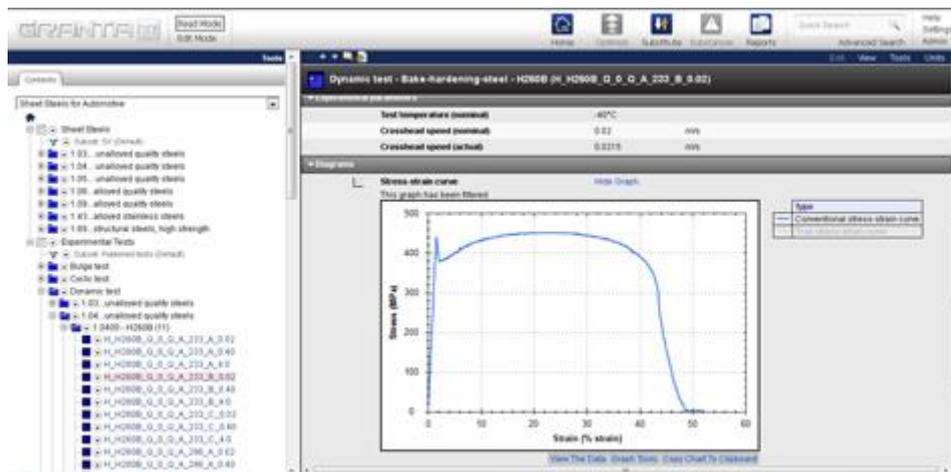


## PSA Peugeot Citroën selects GRANTA MI™ for its materials information management and simulation support

Cambridge, UK – December 10, 2014 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 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.



Viewing sheet steels for automotive applications in GRANTA MI.

*“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.