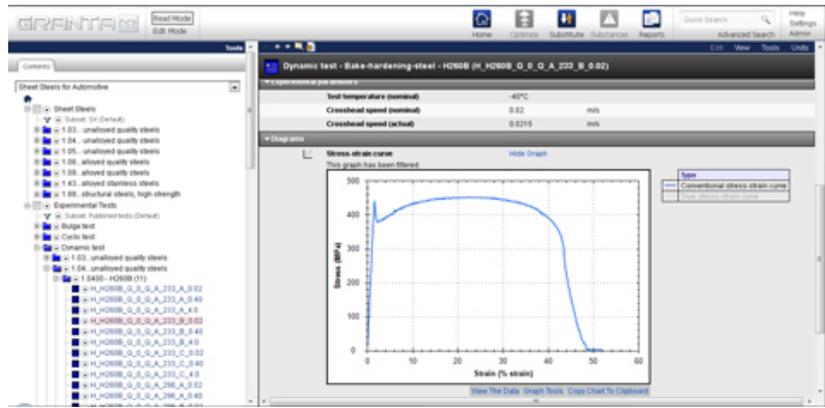


Photo 2:

Photo 2 Caption: PSA logo



ABOUT GRANTA DESIGN LTD

Granta are the materials information technology experts. The company develops market leading software for managing materials and process information in engineering enterprises, and a series of tools for applying that data to key materials and product design decisions. Granta serves sectors as diverse as aerospace, defense, energy, medical devices, automotive, motorsports, manufacture of consumer and industrial equipment, materials production, and publishing. Customers realize multi-million dollar benefits in reduced cost, enhanced product performance, improved quality, and faster design turnaround.

Granta was founded in 1994 as a spinout from the University of Cambridge and the work of Professors Mike Ashby and David Cebon. For further information go on line to www.grantadesign.com.

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ABOUT PSA PEUGEOT CITROËN

Strong roots in France

A Group with 200 years of industrial history, PSA Peugeot Citroën has strong roots in France. The number of cars built by the Group in France is twice as high as the number sold, i.e. 1.158 million vehicles in 2012. The Group thereby contributes €10 billion to France's trade balance. It builds a full 85% of engines and gearboxes and 40% of its vehicles in France. The Group has a workforce of around 91,000 in France, including 14,250 R&D engineers.

Controlled growth

In 2012, PSA Peugeot Citroën sold 2,965,000 vehicles, of which 38% outside Europe. While maintaining strong roots in France with a workforce of 91,000, and in other European countries outside France, with a workforce of 65,000, the Group has decided to focus its development on three key regions: China, Latin America and Russia. These geographical regions, in which 46,000 Group employees live and work, are the main driving forces of global growth, and the regions in which mobility requirements are greatest.

MEDIA INFORMATION & RESOURCES

Media are welcome to contact Granta if they wish to organize a demonstration or review of Granta software.

- For media information, issued press releases, and supporting images:
www.grantadesign.com/news/media.htm
- About GRANTA MI: www.grantadesign.com/products/MI
- [Granta's collaborative projects:](#)

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