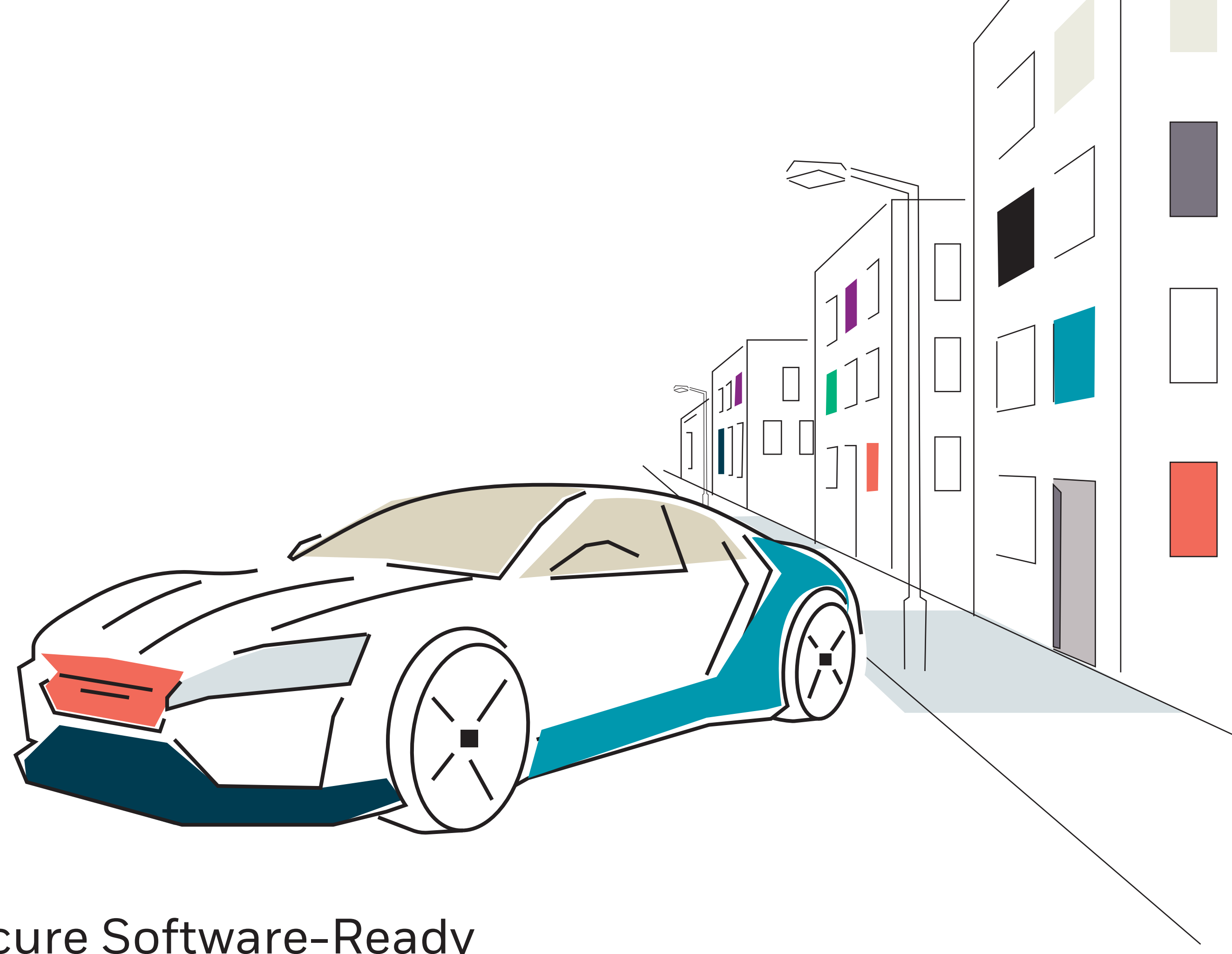


Traditional vs SDV



The New Automotive Baseline – Intelligent Secure Software-Ready

200M+

lines of code in modern vehicles **and growing**

70%

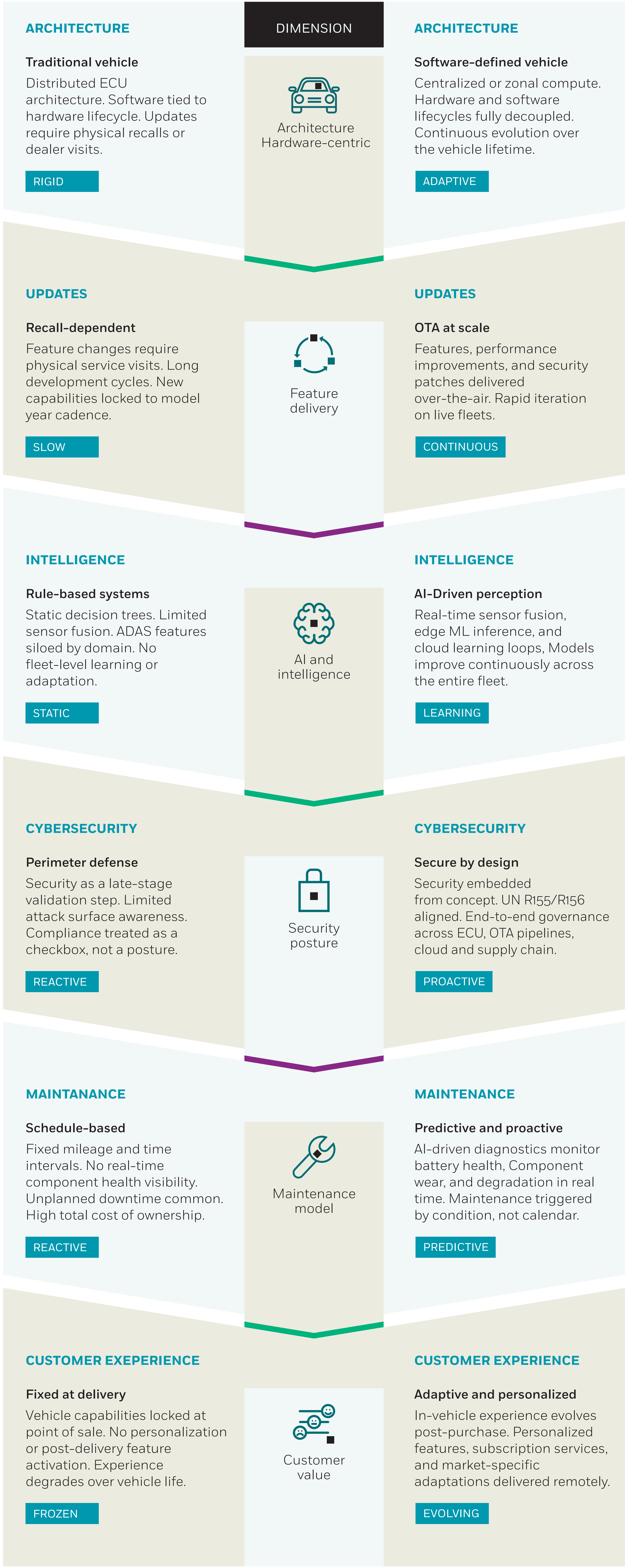
of SDV programs **delayed** by integration complexity

4x

Faster feature deployment with OTA vs. hardware cycles

\$200B+

Global automobile software market by **2030**



The new automotive baseline - four defining principles

- Intelligent**

AI-driven systems that learn from real-time vehicle, sensor, and fleet data across every domain.
- Software-defined**

Architectures that fully decouple hardware and software lifecycles for continuous evolution.
- Secure**

Cyber-resilient systems designed end-to-end, from ECU to cloud, with governance built in.
- AI-tested**

Production-grade AI validated across edge and cloud environments to autom votive-grade standards.

Business impact of the new baseline

- ↑ SPEED**

Faster ADAS and AI feature deployment through decoupled software lifecycles and OTA delivery
- ↓ RISK**

Reduced development and operational risk via secure-by-design architecture and AI-tested systems
- ↑ TRUST**

Improved safety, security, and brand confidence across vehicles, data, and digital services
- ↑ SCALE**

Global platforms with regional adaptability - balancing standardization and localization simultaneously

The intelligent, secure and software-ready vehicle.