



PRESS RELEASE

Paris, April 7, 2016

## **Connected vehicles and driverless cars: eight French startups and innovative SMEs to set their sights on the American automotive market this June with support from both Business France and Bpifrance**

Business France and Bpifrance are once again setting out to aid innovative French companies, this time in the fields of connected vehicles and driverless cars. Today, the two organizations unveiled the list of eight startups and innovative SMEs selected for the second UbiMobility accelerator program in the United States. Starting on June 4, 2016, these handpicked firms will undergo an intensive two-week immersion program to showcase their driverless and connected vehicle technology and foster partnerships with major players in the US automotive industry. This customized program organized by Business France's North American Automotive Team will take them to the very heart of these new industries in the United States, not only in the original 'motor city' of Detroit and neighboring Ann Arbor, but also San Francisco, and the Silicon Valley technology hub. There they will meet up with many of the big names in the connected vehicle world, including Uber, Ford, Magna, General Motors, Delphi, Valeo, BMW, Hyundai, Lochbridge, the University of California-Berkeley and the University of Michigan. Over the next 10 months, both before and after the immersion program, these eight businesses will receive customized support to build upon their contacts in the United States.

An elite selection panel of leading American experts on connected vehicles\* has been brought together for this second UbiMobility accelerator program to identify the greatest creativity and excellence that "La French Tech" has to offer in this burgeoning niche sector. The selected companies stand out for their development of cutting-edge building blocks meeting the technological requirements of the top American manufacturers. Having mostly already received support from France's public investment bank Bpifrance for their innovation programs, the United States is now a key target market for these businesses.

UbiMobility has been designed specifically to fast-track companies into the automotive

market in the United States, by getting their technology picked up by US auto-makers following concerted, customized support on the ground from Business France. To aid long-term relationship building with prospective clients and strategic partners in the North American market, the eight companies will be receive coaching to showcase and tailor their products and services accordingly. They will also take part in targeted events with American stakeholders in the sector, in addition to a series of one-on-one B2B meetings throughout the two-week immersion program.

This unique combination of total immersion and long-term support already proved its worth during the first UbiMobility accelerator program in 2015:

- 7 in 8 companies set up operations or signed contracts in the United States.
- A total of more than €16 million was raised to pursue their international expansion once the program ended.

The incentives could not be any greater. American manufacturers, Silicon Valley tech firms and State Authorities are all deeply involved in driverless cars and connected vehicles: Google continues to develop its driverless car project (Google Car), while the US Department of Transportation is implementing a plan for 20,000 connected vehicles to take to the roads in Michigan between 2017 and 2019 in Detroit and Ann Arbor.

According to Deloitte's "The Future of Mobility" report, the extended automotive industry (manufacturers, parts, fuel and maintenance suppliers, dealers, insurance, etc.) generated a grand total of US\$2 trillion in annual revenue in 2014. One of the key issues for connected vehicles and driverless cars is to reduce consumer running costs by up to threefold.

The global market for on-board automotive technology is forecast to be worth US\$42 billion in 2025, and US\$77 billion in 2035, as the total market share of partially and fully autonomous vehicles grows to 13% by 2025, and as much as 25% by 2035.

(Source: Boston Consulting Group)

\* **Phil Abram**, Chief Infotainment Officer at General Motors; **Françoise Colpron**, President North America at Valeo; **Dr. Dragos Maciuca**, Technical Director at Ford Motor Company; **Brian McClendon**, VP Advanced Technologies at Uber; **Dr. Gary O'Brien**, Global Director, Advanced Engineering at Delphi; **Dr. James Sayer**, Director and Research Scientist at University of Michigan Transportation Research Institute (UMTRI); **Gabriel Sidhom**, VP

Technology Development at Orange Silicon Valley; **Ian R. Simmons**, VP Business Development and R&D at Magna International; **Thomas West**, Director of the California Program for Advanced Transportation Technology (PATH) at the University of Berkeley.

<b>The eight companies selected for UbiMobility 2016</b>	
<b>Akoustic Arts</b>	Akoustic Arts' uni-directional speaker, 'A', delivers audio content in a narrow beam of sound to a specific area without creating noise pollution elsewhere, opening up and optimizing information access by operating in a defined area and enhancing living space.
<b>Arkamys</b>	Arkamys creates innovation audio software solutions, particularly for the automotive industry, and has developed an advanced real-time spatial alert driver assistance system, '3D-ADAS', which was unveiled at the 2016 Consumer Electronics Show in Las Vegas.
<b>ESI Group</b>	ESI Pro-SiVIC™ is a piece of software enabling users to model and simulate perception sensors used in the driver assistance systems required by driverless vehicles. With its large range of perception sensors (including cameras, radar, and ultra-sound), ESI Pro-SiVIC™ can be used for wide-scale virtual prototyping to test systems in any operating conditions.
<b>Faar Industry</b>	Self-e-Car® is an open platform for developing driverless vehicles. It has been designed to integrate proprietary and partner building block technology, and is a perfect solution for all today's and tomorrow's innovations.
<b>Optis</b>	Optis provides ultra-realistic CAD simulation solutions that can be used by automotive manufacturers to make faster decisions, based on digital prototypes, to help them design various products, including ambient lighting, headlights and sidelights, head-up displays, dashboards, advanced driver assistance systems, speed camera detectors, and windshields.
<b>Pradeo</b>	Pradeo's solutions open up the wide world of mobile applications, without compromising the security of computer terminals and connected devices. All Apps are audited to reveal and block any hidden dangerous activity. Pradeo can already claim to have exposed a critical security flaw affecting an in-vehicle system under development by a German manufacturer, as well as a remote unlocking smartphone function.
<b>Prove &amp; Run</b>	Prove & Run's ProvenCore solution provides cyber-attack protection at next to no additional cost for today's connected vehicles and tomorrow's driverless cars.
<b>YoGoKo</b>	YoGoKo provides innovative communication solutions for vehicles to cooperate locally with other vehicles and road infrastructure by

	exchanging data remotely via an extended secure internet connection.
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**Media contact:**

**Business France:** Séverine De Carvalho - +33 1 40 74 73 88 -

[severine.decarvalho@businessfrance.fr](mailto:severine.decarvalho@businessfrance.fr)

**Bpifrance:** Nathalie Police - +33 1 41 79 95 26 - [nathalie.police@bpifrance.fr](mailto:nathalie.police@bpifrance.fr)

**About Business France:**

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr) - Follow us on Twitter @businessfrance

**About Bpifrance:**

Bpifrance, a subsidiary of the state-owned Caisse des Dépôts investment fund, is a trusted partner for entrepreneurs, financing businesses (SMEs, mid-size companies and organizations of strategic importance to the French economy) from the seed phase to stock exchange listing, through loans, guarantees and equity investments.

Bpifrance also provides operational services and enhanced support for innovation, exports and external growth in partnership with Business France and Coface. With its 42 regional offices, Bpifrance offers a one-stop finance and investment service for entrepreneurs in each of France's regions.

For further information, please visit: [www.bpifrance.fr](http://www.bpifrance.fr) - Follow us on Twitter @bpifrance