



VEHICLE
PLATFORM

ELECTRONIC/ELECTRICS
ARCHITECTURE

SOFTWARE PLATFORM

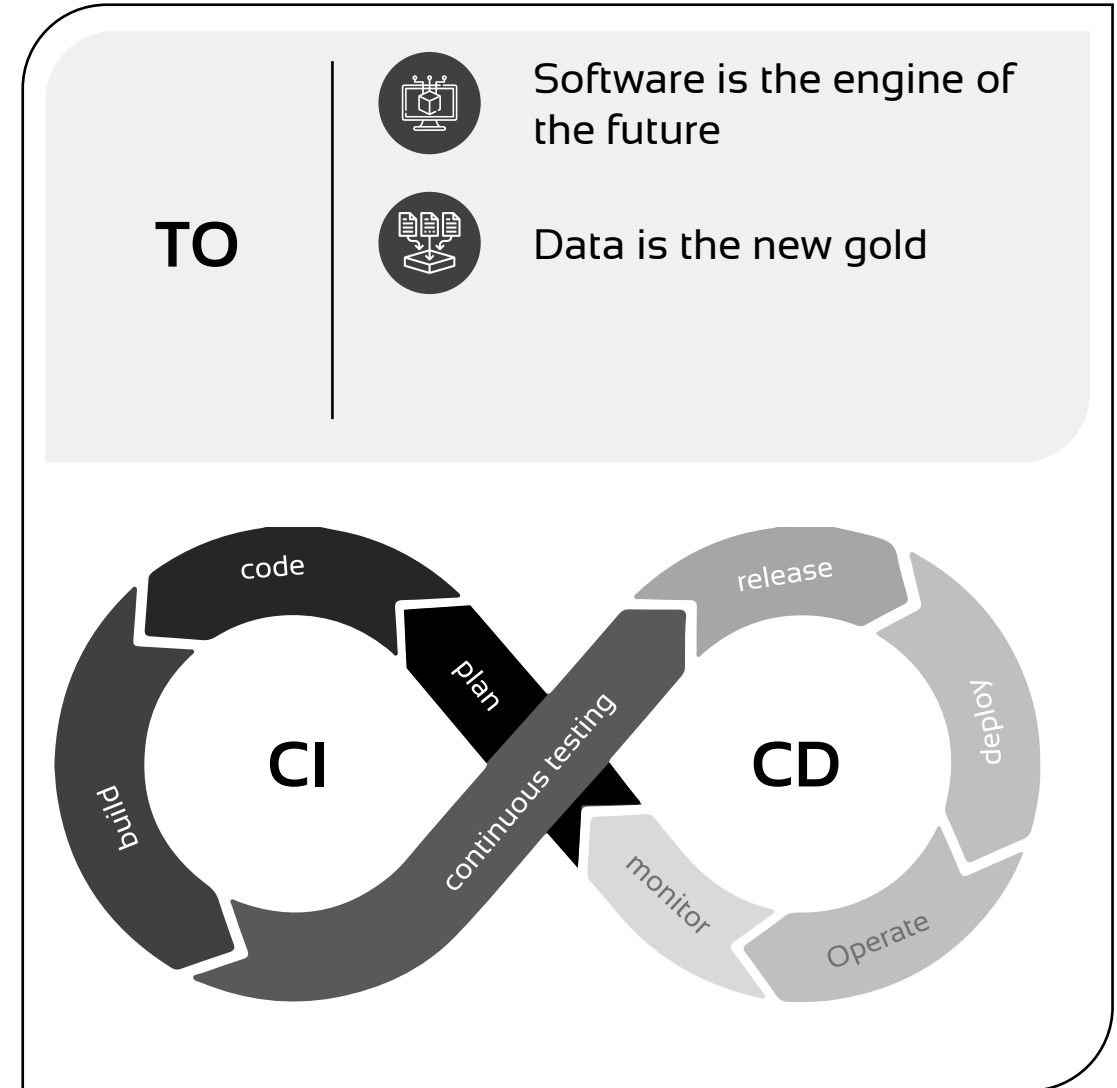
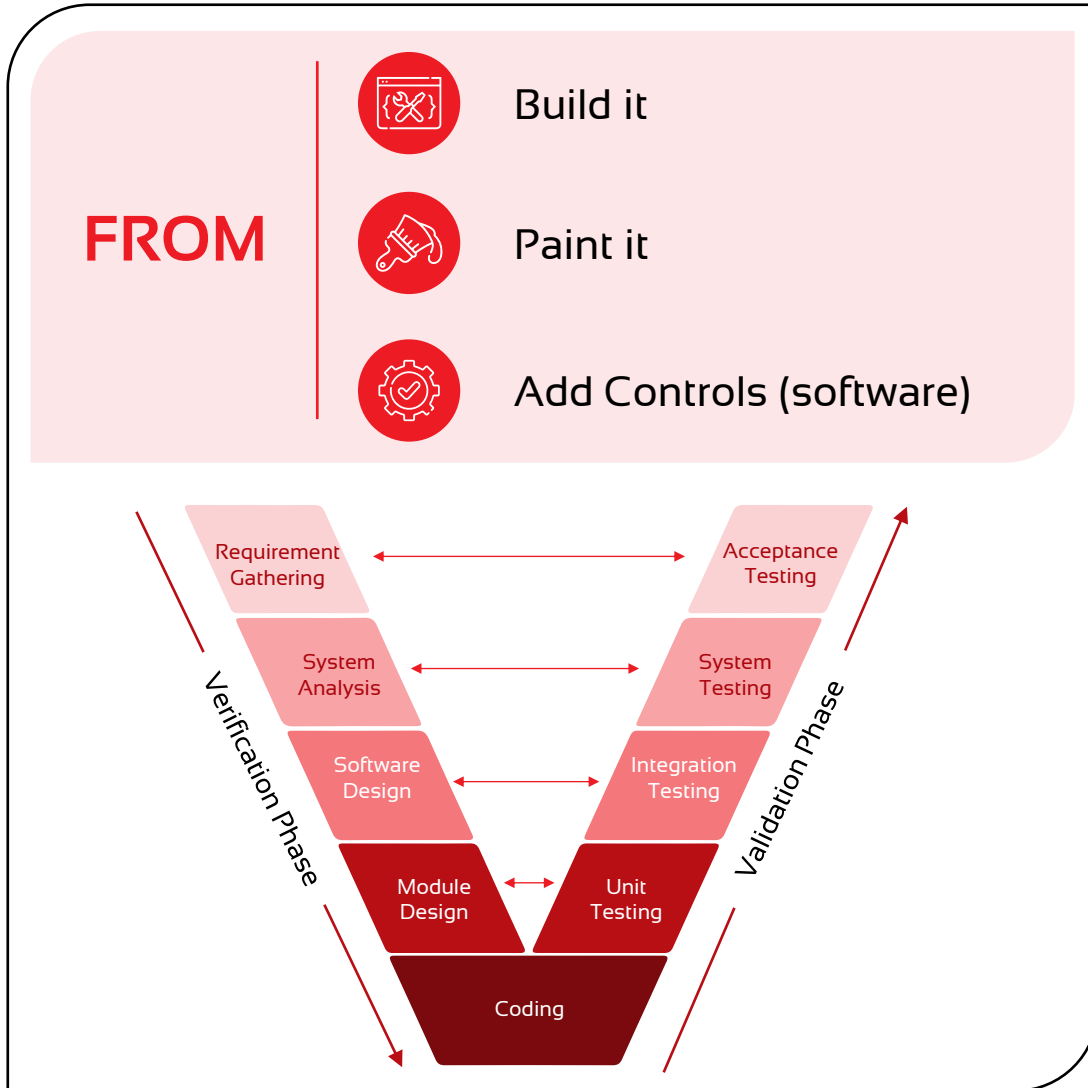
DATA PLATFORM



HUMAN-CENTRIC DEVELOPMENT OF SOFTWARE-DEFINED-VEHICLES

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September 19th 2024

THE NEW PARADIGM



WHAT ABOUT THE CUSTOMER?



Will it work?

OK



Will it be safe?

OK



**Will it be an exciting
experience?**



**Does it represent
our brand?**

HUMAN CENTRIC DEVELOPMENT OF SOFTWARE-DEFINED-VEHICLES



DRIVING SIMULATORS AS COLLABORATION PLATFORM

Different Users

- Engineers
- Decision Makers
- Customers

Different Disciplines

- Ride & Handling
- ADAS & Autonomy
- NVH
- HMI

Different Departments

- Vehicle Platform
- E&E Architecture
- Software

Different Suppliers

- Tires
- Steering
- Brakes
- Sensors

