



Connected & Autonomous

#402

Software-Defined Vehicle Forecast

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403 – Software-Defined Vehicle: Organization & Strategies

In this report, SBD Automotive's experts map out the strategies used to incorporate software-defined vehicles into new vehicle line-ups. Here, it understands how key industry players are organizing themselves as they prepare for SDV development, while identifying the products, services, and business models being pursued by stakeholders today. It likewise highlights the challenges and constraints of SDV development from an organizational perspective.

As the presence of advanced hardware and software increases in today's vehicles, the advent of the software-defined vehicle continues to draw closer. Not only is this notable in the uptake of innovative technologies by premium and mass-market OEMs, but also through the newer brands, players, and start-ups announcing vehicles built around such technologies, as well as software-centric features and services.

The market for these new features is ultimately reliant on the correlation between the vehicle's E/E architecture and the platforms adopted from its ecosystem. As such, it is important that any OEM, brand, or start-up looking to develop an SDV has strong strategies for each of these areas that can, together, evolve dynamically.

SBD Automotive's Software-Defined Vehicle Forecast provides a grounded assessment of the growth enabling SDV technologies in different regions and segments. The ten-year forecast works to understand how major OEM groups will deploy future E/E architecture elements, in addition to assessing how these elements are expected to evolve. An adjacent Excel version offers detailed, data-driven, analysis sorted by brand and country in addition to revenues.

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Key questions answered

- > How will major OEM groups deploy future elements of E/E architecture in the next 10 years?
- > What is the expected evolution of specific technologies?
- > How will trends and services vary per region?

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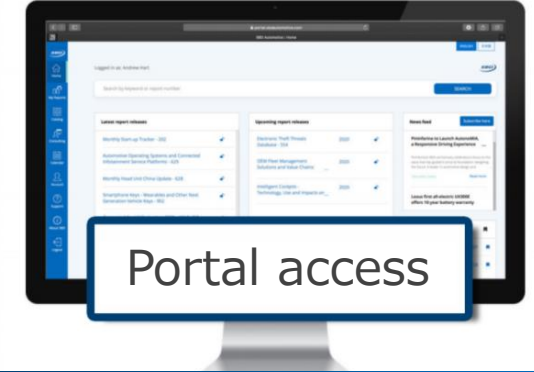
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