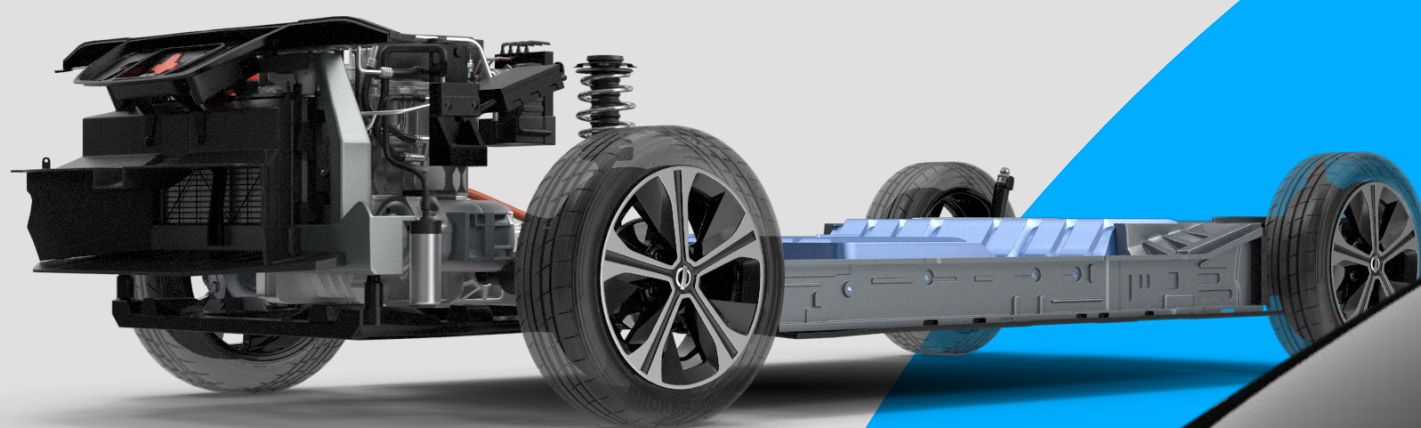




Automotive in the EMEA Region

Market and Investment Overview—Q1 2023





Automotive in the EMEA Region: Market and Investment Overview—Q1 2023 Highlights

Dear Reader,

We've compiled the highlights of what happened in the automotive industry in the EMEA* region in Q1 2023. This snapshot will help you monitor the autotech industry and keep emerging players and trends on your radar.

Who can benefit from our insights the most?

Those who:

- Develop next-gen automotive solutions that will improve road, driver, and pedestrian safety and provide asset security
- Manufacture semiconductors, sensors, GPS, telematics, and other components for the automotive industry
- Want to partner with an automotive startup to deliver innovative vehicle products and services
- Invest in the automotive ecosystem in the EMEA region
- Monitor trending topics and industry news

What's inside?

Discover the EMEA's best-funded autotech segments and companies, trending themes, top innovations, and automotive news.

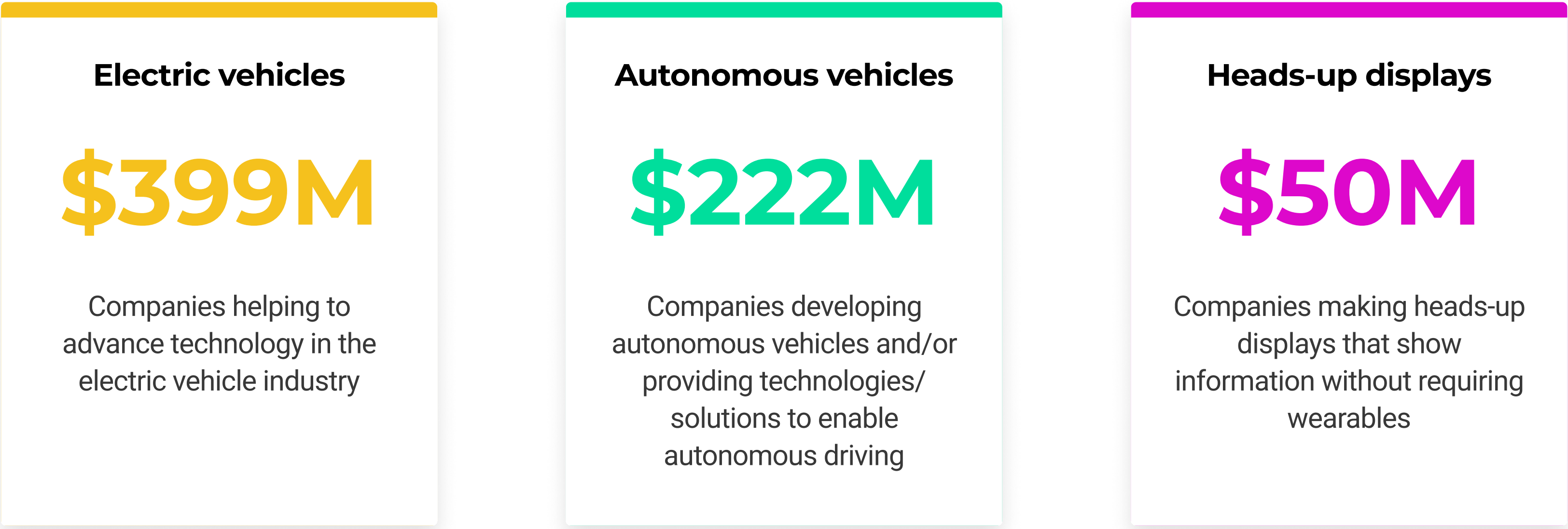
Let's dive in!

** Countries included in the EMEA region: Germany, Switzerland, Austria, Finland, Denmark, Norway, Sweden, the UK, Ireland, France, the Netherlands, Belgium, Israel, and the UAE.*

Trends

Top Three Investment Trends in Q1 2023

Electric vehicles were funded most in Q1 2023.



Most-Funded Autotech Segments in Q1 2023

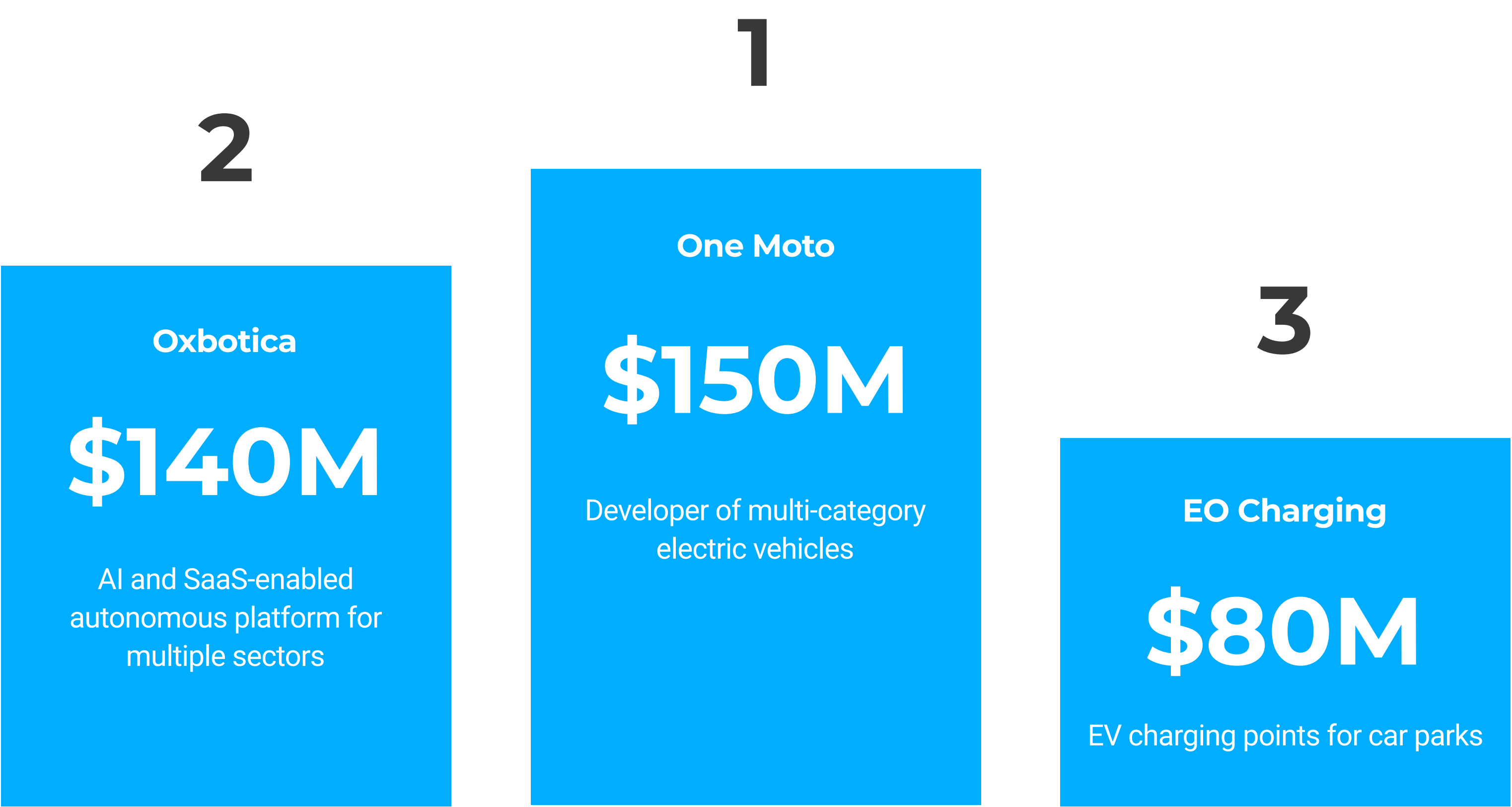


*Most-funded companies in the segment

Data Source: Tracxn

Companies

Most-Funded Autotech Companies in the EMEA Region in Q1 2023

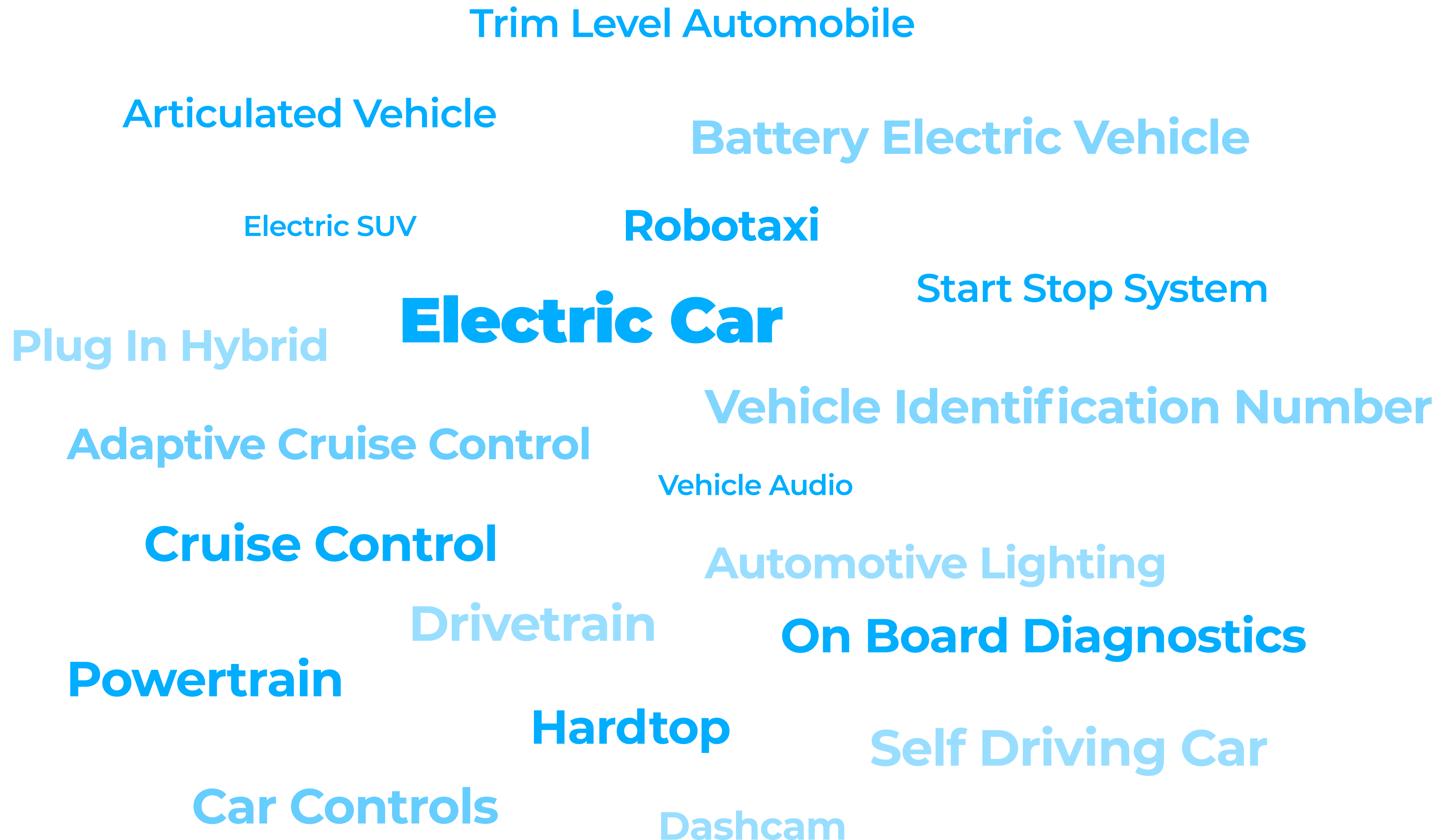


Data Source: Tracxn

Have a business idea? Reach out now for our expert help!

TALK TO US

Automotive Technologies Trending on Social Media



Experts on Emerging Automotive Trends

Artificial Intelligence



The role of AI in automotive retail is growing, as it is across many content development industries. Soon it will be writing the scripts, creating the 3D avatars, and generating music tracks bespoke to the dealer and type of car for a hyper-targeted marketing campaign to attract buyers.



Patrick Kampe, Chief Technology Officer, Phyrion

Cloud



Software build, test, and simulation are shifting to the cloud. This trend is very likely to accelerate in the coming years both for interactive development in the cloud and for scaling use cases. Furthermore, the move to cloud also promises to enable team collaboration and break down silos within organizations. The move will help automobile makers provide on-demand mobility and data-driven services.



Rashmi Gopala Rao, Principal, Automotive Industry Manager at MathWorks India

Connected Mobility



Perhaps automotive OEMs should take a leaf out of the tech industry's book. Many manufacturers offer a smartphone app that links to the car through a personalized account, and this presents the ideal opportunity to explain what data is collected and how it will be used and to opt in or out. A customer-facing portal could also offer a further chance to gather consent.



Tom Blackie, CEO, VNC Automotive

Telematics



One of the key advantages of telematics in fleet management is the ability to track and monitor the geolocation and status of vehicles in real time. This can, for example, help fleet managers optimize routes, reduce fuel consumption, and improve overall efficiency.



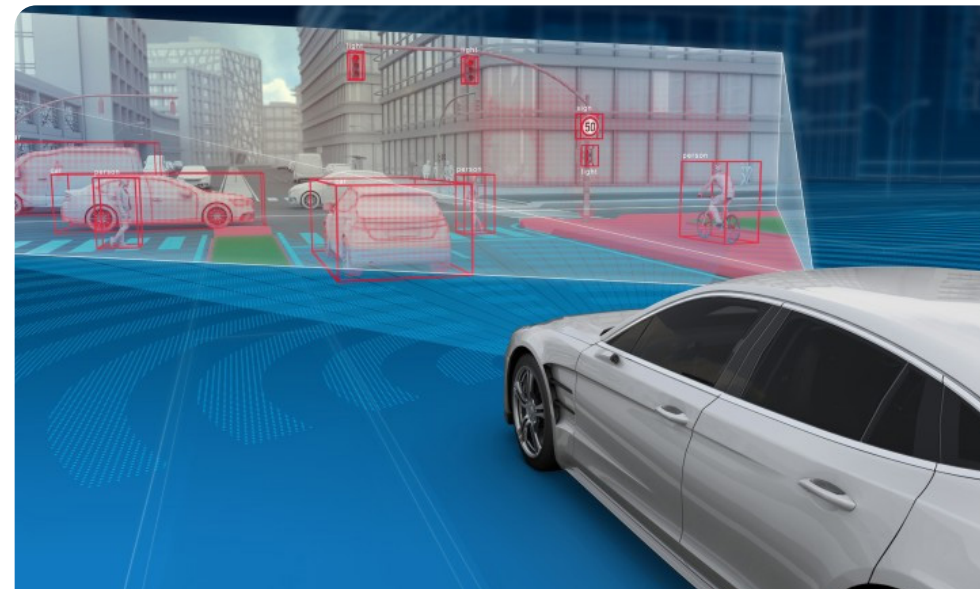
Francois Denis, Geotab's CEO for France

Technology Innovations

The Volvo logo, consisting of the word "VOLVO" in a bold, black, sans-serif font.

[Volvo Trucks launches biogas truck to lower CO2 emissions](#)

Sweden



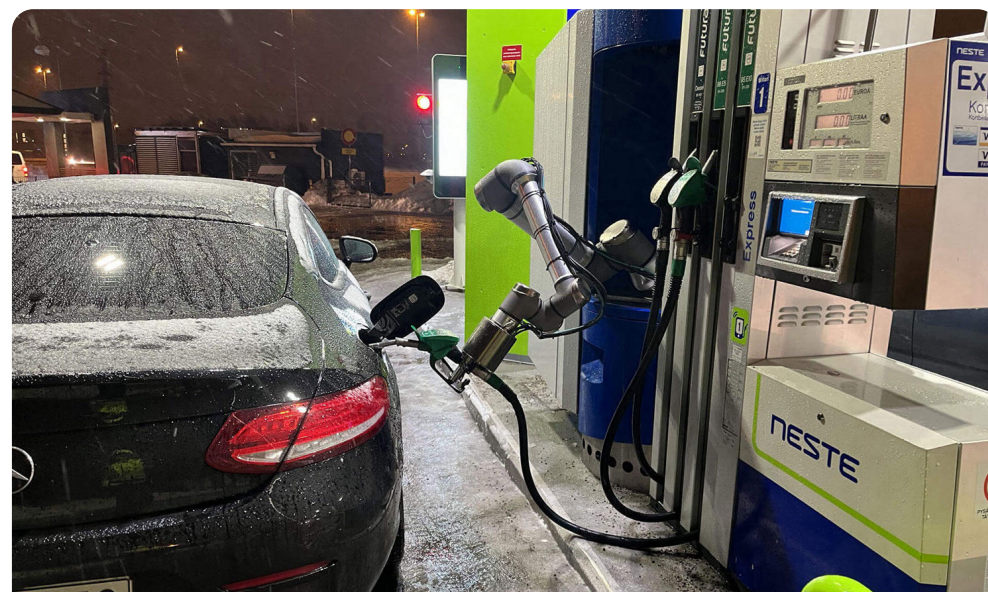
[ZF unveils 4D imaging radar](#)

Germany



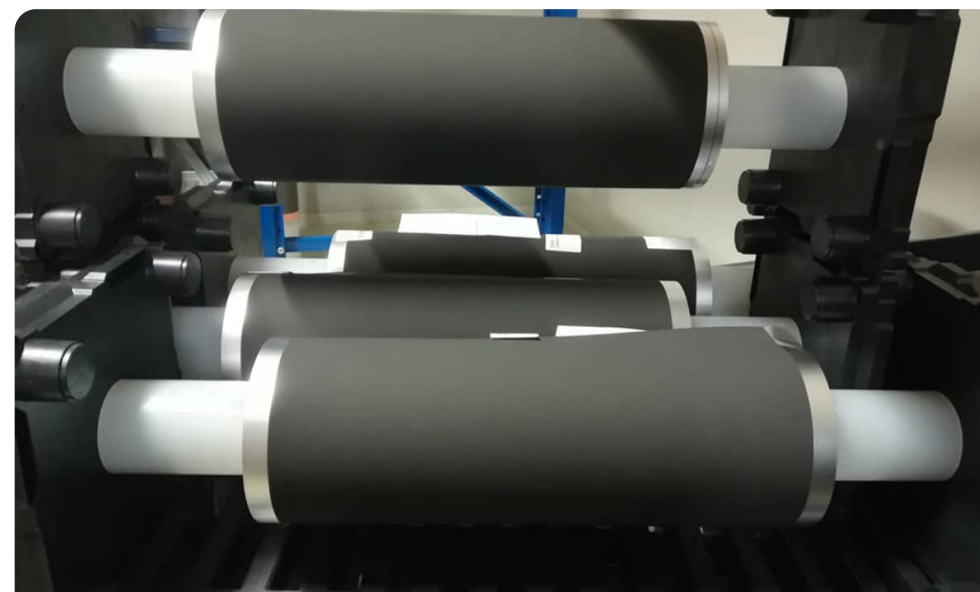
[Infineon uses Apex.AI to accelerate software-defined vehicle development](#)

Germany



[Autofuel launches automated refueling system](#)

Denmark



[Leclanche unveils low-cobalt li-ion cells](#)

Switzerland



[ABB E-mobility rolls out residential charging solution](#)

Switzerland

Data Source: GlobalData

Hot News From Automotive Giants

Category	Company Name	Description	Source	Country
Development, launch & termination	AB Volvo	Volvo plans to launch six new EVs worldwide by 2026	Read More	Sweden
	Volkswagen AG	Volkswagen Group Technology develops complete drive system for electric cars	Read more	Germany
	Toyota Motor Europe	Toyota begins production of fifth-generation hybrid powertrain in Europe	Read more	Europe
	ZF Friedrichshafen AG	ZF Friedrichshafen launches “intelligent networking” chassis systems software	Read more	Germany
Business expansion	Oxbotica Ltd Google Cloud Platform	Oxbotica and Google Cloud partner on autonomous vehicle software	Read more	United Kingdom
	Mercedes-Benz Group AG	Mercedes starts work on battery recycling plant	Read more	Germany
	Mercedes-Benz Group AG Google LLC	Mercedes-Benz and Google combine for “next-gen navigation experience”	Read more	Germany
	Mercedes-Benz Group AG	Mercedes-Benz Trucks teams up with Microlise	Read more	Germany United Kingdom
	Bayerische Motoren Werke AG BMW Motorcycles	BMW and Valeo engage in a strategic cooperation to co-develop next-generation Level 4 automated parking experience	Read more	Germany France
	Audi AG Redwood Materials Inc	Audi partners with Redwood Materials	Read more	Germany
Partnerships	Umicore NV/SA Volkswagen AG	PowerCo and Umicore get regulatory approval for EU battery materials JV	Read more	Belgium
	Dublin City University Cellnex Telecom SA	Cellnex and Dublin City University partner on Ireland’s first 5G-enabled “Smart Campus”	Read more	Ireland
	Continental AG Ambarella Inc	Continental and Ambarella deepen partnership for ADAS	Read more	Germany United States
	Bayerische Motoren Werke AG Lattice Semiconductor Corp	On Semi signs long-term power supply agreement with BMW	Read more	Germany United States
	Wallbox Chargers, S.L. The ERM Group Inc Element Energy Ltd	ERM, Wallbox, and UK Power Networks join forces to advance commercialization of V2B technology	Read more	United Kingdom
Initiative	Audi AG	Audi project tests circular economy potential for end-of-life vehicles	Read more	Germany



We will continue watching the booming automotive sector as it stands out for its numerous tech-intensive initiatives. Stay tuned for updates.

Softeq Market Research Team