

## Supporting Member Quotes

“As a global provider of premium connected vehicles and mobility services, internationally accepted standards play a key role for the BMW Group,” said Martin Arend, General Manager Automotive Security, Data Services Connected Car at 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.”



“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,” said Daniel Krippner, Tech-Lead of Software-defined Vehicles, Robert Bosch GmbH. “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,” said Christoph Ludewig, VP OEM Europe at Geotab. “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 cars 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,” said Paul Choo, Senior Vice President of Electronics Tech Unit at Hyundai. “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,” said Hisao Munakata, Senior Director at Renesas. “The newly reborn COVESA will realize a stress-free world with a collaboration of vendor-neutral organizations like W3C.”



"The World Wide Web Consortium (W3C) congratulates COVESA on its establishment of a technology alliance for the connected vehicle," said Jeff Jaffe, CEO of W3C. "W3C and GENIVI have long partnered on establishing common vehicle interface standards. With COVESA's new strong focus on the connective vehicle, W3C anticipates an acceleration of this productive collaboration - leveraging popular web standards for diverse applications such as access from automobiles to public information, smart cities requirements, and cloud services."

