Accelerating the Future of Connected Vehicles
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.
COVES A 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

Android Automotive SIG
- OEM/Suppliers exploring integration and extension of Android Automotive

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

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.

- Data Models
- Data Catalogs
- APIs

OEM Product Development
Insurance
Fleets
Traffic Infrastructure
Smart Cities
Public Transportation
Government Regulation
Autonomous
Charging Providers
Parking
Location-Based Services
FinServ
Safety
Process for Future Engagements

Member Idea/Need (Tech or Business)

Existing Activity Expansion

Explore

Submit 1 Pager

Submit Proposal

COVES A Birds-of-a-Feather

Incubate

Examples:
Electrification, Digital.Auto, Named Data Networking, In-Vehicle Experience, Content and Entertainment

Board-Approved COVES A Activity (Expert Group, Team, Special Interest Group, Project)

Launch

Ideation → Awareness; Initial Recruitment → Defining Problem Building Critical Mass (Iterative; max of 1 year)

Launch & Steady State Operations Monthly Mtgs
COVES A 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 simply 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

Realize the full potential of the Connected Vehicle

Open Door for Cross-industry Collaboration and Networking

Common Approaches for Non-differentiating Technologies & Standards

Vibrant Ecosystem of Companies, Products & Services Spanning Multiple Industries

Open Solutions and Deliverables to Accelerate Industry Adoption
Members

**OEMs**
- BMW Group
- Ford
- Honda
- Hyundai
- Renault

**First Tiers**
- Alps Alpine
- Autoliv
- Bosch
- Clarion
- Denso
- Garmin
- Garrett
- Joynext
- Ricardo
- LG
- Mobis
- Nidec

**Silicon**
- Analog Devices
- arm
- Anello
- NXP
- NVIDIA
- Renesas

OSV, Middleware, Hardware & Service Suppliers
- Acerta
- ADiT
- Aiden
- altia
- Atmic
- Block Harbor
- Cinemo
- Cloudera
- Conjure
- CTAG
- FortiOT
- Geotab
- GitHub
- Green Hills Software
- Haas Alert
- Hive
- IVEE
- Kaspersky
- L&T Technology Services
- Mxnavi
- NNG
- 03iGo
- Opensynergy
- Pulse Labs
- Qt
- Secure Things
- Sonatus
- Tieto Evry
- Tome
- Tuxera
- WndrVR
# Member Benefits Details

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

Join

Explore

Adopt

Contribute
Thank you!

Visit: www.covesa.global

Contact Us:
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."

Martin Arend
General Manager Automotive Security, Data Services Connected Car

"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."

Daniel Krippner
Tech-Lead of Software-defined Vehicles
“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.”

“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.”