



## Editorial

### IAA: From Car Show To Green Mobility Tech Summit

Last week the well-known German auto show IAA took place, rebranded as IAA Mobility. Instead of its decades-long venue of Frankfurt, it was in Munich. The show was much smaller than before; major international carmakers like the whole Stellantis Group and nearly all Japanese and Chinese makers were absent. Surprisingly, many automotive suppliers were present, as were a lot of electronic and software companies who have not in the past joined auto shows.

IAA Mobility was divided into two parts: a more traditional exhibition at the Messe Munich fairground located at the outer border of Munich, and an open-space exhibition downtown at the wonderful Odeonsplatz, Wittelsbacherplatz, and Königsplatz, Munich's best living rooms. This part was great for the public to see the newest production EVs and concept cars with a view to the future. Every visitor was checked if they were Covid-negative or vaccinated before entering. You could do this online for visiting the fairground and by showing a particular phone app at the downtown places. A mask was required for all places.

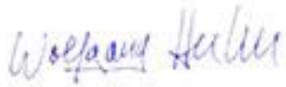
Both parts, the downtown and the fairground part, were connected with a "blue lane" for the experience with electric and automated vehicles as well as electric or hydrogen operated shuttles. You could book this riding experience at both IAA Mobility locations at a row of counters like booking a rental car.

The message of the IAA Mobility was that the car industry is part of the solution for a sustainability and for a CO<sub>2</sub>-neutral future. By far the most cars on display were EVs, I guess more than 95 per cent. The high number of electronic and software companies underlined this clean tech approach. Most interesting conferences, panel discussions

and presentations with CEOs and other top speakers from industry, science and politics were organised nearly round the clock in "sustainability lounges", "mobility stages" or in "virtual summits" for people who are present and for online participants.

I personally think this was exactly the right direction the IAA has developed—from a car show to a green tech mobility summit. The two halls with (E-) bikes only were not really good fitting into the concept in my opinion.

This week, DVN publish its monthly [report](#) on the cars unveiled in IAA and also on the cars launched these last four months. Don't miss it !



Wolfgang Huhn  
DVN Senior Advisor

# In Depth Lighting Technology

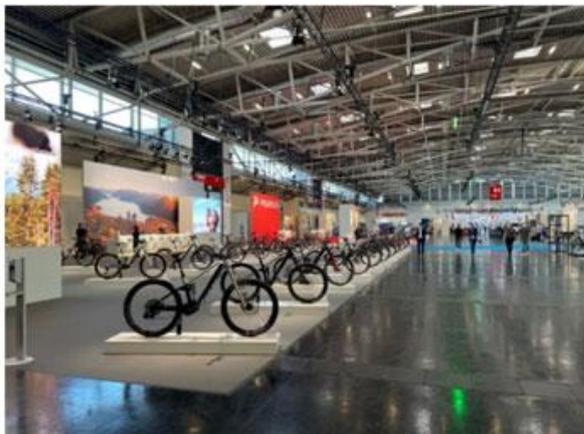
## IAA Mobility - The Automotive CES *from Wolfgang Huhn, DVN Senior adviser*



In this In-Depth I want to highlight some selected information beside the well communicated concept cars and product innovations of the big car makers. You will find everything about the car lighting innovations and designs in the following DVN IAA Mobility report which arrives today for you to download.

In this In-Depth I want to show some interesting details and impressions only DVN provides to you.

Let us walk together through the halls of the Munich fairground. From the east entrance you pass the two bike halls which often were empty



Pic: Bike Hall #B5

The first hall with automotive content was #B3. The very first booth you see is Velodyne's booth.

**Velodyne**, a lidar maker, supported by Seoul Robotics. The lidars on display had a wide range of sizes and performance—learn more about lidar, including the Velodyne range, this November in Frankfurt at the DVN Lidar Workshop. This first booth was a surprise for me, and shows clearly that the fairground part of the IAA Mobility was mainly for experts.

**Qualcomm**'s booth was located nearby, a microchip maker well known in the smartphone industry who are working to enter the automotive market with an in-house business unit. Many more such high-tech companies joined for the first time a motor show—both an effect and a driver of this show being different to all others. The whole of Hall B3 along with the complete fairground part of the show would have been right at home at CES. I am sure we can expect other motor shows following this example. Interesting changes are ahead of us.



Pic: Velodyne Booth Hall #B3



Pic: Qualcomm Booth Hall #B3

**Wey**, Great Wall's luxury brand named for owner Mr. Wey, was one of the few Chinese exhibitors besides Huawei. Here is the Wey concept car, showing off its huge interior space:



PIC: WEY Concept



PIC: Wey Concept Interior

**Mercedes'** booth was the most interesting in the whole hall. Beside the full fleet of EVs, Mercedes showed their newest safety concept in several displays. An open cut S-Class shows the major safety elements, and of course the headlamps and rear lamps were part of this. Detailed explanations were given of the headlighting system with high resolution DMD projector and additional matrix beam.



Pic: Mercedes Safety Concept



Pic: Mercedes Sensor Concept

Most unexpected for me was, that the Mercedes Sensor Concept display included the names of the technology suppliers—a new communication strategy! Until now car makers never mentioned the suppliers, not even in the high-tech field. The Sensor Concept includes radars, lidars, ultrasonic sensors and cameras, plus something new: A microphone in the wheel cover listening to the sibilant sound of wet roads to detect if the road is covered with water but the wipers are not in function because the windshield is dry.

**Hyundai's** Robotaxi bears a number and size of sensors to beat the Mercedes Sensor Concept by far, as you can see in the photo. Of course, for another purpose and absolutely not integrated into the car design. I think this shows nicely how far we have to go before L<sup>5</sup> AVs are here.



Pic: Hunday Robotaxi



Pic: New Hyundai advertisement

**BMW** showed another approach to the omniresent sustainability theme. All ICE cars were painted grey; all EVs were white. The "Circular" concept car was the silver exception; it showed off BMW's RE-concept: recycle, reuse, reduce. The wheels were from recycled plastic; the interior from organic materials out of nature and recycled

material of course. The front light concept was a black panel lit up with an animation followed by the graphic you see in the photo. No main light functions were shown. Lighting was obviously not the important message in this RE-Concept.



Pic: BMW Concept Car "Circular"

Let us change to the lighting suppliers.

**Mobis'** booth I visited first. It was open by invitation only, like Hella's and Valeo's. Mobis showed, amongst other things, a highly interesting rear lamp concept with blue LEDs as light source. The conversion to white was done in a thin pillow of phosphor-mix material on the inner side of the outer red lens. The result is a perfectly homogenous aspect from every angle combined with a very good efficiency. Unfortunately, it was not allowed to take photos, just the one below was released. But Mobis invited DVN to have a closer look to their innovations in Frankfurt after the IAA Mobility. Please look forward to a DVN Newsletter with a Mobis-focused In-Depth soon.



Pic: Mobis Booth with Taewon Lee, Wolfgang Huhn, Dominik Bömer, Byoungsoo O

**Hella** showed inside their booth Mikro LED headlamps with about 20.000 pixels, a seamless closed front grille with several illumination possibilities and the rear lamp concept "Digital Flat Light" as an OLED alternative. This was the only part which was OK for a photo as you see below.



Pic: Hella OLED alternative rear lamp



Pic: Hella booth, beside Faurecia booth

**Magna** showed a One-Piece flat front grille with a deep 3D look and integrated illumination. Magna's focus was on producibility, quality and materials. The concept looked completely ready for production.



Pic: Magna Single Part Front Grille



Pic: Magna Pixelated Rear Lamp Concept

**Scio** Company from Linz, Austria was first time present with a small booth within the Austria floor space. Scio presented a less than 20 mm thick rear lamp. The core was a printed flexible board fitted with the LEDs. The light distribution was realized by lenses only, no reflector necessary in this concept. A lot of possibilities are imaginable, not only for rear lamps.



Pic: Scio Flat Rear Lamp Concept Display

**Valeo** had a nice booth with all their innovations, where pics were strictly not allowed. Valeo showed very flat headlights, rear lights with high-definition communication functions, Micro-LED headlamp concepts and a closed front grille with nice animation. All lighting functions were seamless integrated. Valeo had a second big sized booth Downtown with Demos of all their new mobility concepts and AV approaches.



Pic: Valeo IAA Mobility Königsplatz Booth

**Audi** was present in the Downtown area only. The Grand Sphere Concept Car was clearly the highlight, followed by the lighting display “Progress: Audi Lighting Technology” with an OLED display as an eye catcher. Two young designers were explaining the display and discussing the lighting strategy with the public.



Pic: Audi Lighting Display



Pic: Audi Concept Grand Sphere

**Seat** was present with the Cupra brand only, which is clearly made for a young people target group. A well-known DJane was acting beside the all-electric Cupra Born car which is based on VW's MEB platform like the ID3.



Pic: DJane at Cupra Booth



Pic: EV Cupra Born

### Take aways

- Seamless closed front grills in 3D look with integrated and fully animated lighting elements are the mayor trend for EV front design
- Slim or Super-Slim headlamps are coming, even in very big fronts e. g. seen in Maybach Concept and Audi Grand Sphere Concept
- Slim or Super-Slim rear lamps will be introduced together with the front lamps
- Matrix with HD Micro LEDs will become the new High-Standard for headlamps
- Lasers are only seen in BMW and some Audi cars
- OLED is still an Audi-only Technology (followed by a few Chinese car makers in very small volumes)
- **The whole Car Industry changes rapidly to an Electronic and Software dominated Zero-Emission Mobility Provider**

# Lighting News

## Stephane Vedio, New CEO of Myotek

LIGHTING NEWS



MYOTEK/SEA LINK CEO STEPHANE VEDIE

Myotek and Sea Link, along with their affiliates Amptech and Hicks Plastics, leading Tier 1 and Tier 2 automotive suppliers, announced last week they have named Stephane Vedio as CEO. He will lead the group of companies to drive innovation, technology, operational excellence, and cost leadership to deliver the next level of growth. Stephane Vedio joins the automotive group after serving as President and CEO of Varroc Lighting Systems since 2016. Earlier, he was named North America CEO of Magneti Marelli, after serving as President and CEO of Magneti Marelli's Automotive Lighting division in North America and France.

*Myotek is a leading Tier 1 supplier to the automotive industry as a designer, manufacturer, and supplier of innovative automotive lighting technology.*

*Myotek has an engineering center in Irvine, California, with manufacturing in Asia and Manistee, Michigan.*

*Myotek has Sales and Service offices in Farmington Hills, Michigan.*

*- Sea Link is a Tier 2 supplier to the automotive industry specializing in complex die cast, thixomolded, injection molded, and assembled components.*

*- Amptech is a manufacturer of printed circuit board assemblies, final assemblies, and LED lighting solutions for the automotive, commercial, and defense industries.*

*- Hicks Plastics is a leading manufacturer of injection molded and vacuum metallized components with manufacturing facilities located in Macomb Township, Michigan, and Knoxville, Tennessee*

# Renault Mégane E-Tech Innovations Unveiled

## LIGHTING NEWS



The car features a brand-new lighting signature. DRLs appear to extend beyond the headlamps and continue their path up to the air ducts on the fascia. Thin adaptive headlamps are made using six reflector segments.



In the rear, numerous laser-cut microoptic fibres laid in criss-crossing lines create an intriguing 3D-like shimmer effect, whose image varies depending on the viewing angle via this moiré effect. It was first achieved on a concept car, Trezor concept car, presented few years ago, and now achieved in the Megane, with two V-shaped light curtains on which micro-optics are installed to create the lines.



In the interior of the Mégane E-Tech, the ambient lighting evolves with a dynamic mode that varies the colour every 30 minutes depending on the time of day to be in relation with circadian cycles.

# Koito Buy More Cepton Shares

LIGHTING NEWS



Koito have committed to buy more shares of Cepton Technologies, a startup company who design, manufacture, and sell lidar for ADAS and AD. Currently, vehicles equipped with ADAS and autonomous driving systems monitor their surroundings mainly with cameras and millimetre-wave radars. But to accurately monitor surroundings in the latest L<sup>3+</sup> vehicles, it is essential to develop and commercialise high-accuracy lidar sensors.

Cepton's Micro Motion Technology lidar has long product life due to its frictionless actuator. Cepton say it outperforms other companies' product by its combination of monitoring distance and angular resolution. Koito initially invested in Cepton in February 2020. Since then, Koito have been promoting co-development of lidar with Cepton, working to start volume production in 2023. Koito now have decided to make an additional investment of USD \$50m in Cepton to further strengthen collaboration.

To achieve high reliability, Cepton's lidar uses innovative technology for laser scanning. Its scanning techniques are different to conventional mechanical rotation or scanning mirrors. Its simplified and frictionless architecture was designed to provide outstanding product lifespan and reliability, manufacturability, and affordability—all of which are required for automotive components. Start of production is expected in 2023.

# Stefan Sielaff is Geely's New Design Chief

## LIGHTING NEWS



*Sielaff*



*Horbury*

Stefan Sielaff, a former head of design at Bentley, has been appointed head of global design at the Geely Auto Group. Sielaff succeeds Peter Horbury, who will move to British sports car maker Lotus as Senior VP of Design. Sielaff will oversee design at Geely's eponymous brand Geely Auto, as well as at Lynk & Co, EV brand Geometry, and Proton. He will also support the development of Geely's new premium EV brand Zeekr. He will be based in Gothenburg, Sweden, but will not manage design for Geely's Volvo and Polestar brands. Originally from Munich, Sielaff joined Bentley as Head of Design in 2015 after moving from his job as head of Volkswagen's Potsdam design centre. He began his design career in 1990 at Audi's interior design department, before leaving to join DaimlerChrysler. He returned in 2006 to lead Audi design. Sielaff's appointment comes as Chinese automakers are increasing their push to appeal to more global markets. Geely, who own Volvo Cars and a 9.7 per cent stake in Daimler, have increased their focus on more premium designs as they look to boost car prices. Peter Horbury has been Geely's Head of Design since 2011 after holding top jobs with Volvo and Ford's Premier Automotive Group. At Lotus—owned by Geely—he will work at alongside Russell Carr, who remains Lotus design director.

# Digitalisation Optimises, Integrates Functions: BlueBinaries VP

## LIGHTING NEWS



**LM Kishore** started his career with embedded software development, systems engineering, and architecture design. His passion grew when he got involved in hybrid powertrains, ADAS, voice controls, and connected systems.

In a career spanning more than two decades and multiple development programs with automakers and global suppliers, he developed an ability to foresee the opportunities in the market and conceptualised BlueBinaries, a company founded to ride on the tide of CASE trends. His idea was to bring decisive leadership, with his experience in product engineering and software development, to the mobility industry.

### **DVN: Tell us about BlueBinaries, will you?**

**LM Kishore:** BlueBinaries provide specialised mobility engineering services and solutions to global customers and since inception in 2017, we are relentlessly pushing our boundaries of innovation without compromising on quality to become a trusted and reliable partner in this competitive space. Our goal is to keep growing and we believe we are on track with our expansion into UK, Germany, and USA with local office apart from our design and delivery centers in Chennai and Bangalore, India.

### **DVN: And what are you working on?**

**LM Kishore:** The automotive software development space is continuously evolving and this rapid pace of innovation is demanding greater array of solutions and offerings. Right from electric vehicles and automated driving to connected cars and functional safety compliance, the industry is transitioning in multiple fronts. We, at Bluebinaries as a specialised product engineering and software development service provider offer turn-key technology solutions, platforms and services are deeply involved and are enabling

this transition to the future of mobility.

We have observed the automotive industry from very close quarters and partnered with pioneers of the industry offering services in model-based E/E architecture design with advanced technologies that include ethernet as the backbone for communication, service orientation (SO) for both domain controllers and high-performance computing (HPC)-based vehicle architectures. We also design electrical and electronic systems complying with functional safety and security; develop software using model-based methods and AUTOSAR-based software architectures; develop HMIs for digital cockpits, and validate systems using advanced tools and concepts including CI/CD concepts. These offerings are for diverse domains such as electrification; lighting; infotainment and connectivity; chassis; safety; autonomous driving, and cockpit control systems.

## **DVN: What does your footprint look like?**

**LM Kishore:** We have expanded both in India and globally. Currently, we have engineering centres in Chennai, Pune, and Bangalore along with engineering centres in USA, Germany, and UK. We understand that to be a global company we need to be closer to the customer, hence we are trying to be closer to our customers. We continue to explore other parts of the world as we intend to add value to our customers globally by having the needed engineering teams closer to them.

## **DVN: What are your thoughts on the increasing digitalisation of lighting?**

**LM Kishore:** Digitalisation of lighting system involves improving and optimizing the existing functions and integrating advanced functions. Automotive lamps are not "see and be seen" devices any more. It is already transformed to a communication device both with other road users and occupants. This trend will get accelerated with EVs and AVs.

This transformation demands technological advancement in both optics and electronics. System suppliers and automakers will face the challenge to develop the technology and integrate them into the products. Diversity and uncertainty of technology on top of the cost and time-to-market constraints will make it further harder. We can address this disruption through our end-to-end offerings and offshoring.

BlueBinaries is positioned uniquely by building complementing competencies and developing the capabilities as a design and development partner for the automotive lighting industry stakeholders from a cost-efficient location.

We are also building ready-made solutions in lighting digitalisation such as integrated smart rear lamp ECU, matrix beam ECU, and ambient lighting module which are part of ADAS. This will enable our potential clients and partners to reduce their R&D budget and time to market. Our team of experts are from large automakers and system suppliers who are well experienced in all facets of product lifecycle which enables us to define the advanced requirements of the lighting system. We are also building repositories for performance and functional specifications which facilitate new age makers to define their products.

## **DVN: Software is increasingly involved, too.**

**LM Kishore:** True. We are in the era of software-defined vehicles, and lighting is not an exception. At BlueBinaries, we already are working on solutions for both interior and exterior lighting such as communicative ambient lighting, animated tail lamps and headlamps etc. These functions and technologies can only be realised with software integrated in electronic control units across the Vehicle E/E architecture.

## **DVN: How about ADAS? What's BlueBinaries' involvement there?**

**LM Kishore:** Considering the change in customer expectations and need for safety, ADAS is a standard offering for all major vehicles. We already see a better penetration and proliferation of L<sup>2-3</sup> autonomy features. It is very important to have a strategy for adopting and assimilating existing ADAS functions into autonomy features with least changes to the architecture and systems. High-performance computing systems, service-orientated architectures (SOA), ECU consolidation, and connectivity are enabling the realisation of ADAS and AR functions. We at BlueBinaries are engaged in programs in designing and developing ADAS, AD, and AMR systems for our customers.

## **DVN: What strengths set BlueBinaries apart?**

**LM Kishore:** Bluebinaries is the one-stop-shop solution for both automakers and system suppliers for their series and technology developments. The diverse support we offer across different verticals of automotive E&E will differentiate us in the engineering service space. We are preparing ourselves for enabling the transformation with technology development in-house as well as by partnering with renowned universities who are specialised in photonics.

We bring experience and exposure along with global partner network to deliver turnkey programs. As we have the location advantage and the engagement agility, we bring the greatest flexibility.

"Engage with us and experience the change", that's what I would say!

# Driver Assistance News

## AVs on the Roads Next Year: Mobileye

DRIVER ASSISTANCE NEWS



At IAA in Munich, Mobileye unveiled the six-passenger EAV (electric autonomous vehicle) they will use for a driverless ride-hailing service slated to start next year in Tel Aviv and Munich.

Service in Munich will be run in conjunction with a new partner, Sixt Car Rental. Mobileye will own the vehicles, while Sixt will handle ongoing maintenance and operations. The vehicles arise from Mobileye's partnership with Chinese EV maker Nio.

They will operate under the Sixt and "MoovitAV" banners, the latter being an updated version of the mobility-as-a-service and transit brand Mobileye bought last year. Working together, the two companies intend to start in Munich in mid-2022 and have dozens of vehicles on the road in 2023, according to Mobileye CEO Amnon Shashua.

They envision scaling robotaxi service across Europe by the end of the decade. "The plan is around 50 vehicles without human safety drivers to start, then we'll expand based on the regulatory landscape at the time outside of Germany," Shashua said.

# Veoneer's Sensors and Algorithms: In-house Works

## DRIVER ASSISTANCE NEWS



Veoneer's monocular-vision systems detect objects to enable autonomous emergency braking; their stereo vision technology improves these functions. Veoneer's world-leading thermal sensing systems helps drivers see objects 3 to 4 times beyond the headlight range while improving visibility in fog, smog, and despite oncoming headlight glare. Their 4<sup>th</sup> generation vision system offers a 100° field of view with 1.7-megapixel resolution to support ADAS features. The system comprises fully integrated hardware and algorithms using deep learning technologies that identify objects such as cars, road markings, or road signs. The processor can trigger alarms, show graphical information to the driver, and automatically brake the car.

Veoneer's mono vision systems have received top performance ratings and propelled automaker customers to 5-star NCAP ratings. Mono vision systems enable features including adaptive cruise control; child and bicyclist detection; vehicle, pedestrian, and cyclist detection; automatic emergency braking; lane departure warning, and traffic light detection.

Their stereo vision systems provide reliably accurate identification and tracking of obstacles on the road, and free space detection for automated driving systems. The system is based on a pair of closely synchronised cameras which, along with Veoneer's algorithms, accurately recognise pedestrians and other objects in the traffic environment. Stereo vision systems are used as a redundant system for forward-looking radars and lidars in AV. See more about Veoneer's work in [this online video](#).

# Lumotive Unveils Meta-Lidar Platform

DRIVER ASSISTANCE NEWS



Lumotive, a leading developer of solid-state lidar systems, last week introduced the Meta-Lidar Platform, the industry's smallest and most cost-effective 3D sensing solution comprising a Lumotive tiny lidar device.

Powered by Lumotive's highly scalable Light Control Metasurface silicon chips (LCMs) manufactured in a standard CMOS semiconductor process, the Meta-Lidar Platform is a scalable solution for a range of size, price, performance and power requirements, removing barriers to greater proliferation of 3D sensing in automotive, and consumer applications.

More than a dozen world-class mobility, industrial automation and consumer product companies are already using the Lumotive Meta-Lidar Platform's high-performance, small form factor and low-cost advantages to differentiate next-generation designs for autonomous vehicle applications.

Last week at IAA Mobility, Lumotive was demonstrating an early version of its tiny lidar M30 device, the workhorse of the Meta-Lidar Platform, expected to be in commercial production by the end of 2022. Setting a new size/cost/performance standard, the M30 boasts a 10-20m range, a field of view of 120° x 90°, and 640 x 480 resolution.

The M30 is the first in a series of Lumotive products scalable for sensing ranges from 5 to 200m.

# Valeo, Leoni Partner for Zone Controllers

DRIVER ASSISTANCE NEWS



Valeo, a major leader in ADAS sensors and related functional software, with a major electronics expertise, and Leoni, a leading supplier of wiring systems and power distribution, have decided to work together to bring forth the best zone controllers, which are crucial to future vehicles. Valeo and Leoni see a big interest in the market for zone controllers and are already in close exchange with several European automakers.

Vehicle architecture is set to evolve significantly in the coming years to meet the demands of vehicles that become more autonomous, connected and electric, increasingly equipped with ADAS, sensors, connectivity, electronics and software. These vehicles will communicate more and more with each other and with the infrastructure. Zone controllers will be the nerve centers of these new vehicle architectures, real hubs of connectivity, data relay and consolidation, centralisation of electronic controls, and intelligent power management.

By combining their respective expertise, tier-1 Valeo and tier-2 Leoni are aiming for a leading position in the zone controller field: cutting-edge, easy-to-integrate technology that will meet the challenges of future generations of vehicles. Valeo and Leoni's solution, for which pre-development has already begun, will enable more intelligence, functionality, and power capacity to be embedded in the vehicle—while reducing overall complexity, the amount of wiring required, and therefore weight and cost. The technology developed by Valeo and Leoni will also optimise power distribution and supply.

# General News

## Continental Ready New ADAS Unit

GENERAL NEWS



Continental are counting on the launch of a new business unit dedicated to autonomous mobility to help them become more nimble and more attractive to tech startups they want to partner with.

The creation will also help make Continental's push deeper into emerging technologies more visible to outsiders and investors, said Frank Petznick, head of Continental ADAS.

Continental this year said they will create a dedicated unit for their ADAS and autonomous technology.

Recently, Continental have announced partnerships in the high-tech space with a variety of companies—lidar company AEye, for example—and intend to pursue more of these to complement their existing capabilities, rather than trying to buy other businesses or develop the capabilities in-house, Petznick says.

# VW takes EV lead in Europe in H1-2021

## GENERAL NEWS



The Volkswagen Group became Europe's leading supplier of electric cars in the first half of the year, as buyers turned to new models such as the VW ID.4 electric SUV.

The top-selling model over the period, though, was the Tesla Model 3: 66,000 sales, more than double the second-place VW ID.3.

Strong growth boosted EV registrations 120 per cent to 483,000 units in the half. The growth was largely driven by Germany, now Europe's largest EV market by sales, after the country's market share of full-electric cars expanded to 11 per cent.

Germany accounted for 31 per cent of all electric cars sold across Western Europe at 149,000 over the period. The ID.3 was also the № 2-selling car through July, finishing behind the Model 3 across the wider European region, according to figures from market researcher JATO Dynamics. The Renault Zoe was third, followed by the ID.4 and the Hyundai Kona Electric.

### Top 10 Europe's electric car sales brands

VW	Tesla	Renault	Peugeot	Hyundai	Kia	Audi	Smart	Fiat	Opel
74,000	66,000	41,000	33,000	20,000	24,000	19,000	19,000	19,000	18,000

In China, Tesla sold 110,000 vehicles these last three months, four times more than in Europe.

# ROHM and Geely: Partnership focused on SiC Power Devices

GENERAL NEWS



Global semiconductor manufacturer Rohm and Geely Automobile have entered into a strategic partnership to develop advanced technologies in the automotive field. The companies have been collaborating on a variety of automotive applications since 2018, when they first agreed to a technical exchange.

This partnership will further promote cooperation and accelerate innovation for automotive applications.

Geely is working to extend the cruising range of EV while reducing battery costs and shortening charge times by developing high efficiency traction inverters and onboard charging systems that adopt Rohm's advanced power solutions centered on SiC, Silicone-Carbide. At the same time, Geely is committed to improving the user experience through the development of high performance ADAS and intelligent cockpit systems using a wide range of products and solutions, including communication ICs and discrete devices.

As a first step, traction inverters equipped with Rohm's SiC power devices are being integrated in electric vehicle platforms currently being developed by Geely.

Through this partnership, Rohm and Geely will contribute to sustainability by promoting the development of low carbon technologies in the automotive industry and offering solutions for achieving greater safety and security in our increasingly mobility society.

# Former Fordista Christine Feuell is Chrysler CEO

GENERAL NEWS



Stellantis have tapped a former Ford marketing executive to lead their Chrysler brand. Christine Feuell, who held positions at Ford including Director of Global Marketing Strategy, has joined Stellantis and will report to CEO Carlos Tavares.

Feuell arrives as the Chrysler brand is short on product and drifting in need of direction. In America, Chrysler sells two minivans and the very old Chrysler 300. Dealers and analysts have said Chrysler lacks purpose and could use more product, including a crossover, to flesh out the lineup.

Tavares said in a statement: "Christine heading Chrysler is great news for Stellantis and I'm convinced that she will play an integral and strategic role in setting the new impetus and direction for this iconic brand and unleash its great potential."