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DATA & INSIGHTS

Software-Defined Vehicle: 4 Core Pillars Driving Auto Industry to Change

A shift in customer preferences and the growing importance of in-vehicle software results in a completely new approach to building vehicles.

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In recent years the automotive industry has observed a trend where the in-vehicle software seems to be of greater importance than the car performance itself.

The shift in customer preferences results in a completely new approach to building vehicles.

This new automotive era is now being referred to as software-defined vehicles. This e-Book shows you the 4 core pillars of building a software-defined vehicle and highlights the most important aspects of each:

- Automotive Cloud Platforms
- Seamless Connectivity
- Virtual World
- Over the Air Upgrades

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