

GLOBAL OEM TECHNOLOGY LEADERS - LIVE IN JAPAN

EXPERIENCE THE POWER OF SDV COLLABORATION

Three days of talks, exhibits and connections

Toyota, Nissan, Honda, BMW and Ford technology leaders take the stage. Seven leading SDV communities and hundreds of exhibitors come together across company and national boundaries.

SEMINARS

EXHIBITS

NETWORKING

SDV EXPO [AUTUMN]

Software Defined Vehicle Expo

SEPTEMBER 9-11, 2026 | MAKUHARI MESSE, JAPAN

Applications

Middleware & Frameworks

AGL Core Services

Linux & Hypervisor

Hardware Abstraction

Hardware

VISITOR REGISTRATION: FREE

Why SDV EXPO [Autumn] Is Different

COLLABORATION

SDV development demands a new kind of coordination: faster standards, shared foundations and direct dialogue between the people building the technology.

WHAT YOU WILL FEEL ON SITE

- 01 Direct dialogue among technology leaders
- 02 Seven leading SDV communities in one place
- 03 The industry's latest technologies and initiatives
- 04 The energy of engineers shaping the next era



A cross-industry platform for real progress

AUTOSAR, COVESA, Automotive Grade Linux, Eclipse SDV, JASPAR, Open SDV Initiative and RISC-V connect standards, open source, vehicle APIs, software platforms and processor ecosystems.

OEM Technology Leaders on One Stage

OPEN COLLABORATION THAT BUILDS COMPETITIVENESS IN THE SDV ERA



Matt Jones

Ford Motor Company

Director, Global Technology Strategy



Graham Smethurst

BMW Group

VP, E/E Architecture R&D;

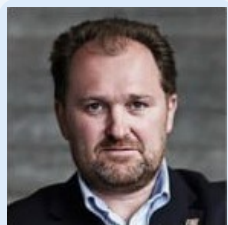


Steve Crumb

COVESA

Executive Director / Opening Remarks

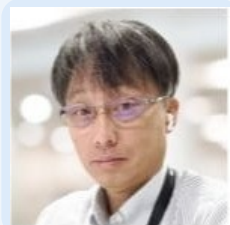
THE EVOLUTION OF THE SDV ECOSYSTEM - GLOBAL COLLABORATION BEYOND COMPANY BOUNDARIES



Graham Smethurst

BMW Group

Panelist



Kazuo Tsubouchi

Honda R&D / JASPAR

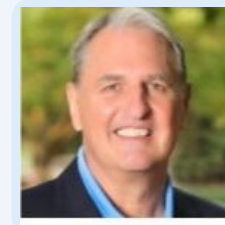
Panelist



Kazuma Sugimoto

Nissan Motor Co., Ltd.

Panelist



Steve Crumb

COVESA

Moderator

SDV Forum X powered by COVESA

The seven communities jointly curate a program covering standards, open source, vehicle APIs, software platforms and SDV/AI-DV strategy.



SDV & AI-DV

Kenichi Murata

Toyota Motor Corporation | Fellow



The Essence and Key Technologies of SDV

Masashige Mizuyama

Panasonic Automotive Systems | EVP & CTO



Practical Application of AUTOSAR

Tsuyoshi Sakurai

eSOL | Solution Architect / AUTOSAR Senior Expert



A Global Platform for the SDV / AI-DV Era

Joachim Langenwalter

TMT CoPilots GmbH | CEO



Behind the Scenes of JASPAR Yoriito Development

Kazuo Tsubouchi

Honda R&D; / JASPAR



Open SDV and Vehicle APIs

Hiroaki Takada

Nagoya University | Professor



Eclipse Foundation's Open SDV Initiative

Philipp Ahmann

ETAS GmbH | Sr. Automotive OSS Process Lead



JASPAR API Standardization for SDV

Takeshi Miwa

JASPAR / Nissan Motor Co., Ltd.



Eclipse SDV: Open Source for Non-Differentiating Domains

Yoshiyuki Kawashima & Ansgar Lindwedel

IBM Japan / Eclipse Foundation Europe

Special Exhibit Areas + 380 Exhibitors

COVESA Special Exhibit Area

COVESA and member companies from around the world - including ETAS and RTI - showcase work on global API standardization for IVI, HMI and vehicle data.



AUTOSAR Special Exhibit Area

Meet AUTOSAR member companies and experience the latest AUTOSAR initiatives for the SDV era firsthand.



Model-Based Development Special Exhibit & Forum

A JAMBE co-hosted program focused on shortening development cycles, improving quality and reducing cost through model-based development.



380 EXHIBITORS WORLDWIDE

Explore semiconductors, software development tools, simulators, cybersecurity, engineering services and other solutions supporting the full SDV development lifecycle.

FEATURED NAMES ON THE SOURCE PAGE

Bosch | NXP | LSTC | Horizon Robotics | Sonatus | PERSOL CROSS TECHNOLOGY | RISC-V | Perseus



*Projected total, including concurrent exhibitions. Subject to change.

One Registration. A Whole Technology Ecosystem.



SDV EXPO

Software, simulators, development tools and reskilling solutions for SDV.



EV / HV / FCV Technology Expo

Motors, inverters, batteries, charging and fuel-cell technologies.



Car Design & Development DX Expo

AI, software and DX solutions that accelerate development.



NEPCON JAPAN

Advanced electronic components, materials, manufacturing, mounting and inspection.



SMART FACTORY Expo

IoT, AI, factory automation and robotics for smart manufacturing.



RoboDEX

Physical AI and robotics for manufacturing and logistics automation.



GREEN FACTORY Expo

FEMS, CO2 visibility, energy management and carbon-neutral production.



Manufacturing Workforce Solutions Expo

Recruitment, training and workforce-management solutions.



Factory Safety & Environment Expo

Products and technologies supporting safer, more comfortable plants.

Meet the complete value chain - from chips and vehicle software to robotics, AI and manufacturing DX.

Visitor registration grants access to all exhibitions shown above.

WHAT VISITORS SAY

ELECTRONICS MANUFACTURER

I discovered new companies that could become future business partners. Seeing solutions in person revealed what websites and printed materials could not.

AUTOMAKER

It was an excellent opportunity to compare and experience the products I wanted to see. Expert seminars also helped me anticipate where the industry is heading.

SEMICONDUCTOR MANUFACTURER

I was able to make connections with several companies and gain useful insights. The visit was well worth it.

POWER DEVICE MANUFACTURER

I obtained the latest information, discovered new companies and could ask questions immediately about anything that caught my attention.

REGISTER IN ADVANCE FOR A SMOOTH, ZERO-WAIT ARRIVAL



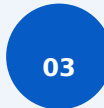
Register online

Complete the dedicated visitor form. It takes about three minutes.



Receive your badge

Your visitor badge and badge-collection QR code are emailed about three weeks before the show.



Enter the venue

Print the badge in color, or scan the QR code at the venue to print it on site. Badge holders are provided.

Access, FAQ and Contact

MAKUHARI MESSE

2-1 Nakase, Mihama-ku

Chiba City, Chiba 261-8550

NEAREST STATIONS

JR Keiyo Line: Approx. 5 minutes on foot from Kaihin-Makuhari Station.

JR Sobu / Keisei Line: Approx. 17 minutes by bus from Makuhari-Hongo Station.

FREQUENTLY ASKED QUESTIONS

- Is advance registration required?
Yes. All visitors must register in advance.
- Can I register several people together?
Yes. Select the number of visitors first; information is required for every registrant.
- Will the exhibition also be held online?
No. This is an in-person event at Makuhari Messe.
- What if I cannot print my badge?
Scan the emailed QR code at an on-site kiosk to print your badge.
- How can the media cover the show?
Use the dedicated press registration form available from the Press page.

EVENT OVERVIEW

September 9 (Wed.) - 11 (Fri.), 2026 | 10:00-17:00

Makuhari Messe | Organizer: RX Japan GK, SDV EXPO Show Management

REGISTER TO VISIT - FREE

Visitor inquiries

TEL: +81-3-6732-8831 | visitor-auto.jp@rxglobal.com

English translation based on the official Japanese visitor LP. Information subject to change.