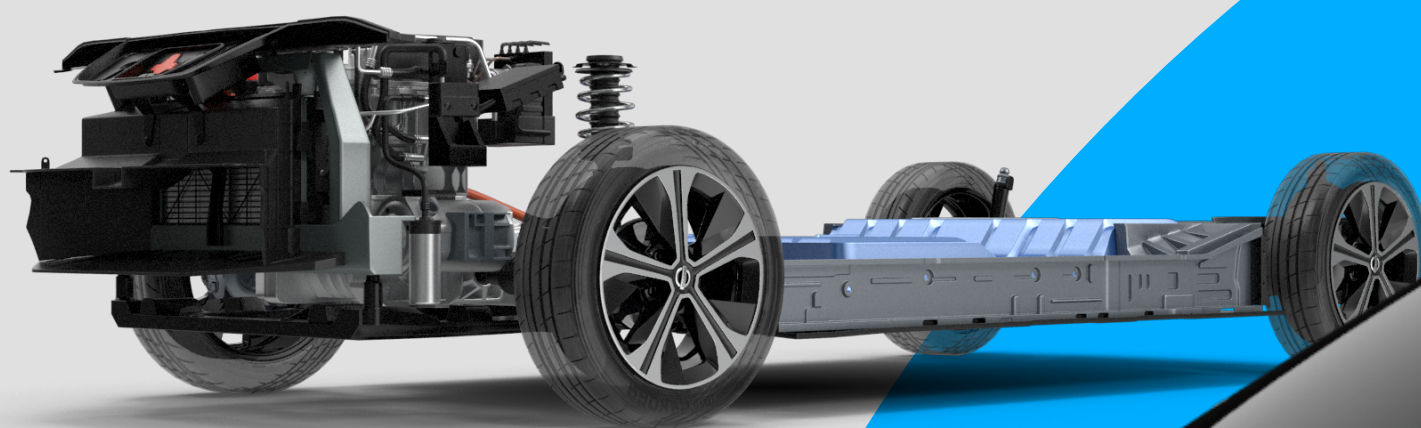




Automotive in the EMEA Region

Market and Investment Overview—Q4 2022 and
FY 2022 Highlights





Automotive in the EMEA Region: Market and Investment Overview—Q4 2022 and FY 2022 Highlights

Dear Reader,

We've compiled the highlights of what happened in the automotive industry in the EMEA* region in Q4 2022. 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.

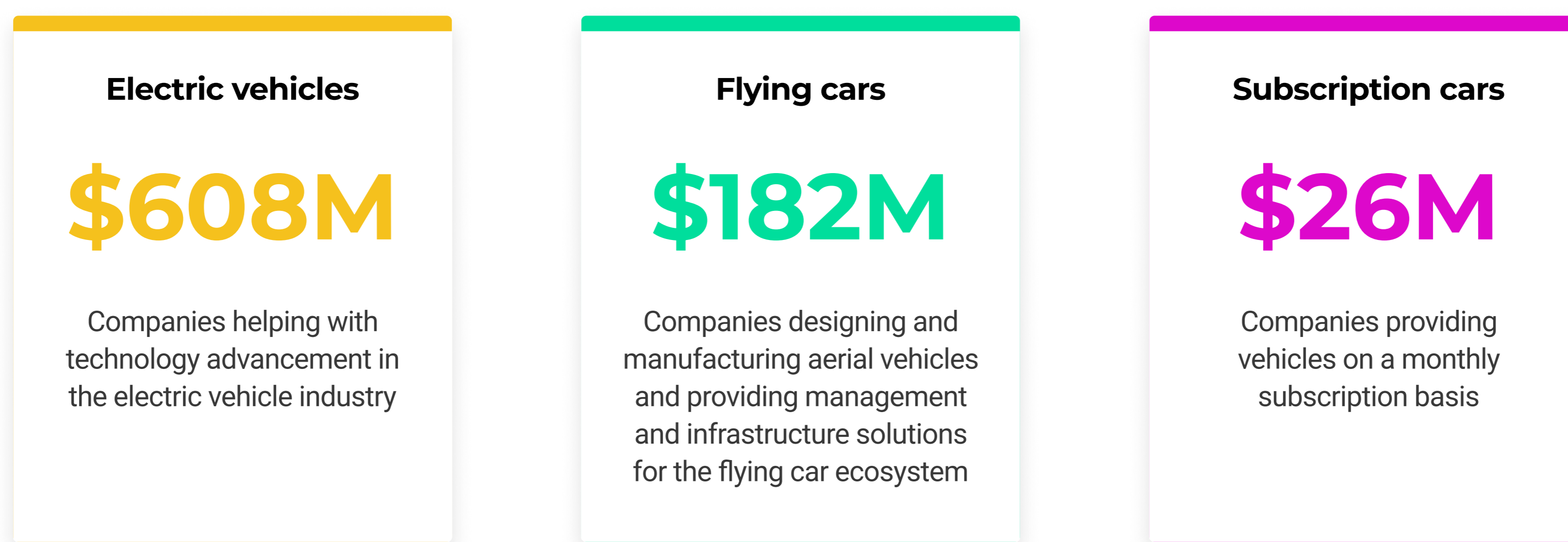
Let's dive in!

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

Top Three Investment Trends in Q4 2022

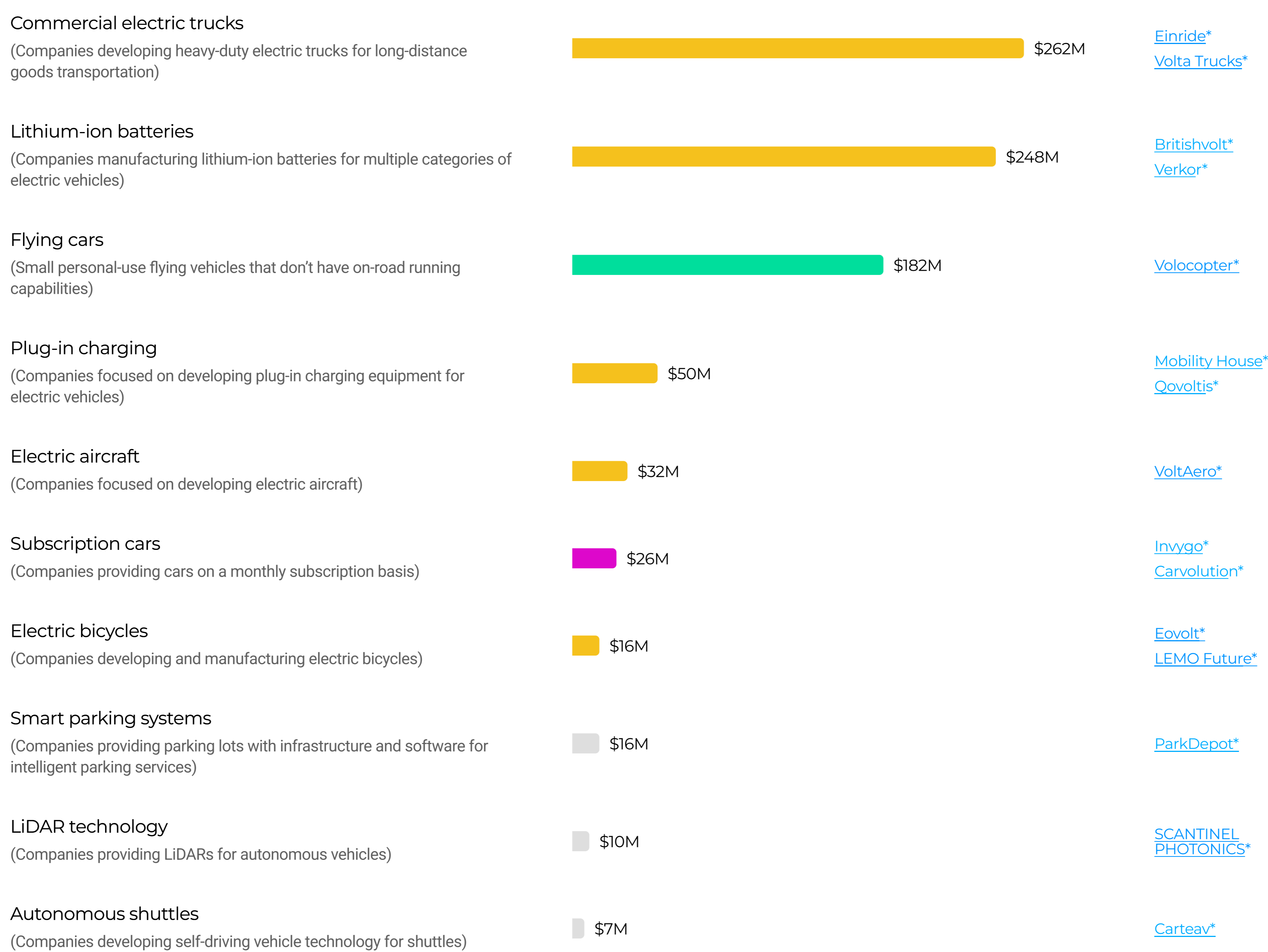
Trends

Companies that help technology advancement in the electric vehicle industry were the most funded in Q4 2022.



Most-Funded Autotech Segments in Q4 2022

Segments

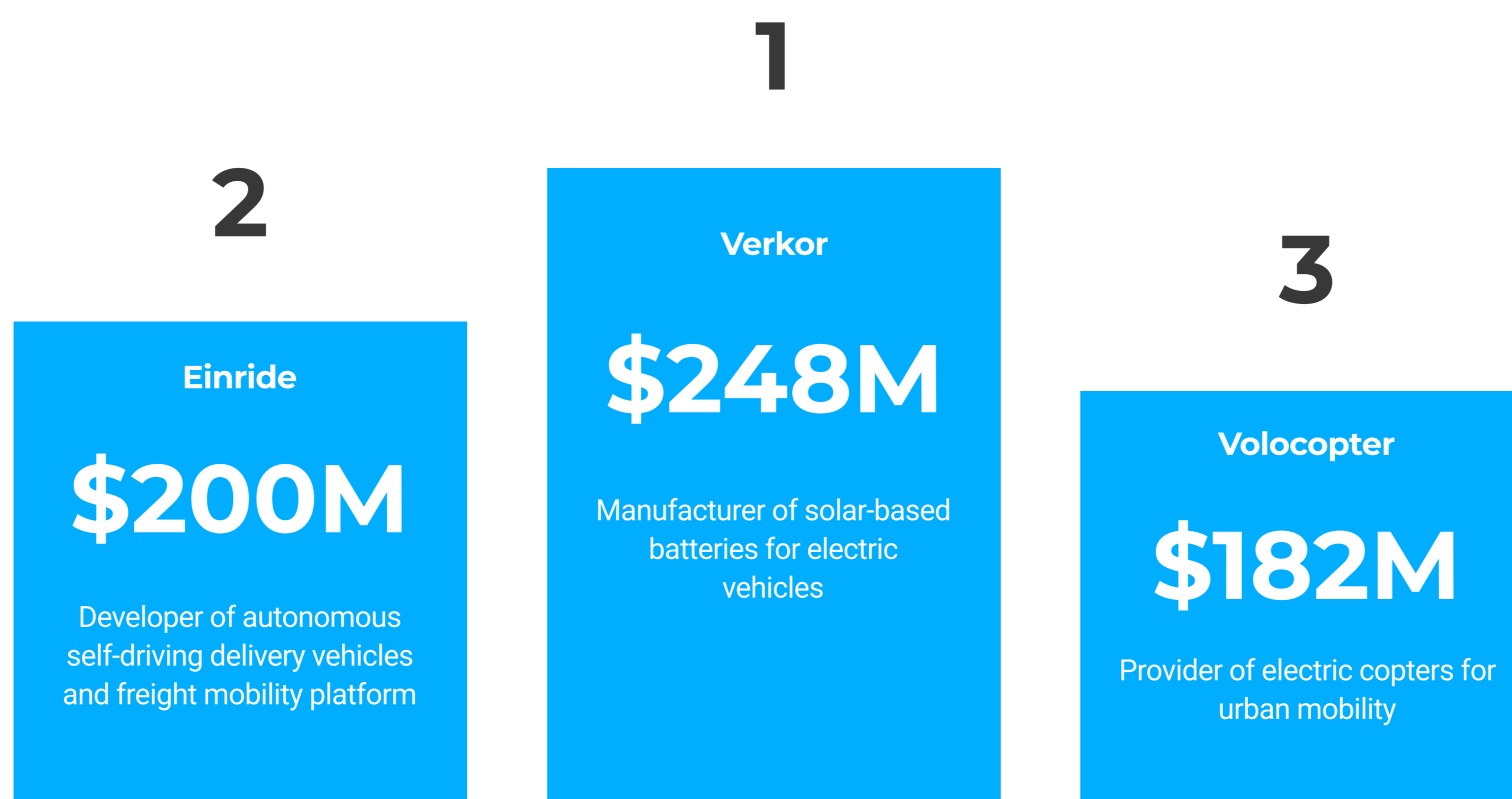


*Most-funded companies in the segment

Data Source: Tracxn

Most-Funded Autotech Companies in the EMEA Region in Q4 2022

Companies

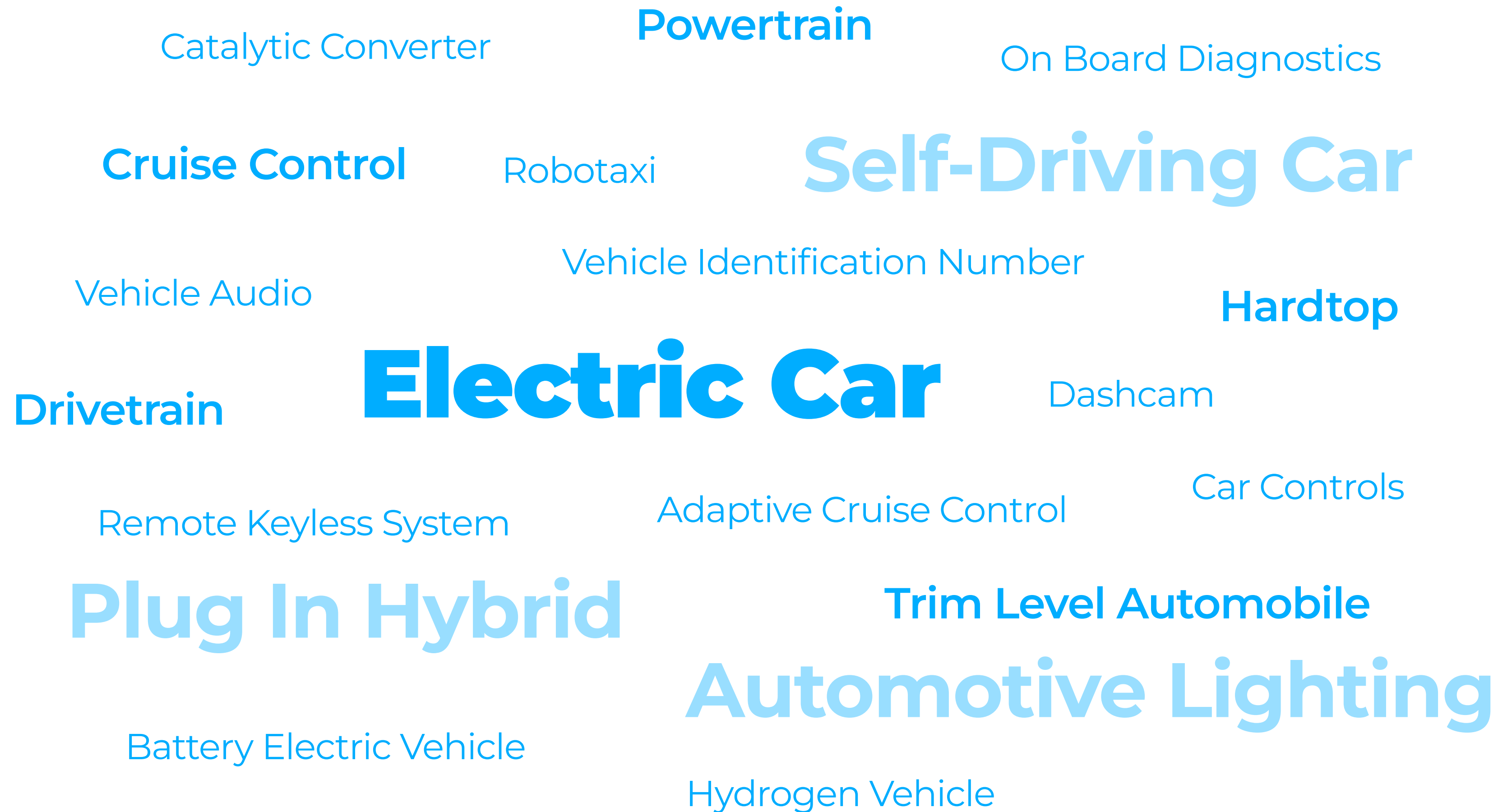


Data Source: Tracxn

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

Electric Vehicles



Electric drive motors give superior torque and control, whilst a Tier 4 diesel generator means the vehicle can operate for extended periods. Fuel consumption is minimized since all systems are electrically driven, including tools



Alistair Scarfe, co-founder and CTO of Robotics Plus

IoT



With advances in the trend—connected, autonomous, shared, and electrified—cars are getting smarter each day with functionalities like intelligent dashboards and advanced automated driving. Also, certain features like multi-modal interaction, multi-display interaction, 5G connectivity, V2X, OTA, and digital keys are becoming increasingly common in new-age connected cars



Manav Kapur, Executive Director, Steelbird International

Metaverse



Through launches in the metaverse, automobile brands give users from all parts of the globe a chance to step into their world and experience their vehicles. Test drives, assessing specs, viewing different colors, and even ordering and purchasing will eventually be done in these immersive spaces



Niraj Ruparel, Head of Mobile and Emerging Tech, GroupM

Cloud



The increase in gas prices over the last six months has pushed consumers to consider going electric, especially younger generations. Open platforms for faster and more efficient data exchange can make an important contribution to preventing deaths and injuries. STEP enables the provision of important safety information for all road users and promotes the necessary collaboration between transport authorities, app developers, and the automotive industry to make roads safer



Michael Reinartz, Head of Innovation at Vodafone Germany

Technology Innovations



[Infineon teams up with TSMC to introduce RRAM technology for automotive microcontrollers](#)



[NXP introduces automotive microcontrollers for modern electrification applications](#)



[Volkswagen enables quantum battery material simulation](#)



[Mercedes-Benz accelerates sustainable car production](#)

Hot News From Automotive Giants

Category	Company Name	Description	Source	Country
Development, launch & termination	Bugatti Automobiles SAS	Bugatti to unveil mystery model that never reached production	Read more	France
	HELLA GmbH & Co KGaA	HELLA continues to expand market position in field of digital, chip-based headlamp systems	Read more	Germany
	Cerence Inc Infineon Technologies AG	Infineon leverages Cerence Emergency Vehicle Detection to enable “the hearing car”, which reliably detects emergency vehicle sirens	Read more	Germany, USA
	Ambarella Inc Continental AG	Continental to offer ADAS solutions based on CV3 AI SoC family from Ambarella	Read more	Germany
	Bayerische Motoren Werke AG Irracing.Com Motorsport Simulations, Llc	BMW M Motorsport in collaboration with iRacing will launch a virtual version of its new LMDh car	Read more	Germany
	Swindon Powertrain Ltd	Swindon Powertrain launches high energy density (HED) vehicle battery pack for low-volume manufacturers	Read more	UK
Business expansion	Siemens AG Stellantis NV	Stellantis Middle East signs MoU with Siemens to develop EV charging infrastructure for electric vehicles	Read more	UAE
	EnBW Energie Baden-Wurtemberg AG	Germany’s first public project has started for wireless EV charging	Read more	Germany
	BMW (UK) Ltd Bayerische Motoren Werke AG	BMW announces partnership with National Parks UK to improve EV access and boost nature restoration	Read more	UK
	SAP SE Otonomo Technologies Ltd	Otonomo Technologies announces integration of Otonomo Smart Mobility Data Platform with SAP Digital Vehicle Hub	Read more	srael, Germany
	Bayerische Motoren Werke AG	BMW to add production lines for e-components at Leipzig	Read more	Germany
	Renault Trucks SAS	Renault Trucks now assembles and distributes e-cargo bikes with Kleuster	Read more	France
Partnerships	Cerence Inc Renault SA	Renault and Cerence sign multi-year agreement to create next-gen, humanized co-pilot for an enhanced electric vehicle experience	Read more	France, USA
	Mercedes-Benz Group AG Microsoft Corp	Mercedes-Benz and Microsoft to collaborate on virtual manufacturing platform	Read more	Germany, USA
	Zhejiang Geely Holding Group Co Ltd	Geely becomes a partner of Drive Sustainability	Read more	Belgium, China
	Foretellix Ltd Cognata Ltd	Cognata and Foretellix collaborate to deliver end-to-end solution for AV and ADAS development, verification, and validation	Read more	France
	Tietoevry Corp	Tietoevry partners with automotive developer HaleyTek to bring high-end android-based infotainment to Polestar and Volvo Cars	Read more	Finland
Initiative	Amazon UK Services Ltd	Amazon to invest more than €1B to electrify its European transportation network	Read more	Germany

2022 Highlights

Trends

Most-Funded Business Models

Commercial electric trucks

\$342M

Companies developing heavy-duty electric trucks for long-distance transportation of goods

Perception software for autonomous vehicles

\$285M

Companies providing AI and algorithm processing-based solutions using data from vision-based systems

Lithium-ion batteries

\$248M

Companies manufacturing lithium-ion batteries for multiple categories of electric vehicles

Most-Funded Companies

Companies

1

Volocopter

\$352M

Provider of electric copters for urban mobility

3

Wayve

\$200M

Provider of AI and cloud-enabled software for autonomous cars

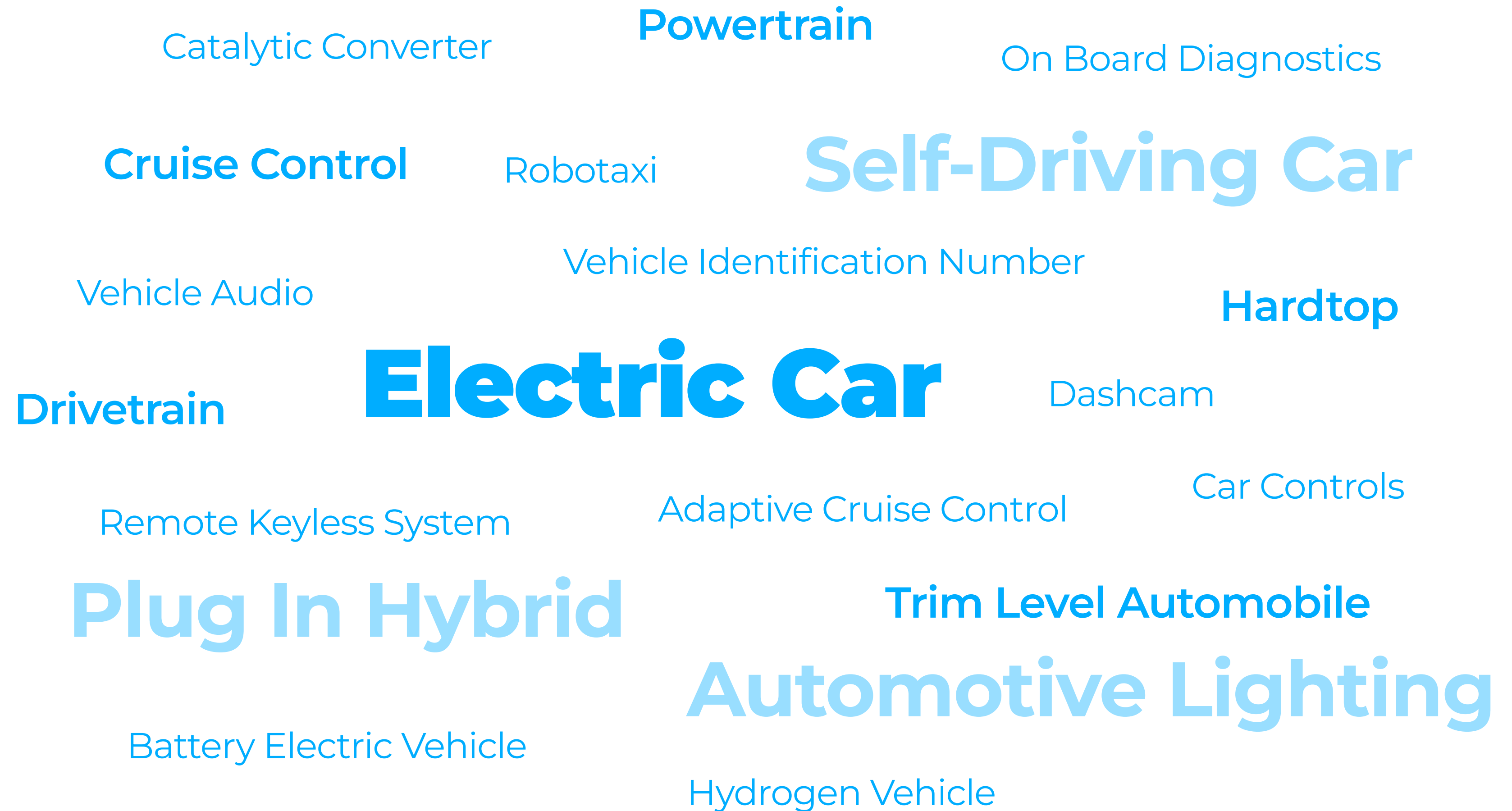
2

TTTech Auto

\$285M

Provider of software and hardware solutions for autonomous driving

Automotive Technologies Trending on Social Media



News to Remember

- Jan** [KUKA and Ford Otosan sign new framework contract for supplying more than 700 robots for Ford's next-generation electrical and connected commercial vehicle projects in Ford's plants in Kocaeli.](#)
- Feb** [Tesco has said it has become the first UK supermarket to use fully electric battery-powered delivery lorries in an effort to reduce its carbon footprint.](#)
- Mar** [Tesla Inc. has secured local approvals in Germany to formally begin electric-vehicle productions at its new plant outside Berlin.](#)
- Apr** [Volkswagen and energy giant BP have announced a strategic partnership that they say will boost the adoption of EVs across Europe.](#)
- May** [Volvo Trucks is introducing fossil-free steel into its trucks. The steel is produced by the Swedish steel company SSAB. The heavy-duty electric Volvo trucks will be the first to include it. The steel will first be used in the truck's frame rails.](#)
- Jun** [Otonomo Technologies Ltd. introduced its Mobility Intelligence solutions focused on three high-growth categories: electric vehicle adoption, mobility-as-a-service, and urban planning.](#)
- Jul** [Lucid Motors presents itself with its first studio in Europe on 280 square meters in the heart of Munich's old town.](#)
- Aug** [To reduce natural resource usage and its trucks' environmental impact, Volvo Group's Renault Trucks unit is taking steps to transition its industrial operations to a circular economy approach.](#)
- Sep** [Scania manifests the future of transport—sustainable and electric. Scania premieres its new electrified tractor for regional transport operations. Its powerful solutions comprise digital and connected services as well as charging solutions.](#)
- Oct** [Mercedes-Benz and Microsoft to collaborate on virtual manufacturing platform.](#)
- Nov** [Infineon leverages Cerence Emergency Vehicle Detection to enable "the hearing car", which reliably detects emergency vehicle sirens.](#)
- Dec** [Germany's first public project for wireless EV charging has started.](#)



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