Press Release

Daimler Group Joins GENIVI Alliance

SAN RAMON, Calif., - December 18, 2014 - The GENIVI® Alliance, a non-profit automotive alliance committed to driving the broad adoption of specified, open source In-Vehicle Infotainment (IVI) software, announced today that the Daimler Group has joined the Alliance, bringing the number of OEM members to 13.

The Daimler Group is one of the biggest producers of premium cars and the world's largest manufacturer of commercial vehicles. Its brands include Mercedes-Benz cars, Daimler trucks, Mercedes-Benz vans, Daimler busses and Daimler Financial Services.

"We are delighted to welcome the Daimler Group to the GENIVI Alliance," said Steven Crumb, executive director, GENIVI Alliance. "Their participation demonstrates that GENIVI is effectively delivering valuable solutions to the global IVI community, and we look forward to working with Daimler to continuously extend and improve the standard open source solutions base for automotive."

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GENIVI's market momentum is growing as more auto manufacturers recognize the efficiency of standard solutions for the non-differentiating layers of the IVI stack. Through its ecosystem and open source project initiatives, GENIVI's technology enables auto manufacturers like Daimler to easily adopt and integrate infotainment solutions and production-ready components into their IVI systems. Strong Tier 1 support for GENIVI technology has also validated its value, with solutions now available in all major automotive markets world-wide.

About GENIVI Alliance

The GENIVI Alliance is a non-profit industry association dedicated to driving the broad adoption of In-Vehicle Infotainment (IVI) open source software. The GENIVI community provides reference architecture, software components, and standard interfaces which are used by the global automotive industry to deliver branded IVI solutions world-wide. Comprised of more than 160 member companies, GENIVI is headquartered in San Ramon, California. Please visit www.genivi.org for more information.

Media Contact- GENIVI Alliance:
Craig Miner
248.840.8368
cminer@gelia.com