



Press Release

FOR IMMEDIATE RELEASE

GENIVI Alliance Collaborates with Techstars Mobility

GENIVI Startup Associate Member Program grows to 14

SAN RAMON, Calif. – Oct. 4, 2016 – The GENIVI Alliance, a non-profit alliance focused on developing an open in-vehicle infotainment (IVI) and connectivity software platform for the transportation industry, announced it has entered into a collaborative agreement with Techstars Mobility of Detroit to strengthen the relationship between startup companies focusing on the future of mobility and connected car solutions and the automotive industry.

Companies in good standing in the Techstars Mobility program, focusing on next-generation mobility and transportation solutions, will have an opportunity to join the GENIVI [Startup Associate Member \(SAM\) Program](#) at no cost for the first year. This membership will provide the startup companies with access to the GENIVI member community and broader visibility to the IVI and connected vehicle ecosystem, while providing GENIVI members with an opportunity to work with entrepreneurial companies who are bringing new, innovative ideas to the rapidly changing mobility and transportation industry.

The SAM Program, now with 14 member companies, encourages immediate, active participation in GENIVI technical and business activities by startups as they develop their first automotive products. The companies are introduced to the IVI and connected vehicle software context, and receive technical direction and guidance in the development or re-engineering of their prototype to meet automotive requirements.

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About GENIVI Alliance

The [GENIVI Alliance](#) is a non-profit alliance focused on developing an open in-vehicle infotainment (IVI) and connectivity platform for the transportation industry. The alliance provides its members with a global networking community of more than 140 companies, joining connected car stakeholders with world-class developers in a collaborative environment, resulting in free, open source middleware. GENIVI is headquartered in San Ramon Calif.

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