



FRANCHE-COMTÉ

AUTOMOBILE PERFORMANCE
FOR THE SUCCESS OF YOUR PRODUCT

Create, establish, invest and develop
FRANCHE-COMTÉ,
Land of innovation



FRANCHE-COMTÉ,

3rd largest automobile region in France

64 car or equipment manufacturing establishments
243 companies
€25.9 billion turnover
€284.3 million investment
44,400 jobs
90.3% skilled workforce
16.1% female workforce

An environment that favours innovation

- 3 complementary competitive clusters
 - vehicle of the future
 - microtechnology
 - plastics technology
- a unique and original compilation of know how
Leading French region for die trimming and stamping
3rd most important region for surface treatment

FRANCHE-COMTÉ,

historical stronghold of PSA PEUGEOT CITROËN

« The history of the Peugeot family and that of the company are closely linked to a region: FRANCHE-COMTÉ and Montbéliard. The Lion, the emblem of the brand, also represents the coat of arms of Franche-Comté, the stronghold of the family. From the first motor tricycles to the more recent models, the Lion hearted firm quickly became one of the leading French manufacturers before making a name for itself on the international market ».

2nd largest European manufacturer with 13.8% market share
5.2% world market share
2 brands: PEUGEOT & CITROËN
3.37 million vehicles sold
A presence in 150 countries
211,700 employees worldwide
(Figures at the end of December 2006)

The Competitive Cluster

Vehicle of the Future

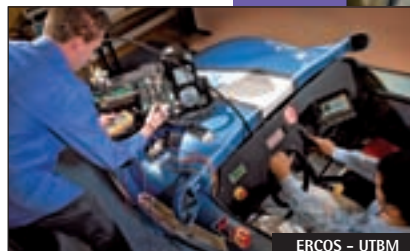
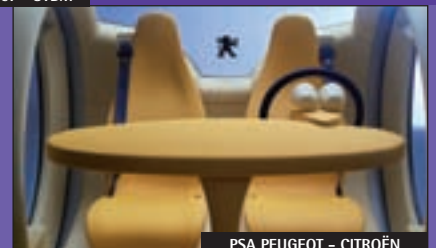
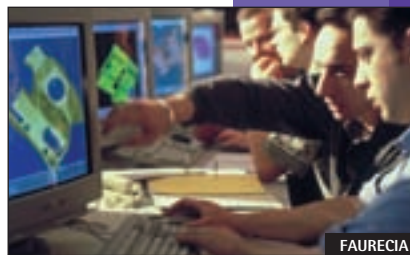
The cluster brings together various companies, research units and training centres, all engaged in a synergy around innovative collaborative projects and carrying a critical size necessary for guaranteeing international visibility.

Its ambition is to propose and implement world-class solutions on the following themes:

- Clean vehicles
- Intelligent vehicles and systems
- Excellence of the network

Key advantages for the companies:

- Promotion of the vehicle of the future on flourishing markets
- Co-design and co-development capacities
- Opening up opportunities in innovation



Training suited

to the challenges of the future

- UTBM, Technological University of Belfort-Montbéliard. Strong specialisation in land transport and energy manufacture.
- University of FRANCHE-COMTÉ.
- ENSMM, Higher National School for Engineering and Microtechnology.
- The Esperra Sbarro School, training designers of the future in the spirit of the designer Franco Sbarro.

Scientific excellence

Many R&D projects relating to the motorcar are pursued both in laboratories and in universities.

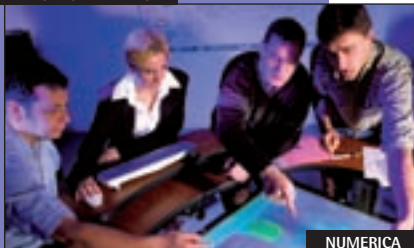
- **FC LAB**
The Fuel Cell Laboratory is a test platform unique in France for fuel cell systems.
- **SeT, Systems and Transport Laboratory**
The objective of SeT is to promote and apply research work and new methodologies in the field of transport, production systems, robotics, telecommunications and applied virtual reality.
- **LERMPS**
Study and Research Laboratory on materials, methods and surfaces.
- **LMARC**
The fields of expertise cover themes ranging from analysis of the behaviour of materials to the development of complex mechanical systems.
- **Visio concept**
This resource centre aims to facilitate the access of companies to advanced design and innovation tools and methods by making resources available: equipment, software or personalised support.

Private research

More than 20 private world-class R&D centres, including:

- PSA Peugeot Citroen Belchamps
- Alstom transport
- Faurecia exhaust systems
- Fuji Autotech
- HBS technology

And the presence of international engineering companies specialising in the automotive field.

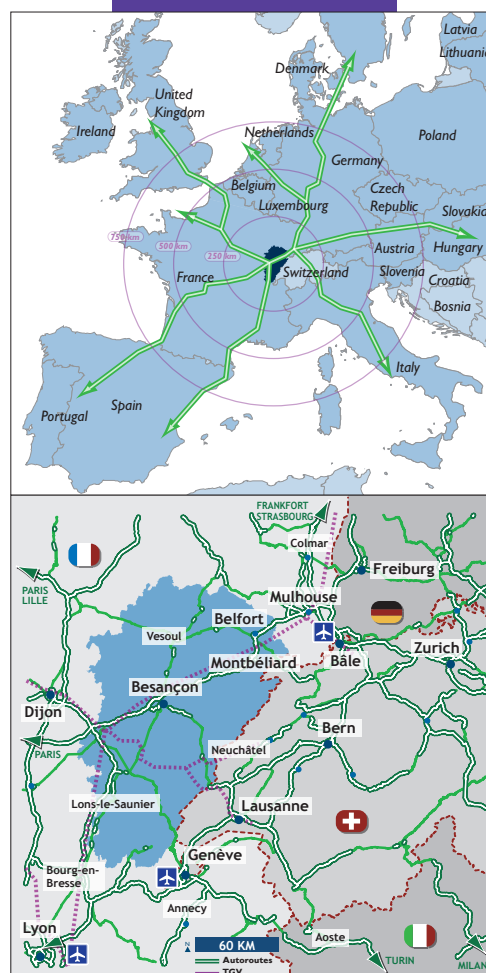


Culture of innovation

The automobile adventure began in FRANCHE-COMTÉ, at the end of the 19th century, with Armand PEUGEOT. With technical inventions and innovations pursued by men of talent, FRANCHE-COMTÉ became the 3rd largest automobile region in France. Technological changes, a concentration of players, new consumers, globalisation of markets, respect for the environment, safety, etc. such are the changes heralded for the automobile industry.

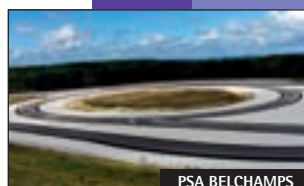
A source both of threats and opportunities, these changes will here find responses that are destined to transform the world of the automobile industry.

It is also in FRANCHE-COMTÉ, an industrially innovative region, that the solutions for future vehicles and methods of travel will be developed.



Established in FRANCHE-COMTÉ

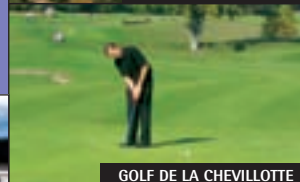
- The Belfort-Fontaine airpark is situated halfway between the two PSA Peugeot Citroën production sites at Sochaux and Mulhouse, 270 hectares dedicated to automobile equipment manufacturers and logistic activities.
- Techn'Hom is an urban business park where service, engineering and design activities are located.
- Numérica, the Franche-Comté multimedia focus (co-design, immersive-room project review, etc), its business centre accommodates a number of automobile service companies.
- Technoland – Pays de Montbéliard, 250 hectares, accommodates around 100 businesses: logisticians, automobile equipment manufacturers, spare part and component suppliers, integrators etc.
- Aremis Lure and Héricourt offer vast possibilities of establishment within fully equipped business parks close to the majority of the automobile industry activities.



PSA BELCHAMPS



BELFORT TECHN'HOM



GOLF DE LA CHEVILLOTTE



AÉROPARC



SALINES ROYALES



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