

SMART MOBILITY IN FRANCE

KEY INFO IN

10

POINTS

1

▶ A €4 BILLION+ MARKET

The French smart mobility market is worth €4.5 billion a year, and employs 45,000 people. Increasing numbers of public and private initiatives are encouraging the development of intelligent transport systems (ITSs), such as the French Environment and Energy Management Agency ADEME's Fabrique des Mobilités group. (ATEC ITS France, 2016)

2

▶ A DYNAMIC ECOSYSTEM

Numerous stakeholders leading initiatives in the French smart mobility sector include startup accelerator Via ID, the Cleantech Open France support program, ATEC ITS France's Mobilité 3.0 program, and various innovation clusters, including Mov'eo, Advancity, Systematic, Images & Réseaux, iD4Car, CARA (formerly LUTB), Minalogic, Véhicule du Futur and IFP Énergies nouvelles.

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▶ A NATIONAL PRIORITY

In line with the guidelines set out by the Assises de la mobilité round table in September 2017, a report entitled "Everyday mobility: addressing urgent issues and preparing for the future" was submitted to the Ministry of Transport in February 2018. Its main aims were to find ways to improve everyday transport and determine priorities for infrastructure investment for the next decade.

4

▶ EXPORTING FRENCH INNOVATION

The first robot taxis arrived in Japan in 2016, courtesy of Toulouse-based company EasyMile. In 2017, in Fribourg, Swiss company CarPostal began running a driverless bus developed by French company Navya. After launching the Bluecar in Europe and America, Bolloré's electric car-sharing service is now available in Singapore.

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▶ TALK TO MY CAR

Founded in 2017, Parisian startup The Bot Studio has created Talk To My Car, a chatbot for drivers to chat with their car to check the fuel level, vehicle location and ensure that everything is in working order.

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▶ PARKING MADE EASY

French startup Parkki has developed a unique sensor installed on public lighting that analyzes up to 100m around it to check for available parking spaces. In 2017, it installed its sensors in a pilot area south of Lille and is now preparing to roll out in several other areas of France.

7

▶ FRENCH MOBILITY AWARDS LAUNCHED

On January 26, 2018, the government awarded prizes to 13 companies offering innovative mobility solutions. The winners included LYKO, the leading network for regular car-sharing routes to and from airports, Applicolis, the national eco-urban delivery cooperative, and Aurizone, the first indoor navigation system for blind and visually impaired people.

8

▶ FRENCH STARTUPS GOING GLOBAL

In 2017, Vullog, a global leader in shared mobility technology, announced that it had raised €17.5 million to fund its expansion in North America and Asia. Peer-to-peer car rental specialists TravelCar have operations in 50 countries and have raised €15 million to launch in the United States. Other startups, such as Drivy, Ixxi, Heetch and Zenpark, have already made their mark internationally.

9

▶ SMART ROADS

As part of the Scoop project launched in 2014 to improve road safety, information-sharing systems enabling the road to communicate with vehicles, and vehicles to communicate with one other, have been tested in five pilot areas – Ile de France (Paris region), the A4 Paris-Strasbourg motorway, the Bordeaux ring road, and minor roads in the French Alps and across western France – with PSA and Renault each equipping 1,000 test cars with the innovative systems.

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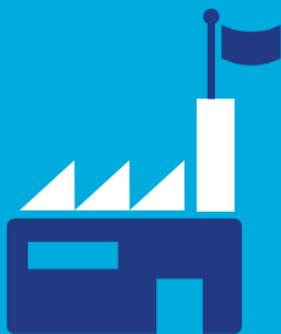
▶ PSA PARTNERS WITH HUAWEI

In late 2017, the PSA Group signed a partnership deal with Huawei to develop a Connected Vehicle Modular Platform (CVMP), offering various services, including remote vehicle diagnostics. The French manufacturer will be supported by its Chinese partner's OceanConnect IoT platform and public cloud. The first services are expected to be rolled out in China and Europe sometime in 2018.



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FRANCE: EUROPE'S

#1

**DESTINATION
FOR FOREIGN INVESTMENT
IN INDUSTRY**

(EY, 2017)



€4.5 billion

**THE ANNUAL SMART MOBILITY
MARKET IN FRANCE**

(ATEC ITS FRANCE, 2016)

ACCESS TO A MARKET OF
67
MILLION CONSUMERS
AND GATEWAY TO THE EMEA



(INSEE, 2018)



45,000

**JOBS IN THE SMART
MOBILITY SECTOR**

(ATEC ITS FRANCE, 2016)



Business France
77, boulevard Saint-Jacques
75680 Paris Cedex 14 - France
Tel.: +33 1 40 73 30 00