

PSA Group strategy on ADB lighting



RESEARCH & ADVANCED ENGINEERING DIVISION

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Summary

- PSA Group presentation 集团简介
- General Strategy 一般战略
- Optimized pixel front lighting 优化像素前照明
- Conclusion 结论

PSA 集团旗下六大品牌 GROUP PSA IS ABOUT 6 BRANDS

Vauxhall
The British car brand that allows everyone to enjoy ingenious technology & great design



PEUGEOT

LES 100 VEHICULES LES PLUS INNOVANTS MONDIAUX 2017



DS AUTOMOBILES
UNIQUE AVANT GARDE EXPERIENCE FROM PARIS



Opel democratizes future technologies and makes them available to everyone



CITROËN

THE PEOPLE MINDED BRAND



FREE2MOVE

One brand, a full set of mobility services



PSA集团2018年全球销量一览
全球范围内，共售出汽车3877765台

Global Sales Area and Sales Volume



+6.8%
与2017年同期相比

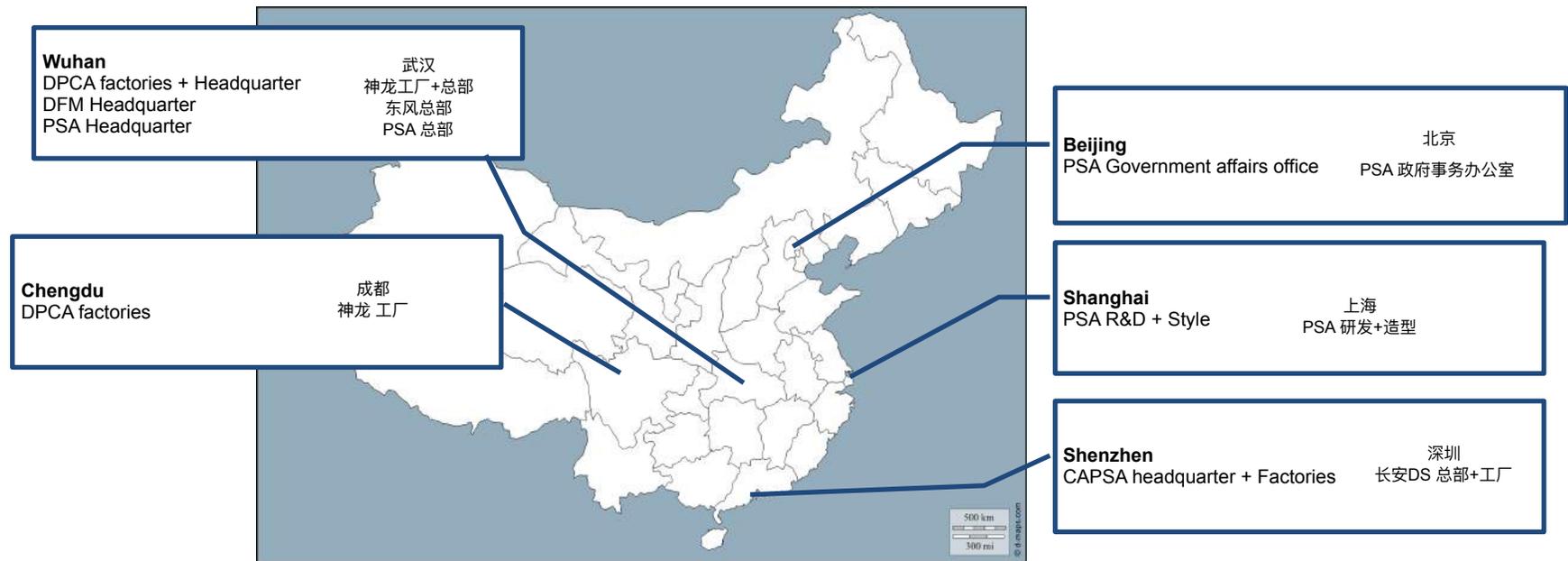
再创新高：PSA集团2018年全球销量实现近390万台，同比增长6.8%

- 销量连续第五年实现正增长
- 核心车型战略稳步推进
- 成功推出一系列全新车型
- 进一步巩固欧洲市场轻型商用车领导者地位

Group PSA sold nearly 3,900,000 worldwide, sales up 6.8%

- 5th consecutive year of improvement is Group PSA sales
- Steady Promotion of Core Vehicle Strategy
- Successful launch of a series of new models
- Strengthening European leadership in light commercial Vehicles(LCV)

PSA 足迹



东风标致车型

Dong feng
PEUGEOT



新一代东风标致508L



东风标致5008



东风标致4008 2019款



东风标致308 2019款



东风标致3008 2019款



东风标致301



全新东风标致2008



全新东风标致408

Dong feng
CITROËN



新C3-XR



云逸C4 AIRCROSS



天逸C5 AIRCROSS



C4 PICASSO



2017款 GRAND
C4 PICASSO



全新爱丽舍



新C4L



C4世嘉



第三代C5



C6



< C4 PICASSO >



< 2017 款 GRAND C4 PICASSO >

长安DS 车型

Chang an DS



DS 7



2018款DS 6



2018款DS 5LS



2018款DS 5



2018款DS 4S





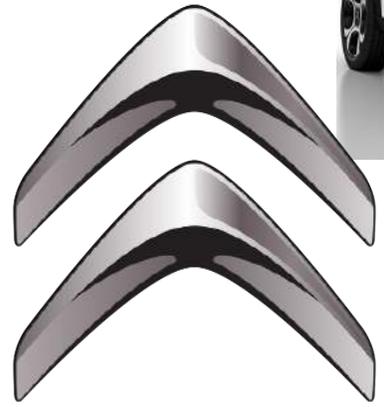


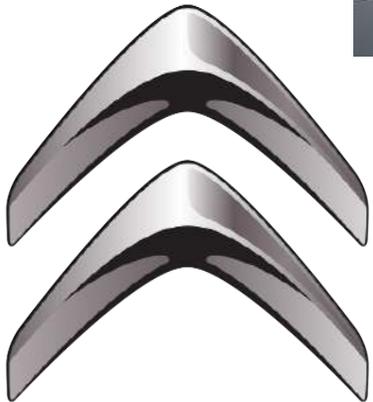






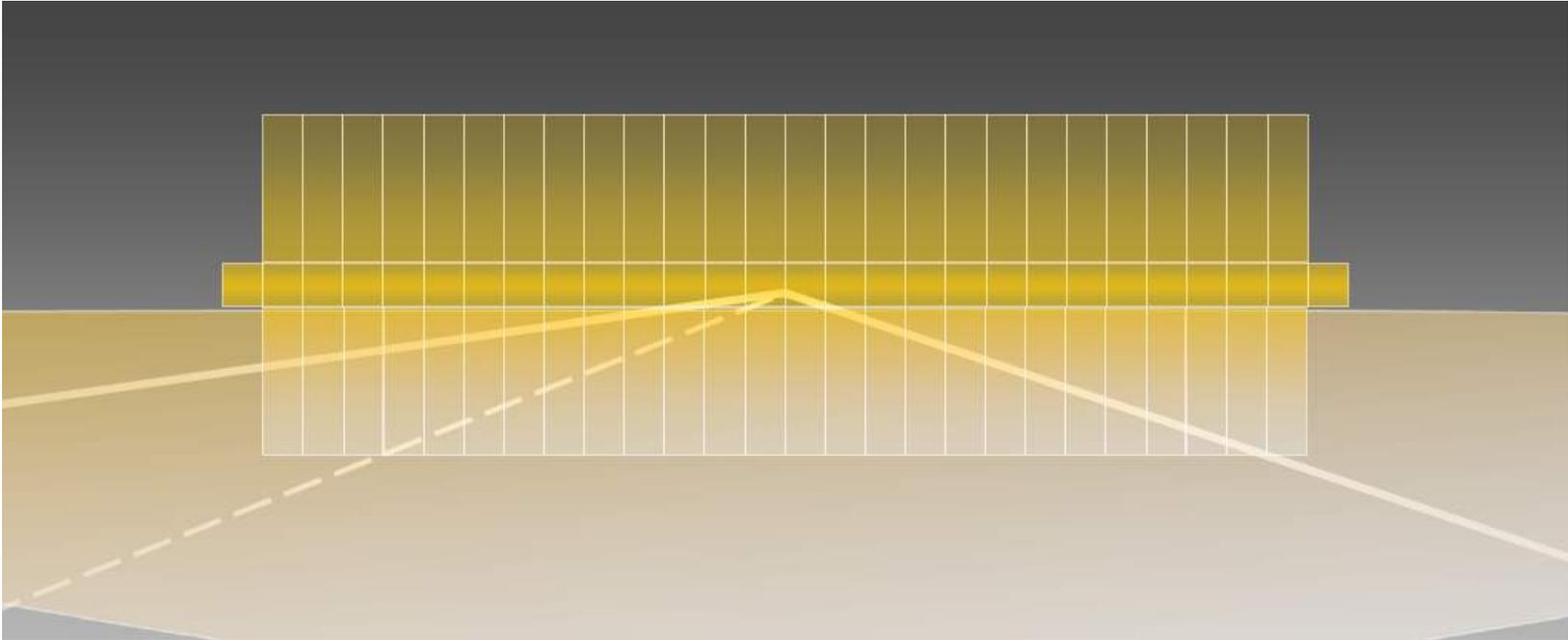
Citroën signature





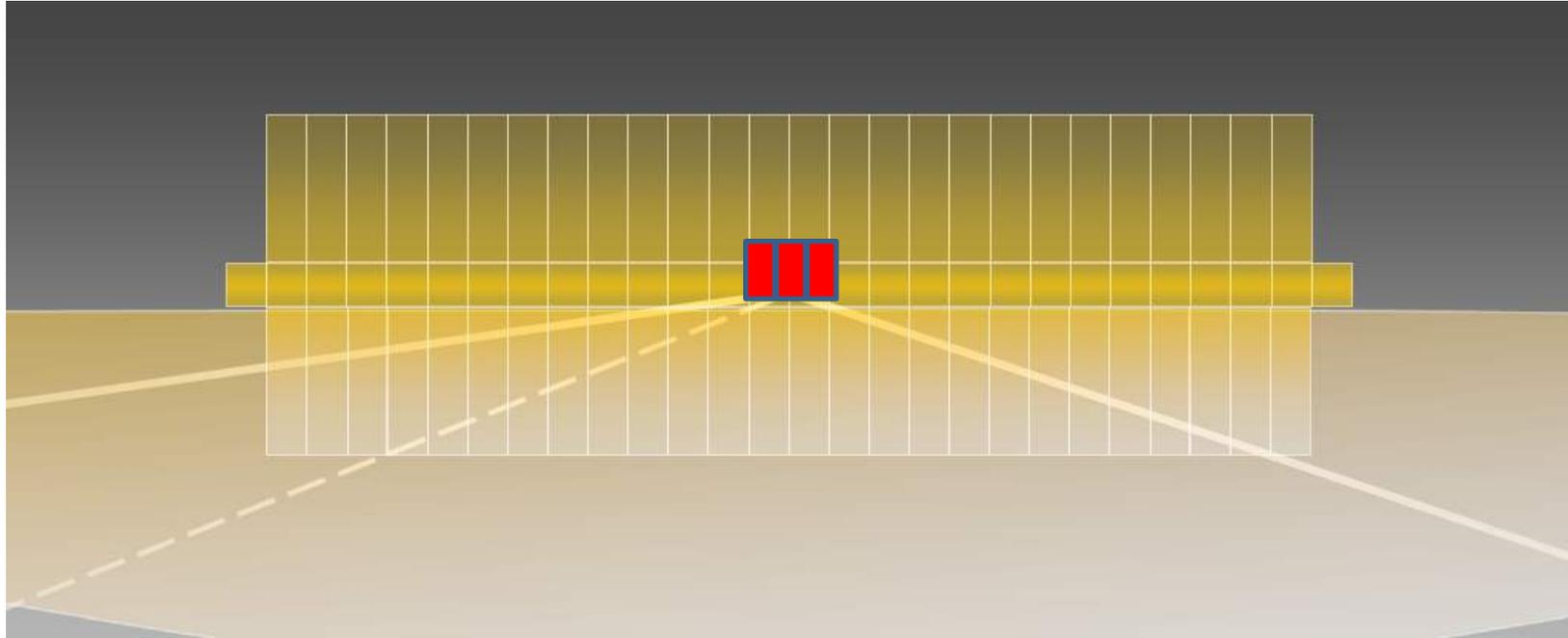


1. A family of transversal high performance lighting modules
一系列横向高性能照明模块
2. Brand differentiation 品牌差异化
3. New electronic architecture 新的电子架构
4. Camera & sensors optimization 相机和传感器优化
5. Functionalities depending on each brand priorities
功能取决于每个品牌的优先级
6. Cost vs functionality optimization 成本与功能优化



Pixel Light – reference 84 pixels solution

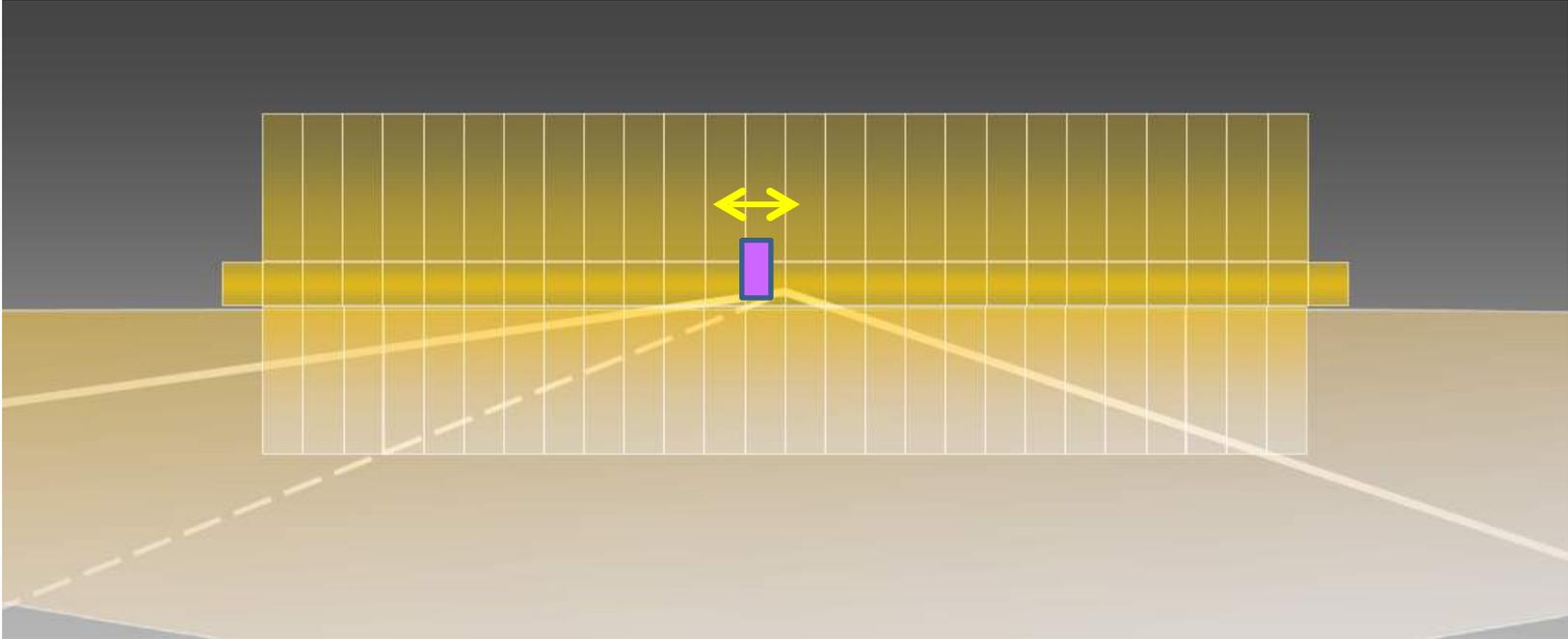
$V > 60 \text{ km/h}$



- 1) Integration of High Current LEDs on Pixel Light solutions
New range control potential

Danger scanning module

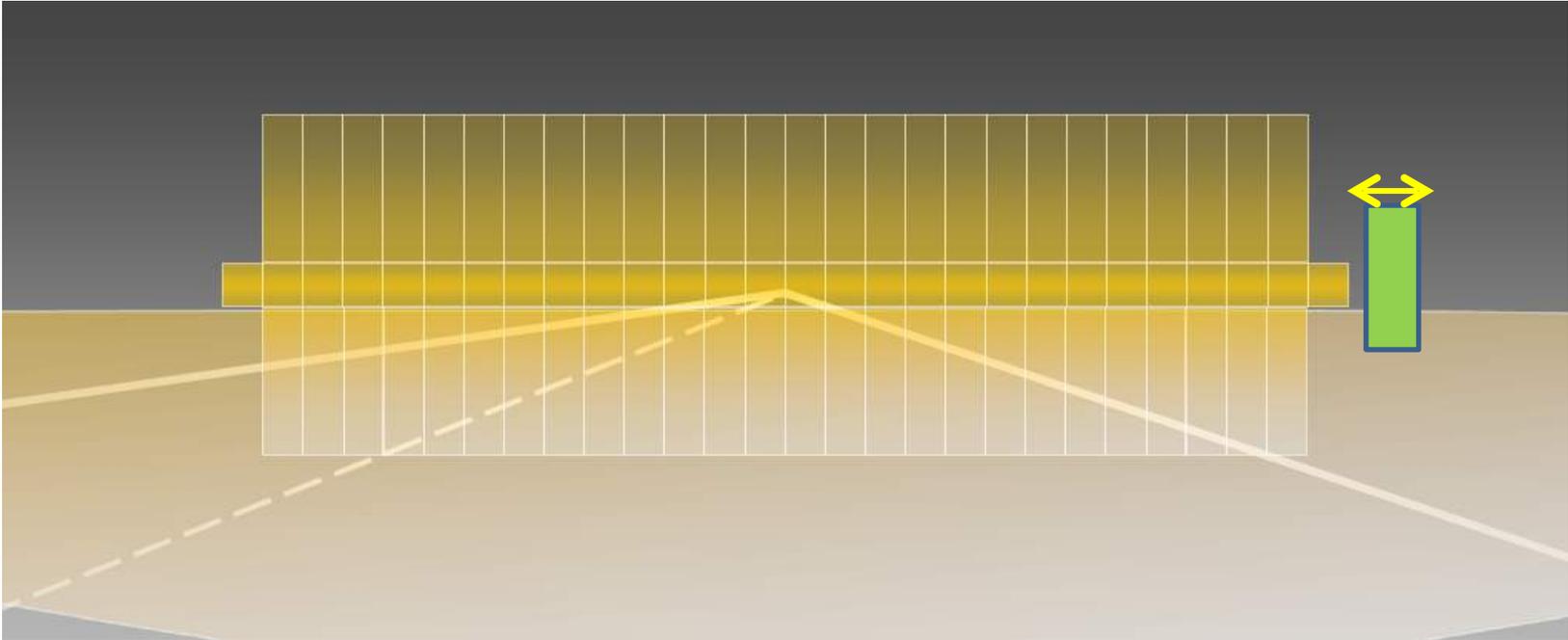
$V > 60 \text{ km/h}$



2) Danger scanning module

Marking light city

$V < 60 \text{ km/h}$



- 3) Low speed Marking Light module
City and urban zones

OPEL'S UNIQUE PRODUCT ADVANTAGES

BOLD & PURE DESIGN



PURE PANEL



ADVANCED SIGHT



ADAPTIVE SEATING



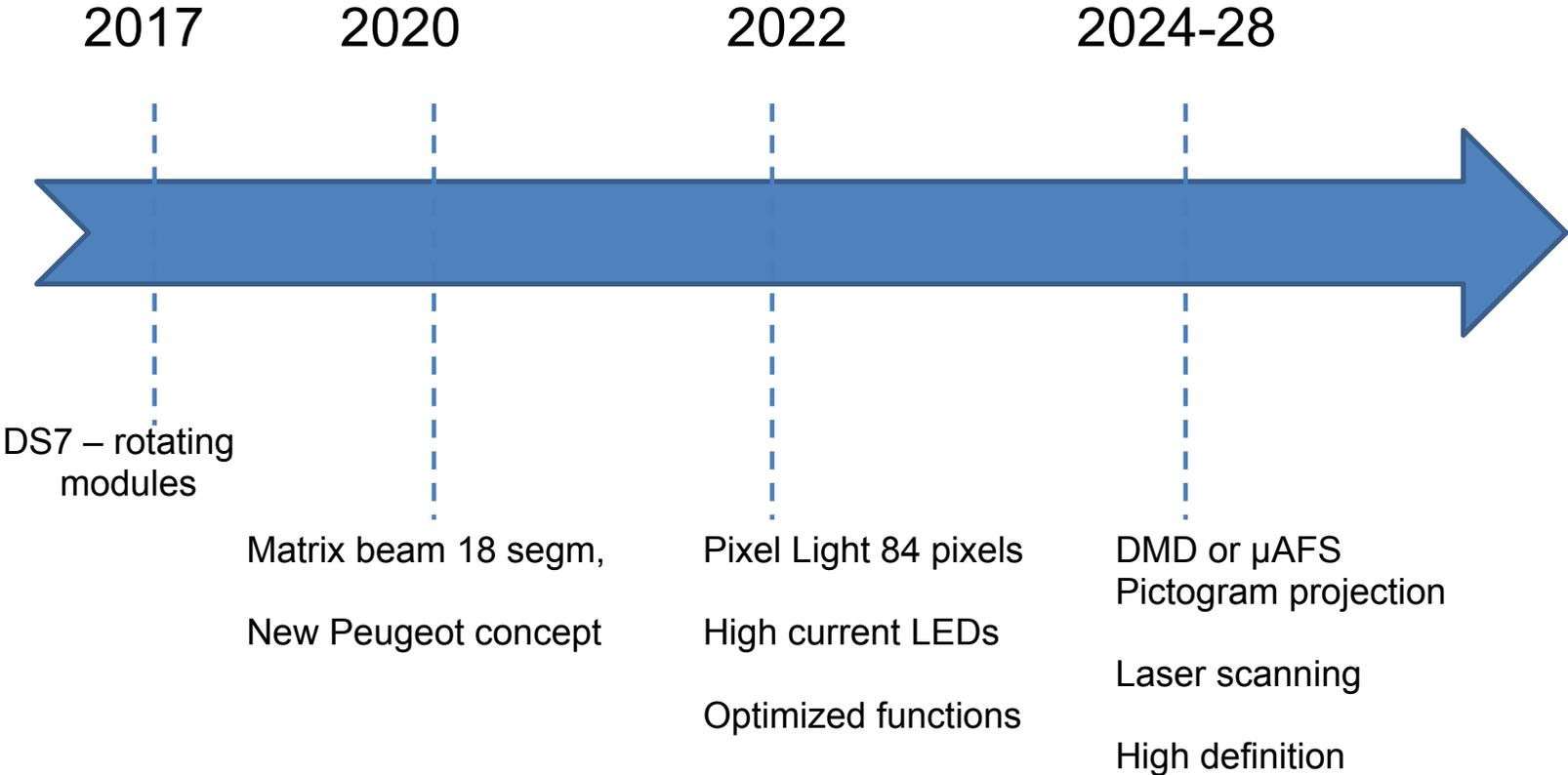








Lighting General Roadmap



1. Integration of new technologies – brand differentiation
新技术的整合 - 品牌差异化
2. Optimization of functionalities 功能优化
3. Transversal modules 可重复使用的模块
4. High definition symbols 高清晰度的象征





Thank you !
谢谢你!