



# Press Release

**FOR IMMEDIATE RELEASE**

## **GENIVI Alliance Announces Jaguar Land Rover and SAIC Motor Passenger Vehicle Company as Its Seventh and Eighth OEM Member Companies**

**SAN RAMON**, Calif., - Oct. 19, 2010 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, announced today that Jaguar Land Rover and SAIC Motor Passenger Vehicle Company have joined the Alliance, bringing the number of OEM members to eight.

Jaguar Land Rover, a business built around two great British car brands that design, engineer and manufacture in the UK and is part of Tata Motors, India's largest automobile company.

SAIC Motor Corporation, Ltd., whose predecessor was Shanghai Automotive Company Ltd., is the leading manufacturer of passenger vehicles, the largest mini-vehicle maker as well as an automotive maker that has the biggest sales volume in China today.

“Jaguar Land Rover is attracted to GENIVI’s fundamental philosophy of sharing the costs and time commitment of developing the non-differentiating layers of the IVI stack across the industry while creating a flexible platform that optimizes differentiation opportunities for OEMs and suppliers alike,” said Bob Joyce, group engineering director, Jaguar Land Rover.

“We believe that the GENIVI Alliance is the key industry force driving the rapid, open source development of future IVI reference platforms,” said HAO Fei, E&E global director of SAIC Motor Passenger Vehicle Co.

-more-

“This will result in shortened development cycles, quicker time-to-market, and reduced costs for not only SAIC, but the entire spectrum of companies developing IVI equipment and software. We wish this philosophy could be well accepted by all carmakers and vendors in growing China market as well.”

Graham Smethurst, GENIVI president commented, “Adding two OEMs to the Alliance is further confirmation that we truly are transforming the thinking of the automotive industry, placing open source at the heart of IVI solution development.”

### **About GENIVI Alliance**

GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI’s work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. GENIVI is headquartered in San Ramon, Calif. [www.genivi.org](http://www.genivi.org).

###

Media Contact- GENIVI:

Craig Miner  
248.840-8368  
[Cminer1@att.net](mailto:Cminer1@att.net)