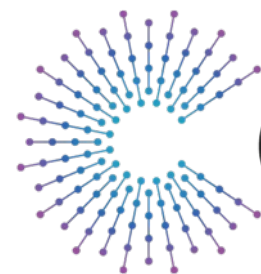
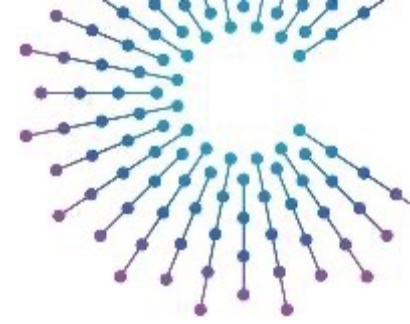




# Accelerating the Future of Connected Vehicles



**COVESA**



# Connected Vehicle Systems Alliance

# Discussion

- Vision
- Mission
- COVESA Value Proposition
- Projects
- COVESA Impact
- Membership Benefit Detail

# Our Vision

COVESA is an open, collaborative and impactful technology alliance; accelerating the full potential of connected vehicles.

Working together, we are a force-multiplier, creating a more diverse, sustainable and integrated mobility ecosystem.



# Our Mission

**Enable** our members to collaborate as a force-multiplier, efficiently integrating solutions across mobility technologies and adjacent industries.

**Evolve** our collective experience, staying ahead of dynamic and disruptive technologies and business models that drive the mobility revolution.

**Expand** our open community's expertise to lead multiple technology projects that advance the mobility ecosystem by focusing on accelerating connected vehicle systems.



# COVESA Value Proposition

## Members shape the future together

- Engaging with other members gives you a place to challenge the norms to a greater degree than you can inside your own organization; your contribution to the alliance will power the future of integrated shared systems, benefiting your business.

## Expert collaboration creating common language

- Use the expertise of all members to create joint platforms which allow seamless integration benefits for all members. The effective communication between members will create the effective communication between systems.

## Influence a wider perspective

- Gain a broader context of connected vehicle data and services, including the perspective of adjacent industries; using diverse thinking to ensure the evolution of mobility.

## Consistent context for diverse projects

- Contributing members benefit from repeatable and consistent processes to efficiently execute a wide variety of technical projects that support member initiatives.

## Growing a vibrant ecosystem

- Bringing buyers and sellers together to accomplish business goals, supporting the adoption of alliance member-driven results.

# Current Member Engagements

## Common Vehicle Interface Initiative

- Vehicle Data Standards - VSS/VSSo
- Vehicle Service Catalog - VSC
- Vehicle-Cloud Connectivity (CCS)
- Technology Stack and Tooling
- Expanded Data Set for Android Automotive

## Active Liaison Work

- W3C
- Open Insurance Network
- eSync Alliance
- In-progress:
  - AUTOSAR
  - ISO
  - Eclipse Foundation



## Member Engagements

## Android Automotive SIG

- OEM/Suppliers exploring integration and extension of Android Automotive

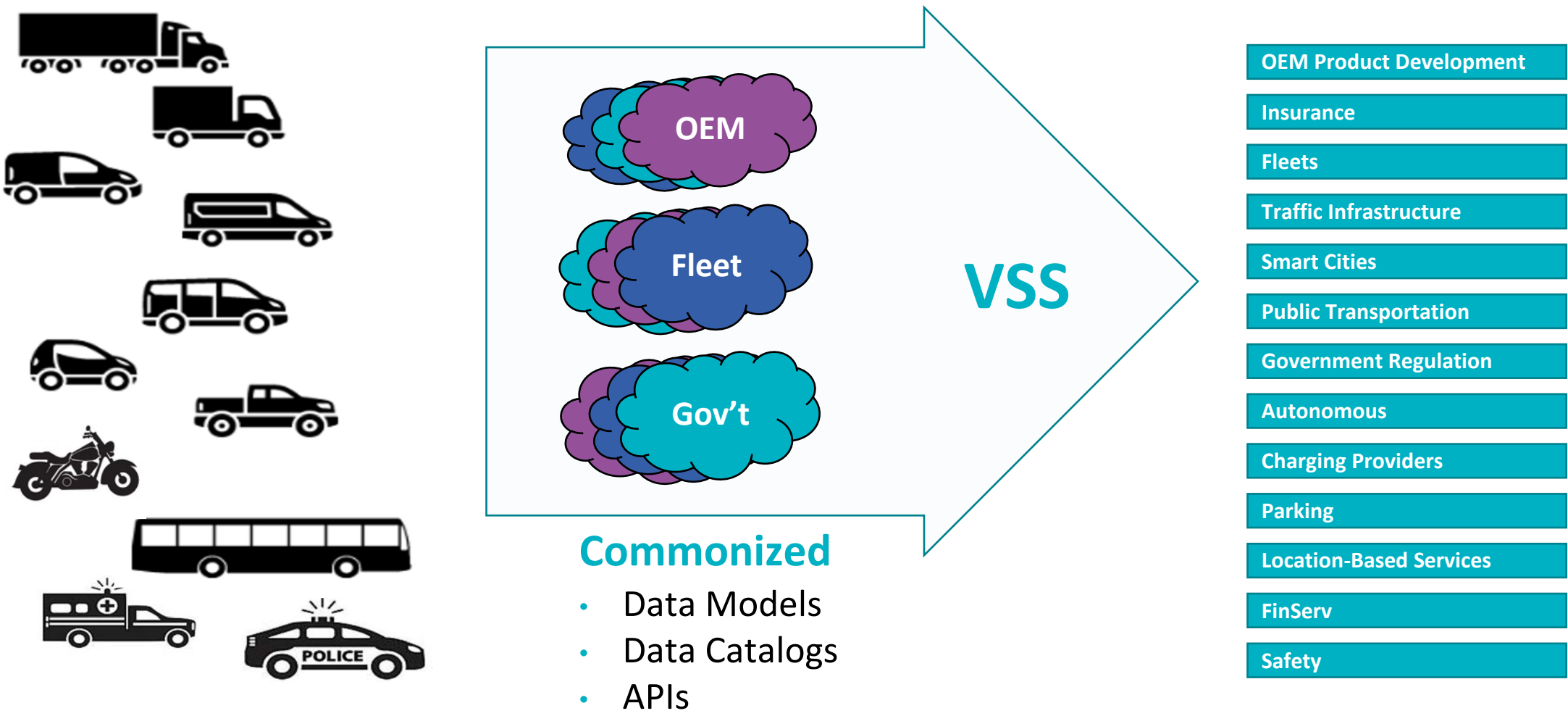
## In-vehicle Payment/EV Charging SIG

- Auto/Payment industries exploring common interfaces for commerce/payments
- Electrification

## Security Team

- Educating and planning for enhanced automotive cybersecurity

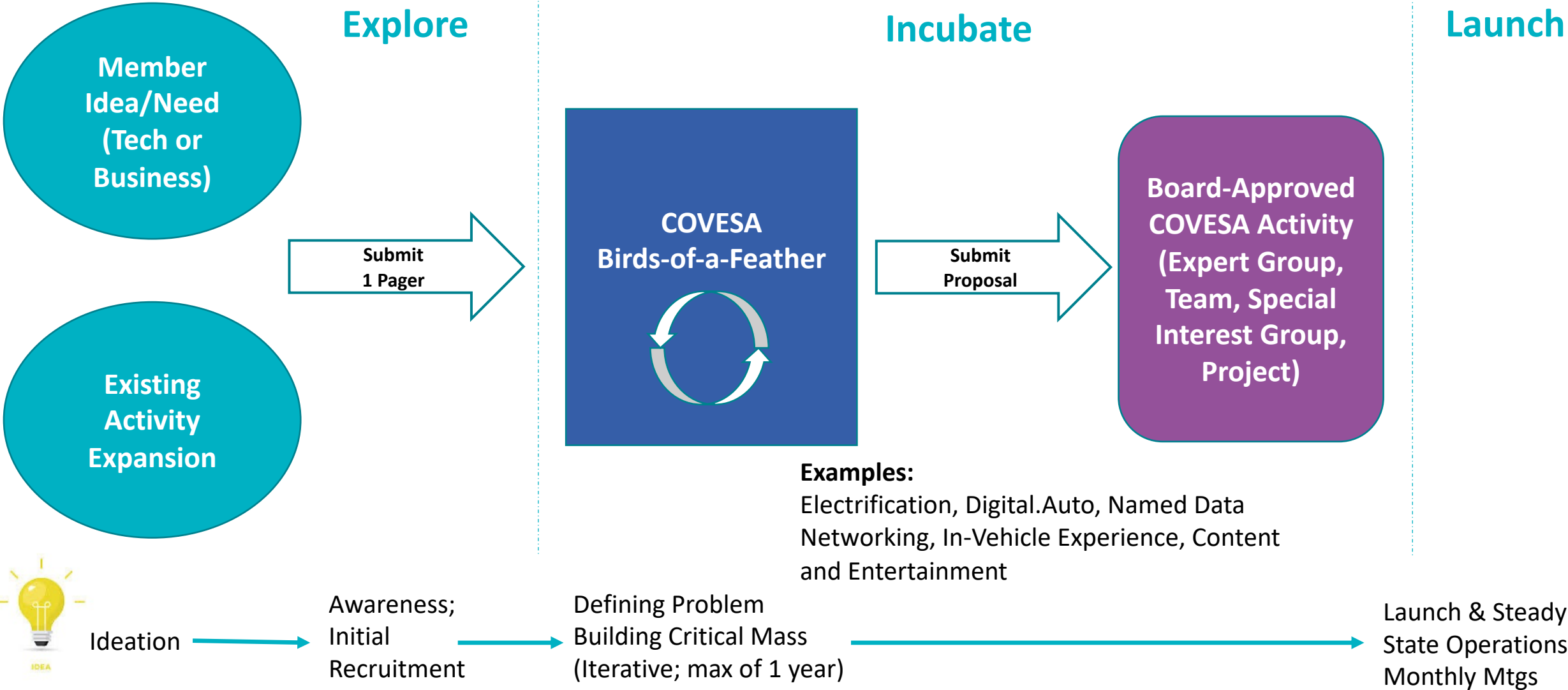
# VSS: Key Engagement to Maximize Connected Vehicle Opportunities



**VSS commonizes diverse data sources enabling focus on business value.**



# Process for Future Engagements





# COVESA and the Future of Mobility

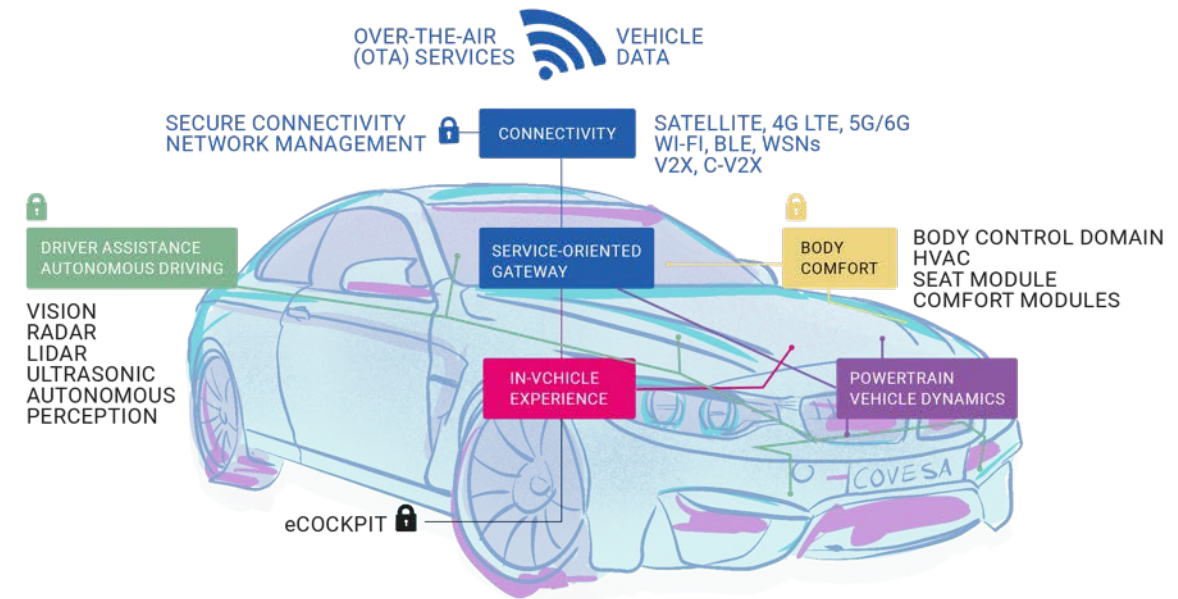
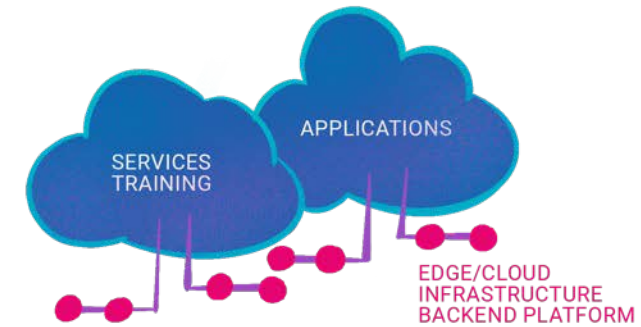
# Connected Vehicles & Future of Mobility

## Challenges

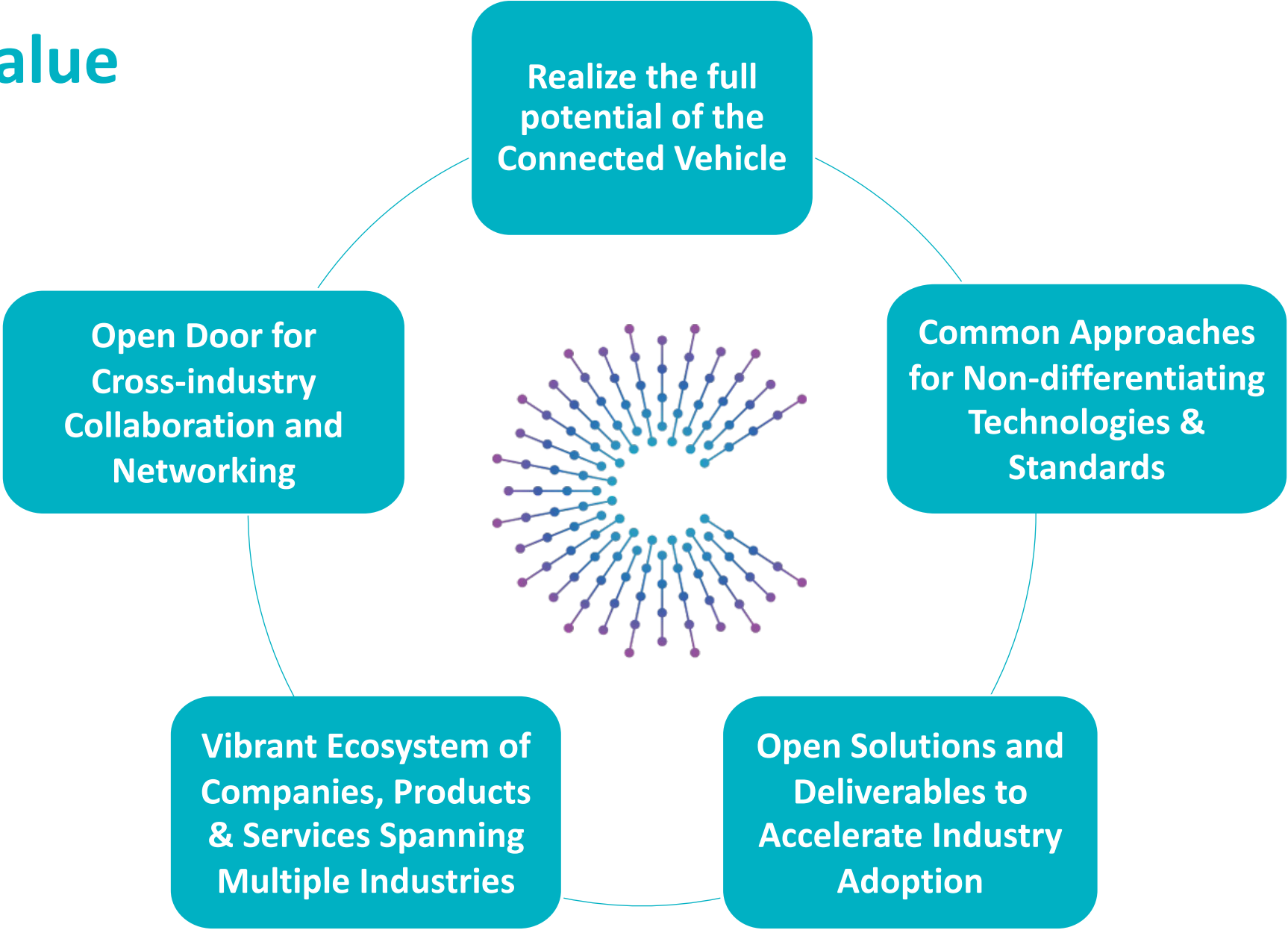
- Fragmentation in defining, exchanging and leveraging vehicle data
- Multiple proprietary approaches for vehicle interface for data and service invocation
- No single organization focused on in-vehicle, edge and in-cloud solutions
- Connected vehicles need to fit into a growing and diverse set of industries

## Opportunities

- Industry-led common approaches could streamline data usage leading to new services
- Single vehicle interface could simplify data exchange and service delivery
- One-stop shop for all things connected vehicle and mobility can accelerate new standards
- Auto industry can unite and partner with big tech
- Other industries already engaging to explore vehicle value in their industry contexts



# COVESA Value



# Members

## OEMs



## First Tiers



## Silicon



## OSV, Middleware, Hardware & Service Suppliers



# Member Benefits Details

Member Benefit	Charter	Core	Associate	Startup
<b>Board Opportunity</b>				
Seat on the Board of Directors	X (Two-Year Term)	X (One-Year Term)		
Determine Board Composition	X	X		
Oversee Spend on Development Projects	X	X		
Eligible for Board Officer Position	X	X		
<b>Project Opportunity</b>				
Vote to Advance Specification for Board Approval	X	X	X	
Eligible to Bring a Project for COVESA Collaboration	X	X	X	X
<b>Marketing Opportunity</b>				
Eligible to Participate in COVESA-sponsored Marketing Programs	15% Discount	10% Discount	At Cost	X (Limited Size)
Social Media Participation (Facebook, LinkedIn, Twitter)	X	X	X	X
Eligible to Participate on the COVESA Marketing Team	X	X	X	X
Cross Promotion	X	X	X	X
Eligible to Participate in COVESA Showcase Events	X	X	X	X
All Member Meeting Programs	20 Free Passes	5 Free Passes	2 Free Passes	2 Free Passes
<b>Annual Fee</b>	<b>\$100,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$2,000</b>

# Call to Action

Join



Explore



Adopt



Contribute





# Q&A



**Thank you!**

Visit: [www.covesa.global](http://www.covesa.global)

Contact Us:  
[marketing@covesa.global](mailto:marketing@covesa.global)



“As a global provider of premium connected vehicles and mobility services, internationally accepted standards play a key role for the BMW Group. We therefore support the evolution of GENIVI from its IVI platform into a comprehensive mobile ecosystem alliance. Building on an excellent and already established basis, the new COVESA approach provides an enhanced solution to **address new topics and to shape the future of sustainable mobility, cross-industry, competently and with high technical standards.**”

**BMW  
GROUP**



*Martin Arend*  
*General Manager Automotive*  
*Security, Data Services Connected Car*



*Daniel Krippner*  
*Tech-Lead of Software-defined Vehicles*

“Automotive software is facing a significant change. On top of established hardware-driven value chains, software is becoming a significant field of innovation. Establishing cross-brand software ecosystems for in-vehicle software offers a chance to re-think how in-vehicle software is developed, managed, and operated.

Unifying the automotive industry towards such an objective is a huge challenge, which can only be overcome by determined collaboration of all players. **COVESA has the potential to be the crystallization point of the connected vehicle ecosystem enabling the cooperation of individual organizations and alliances/foundations.**”



“With innovation serving as a guiding pillar for our business, Geotab firmly believes that data has a pivotal role to play in advancing a better future for all. As an organization, we also believe in the power and importance of adaptability, understanding that sometimes in order to truly innovate you must pivot in order to grow.

Geotab congratulates COVESA on its new positioning and we look forward to continuing to actively **support COVESA’s ambitions to drive the ecosystem and technological advancement of connected vehicles** forward in an effort to provide customers with the freedom and power of choice.”

**GEOTAB**®

*Christoph Ludewig  
VP OEM Europe*

**HYUNDAI**  
**MOTOR GROUP**

*Paul Choo  
Senior Vice President of  
Electronics Tech Unit*

“Hyundai Motor Group cares deeply about the future of connected vehicles for more reasons than the vehicle itself. Our priorities are enhancing the lives of our drivers and passengers along with being consistently mindful of tomorrow and a promise for a greener and more accessible world.

We support COVESA’s vision of **creating a more diverse, sustainable and integrated mobility ecosystem** that can be enjoyed by our drivers around the world. Hyundai looks forward to engaging with other COVESA members to deliver on this important vision.”

“Renesas believes the demand for more flexible personal data and identity exchange between vehicle and cloud-based services is becoming more vital to automotive computing solution providers, and **exchangeability across the OEM brand is an essential aspect** from the user’s standpoint. The newly reborn COVESA will realize a stress-free world with a collaboration of vendor-neutral organizations like W3C.”

**RENESAS**

*Hisao Munakata  
Senior Director*