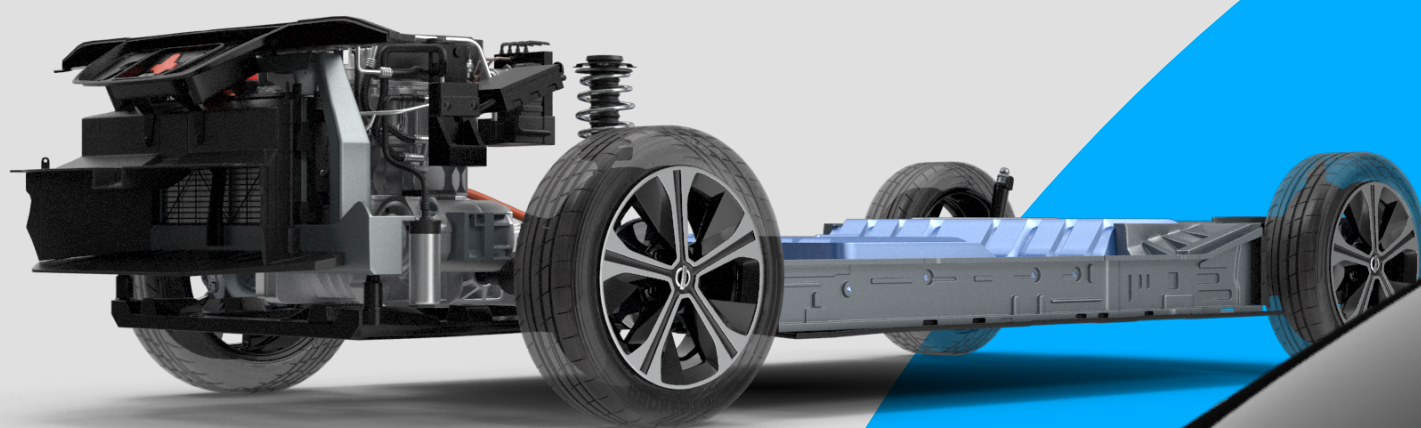




# Automotive in the US

Market and Investment Overview—Q4 2022  
and FY 2022 Highlights





# Automotive in the US: 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 US 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 US automotive ecosystem
- Monitor trending topics and industry news

## What's inside?

Discover the best-funded autotech segments and companies, trending themes, top innovations, and automotive news in the US.

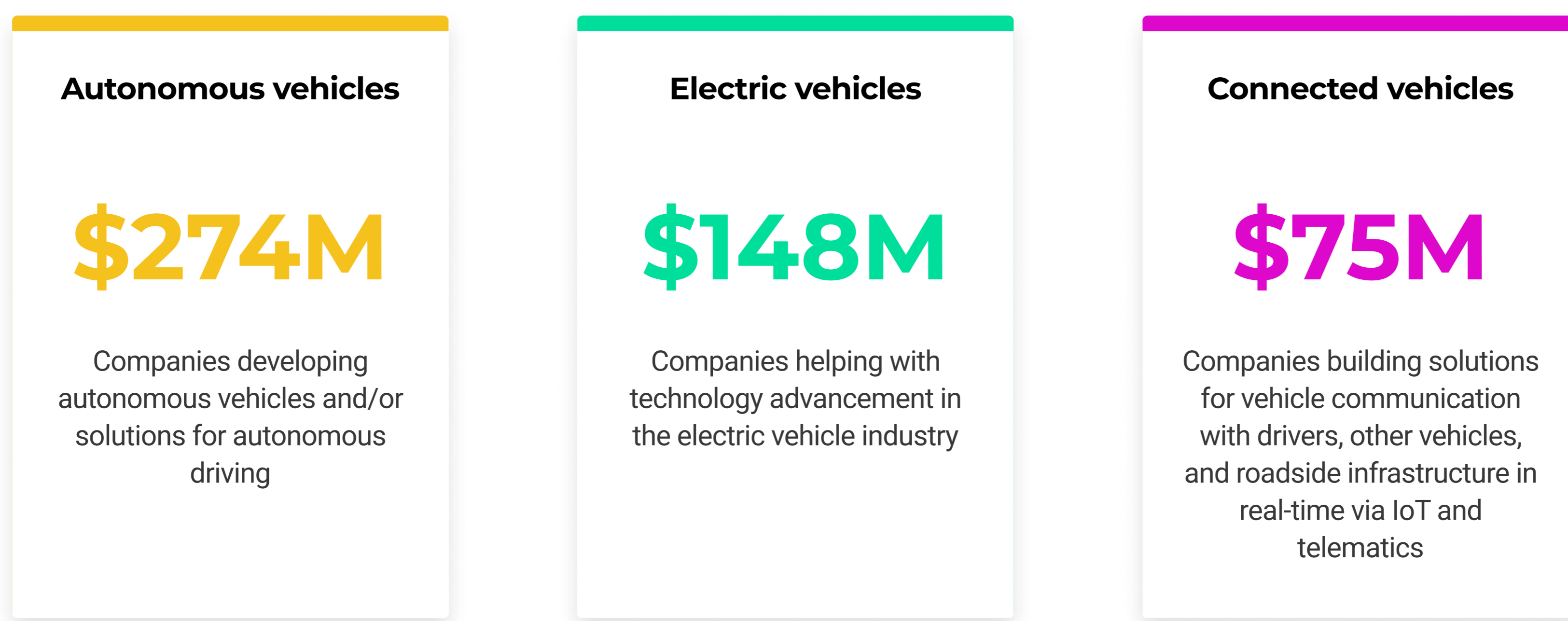
Let's dive in!



# Top Three Investment Trends in Q4 2022

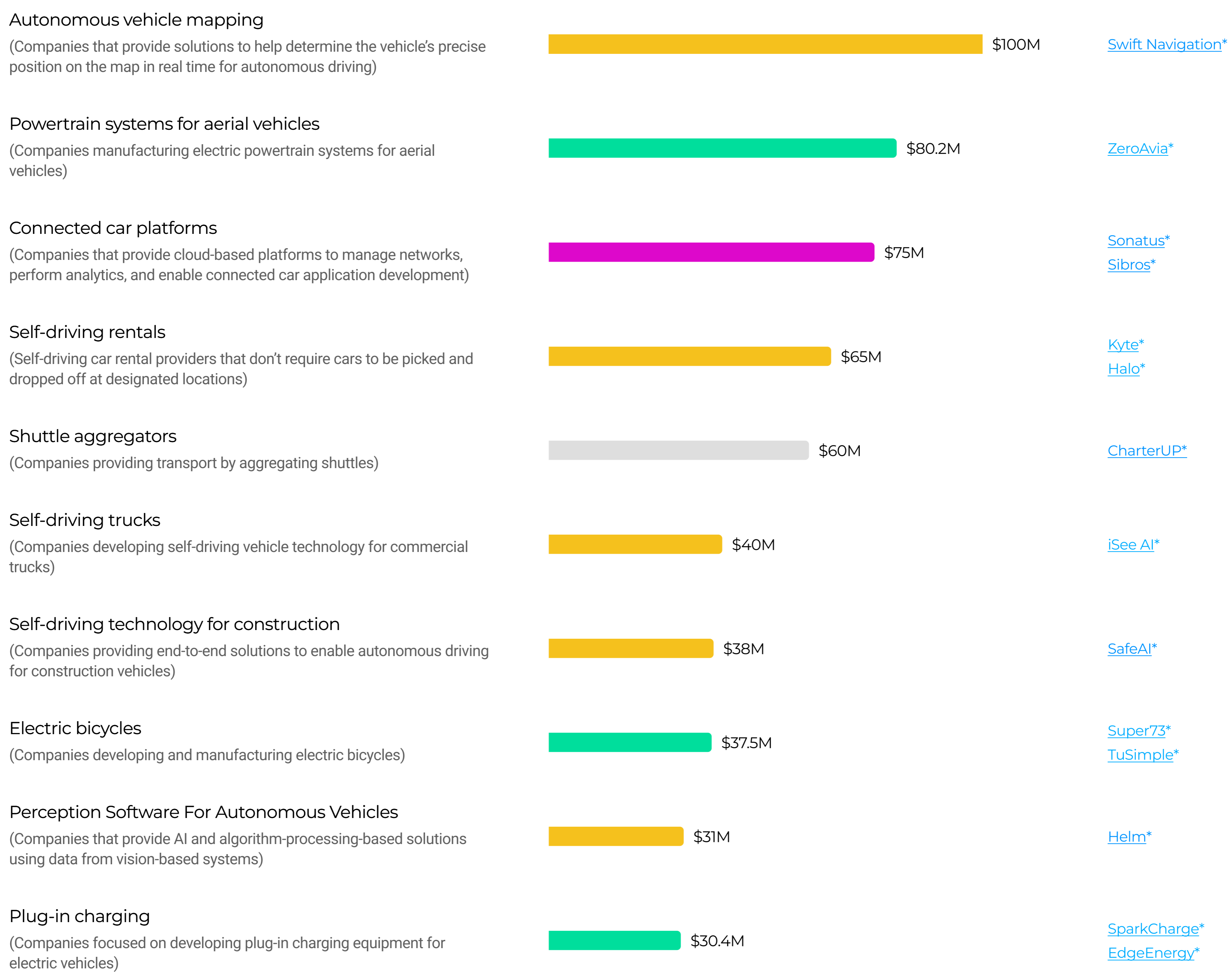
Autonomous vehicles and self-driving technologies for cars were funded most in Q4 2022.

Trends



## Most-Funded Autotech Segments in Q4 2022

Segments

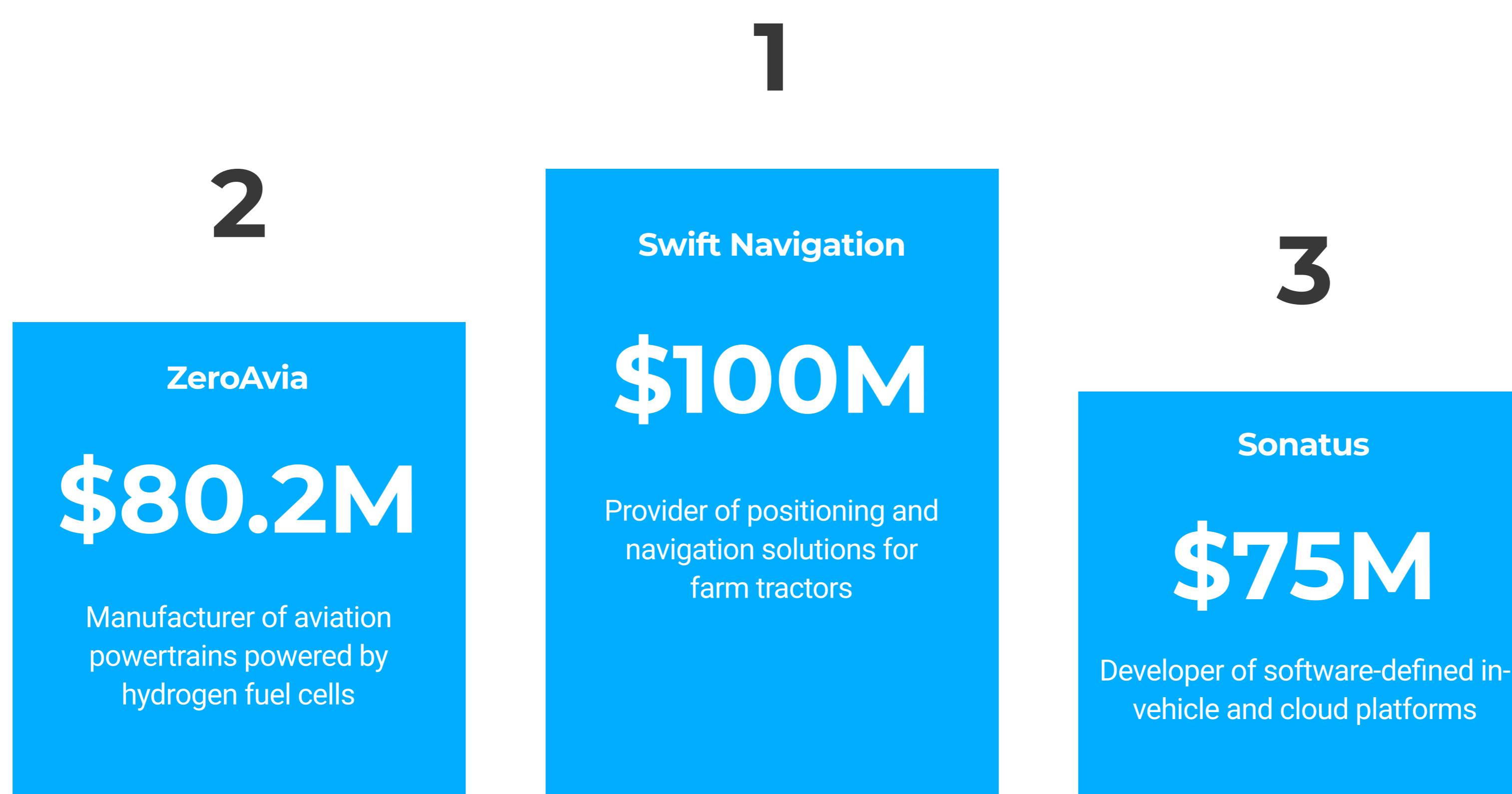


\*Most-funded companies in the segment

Data Source: Tracxn

## Most-Funded Autotech Companies in the US in Q4 2022

Companies

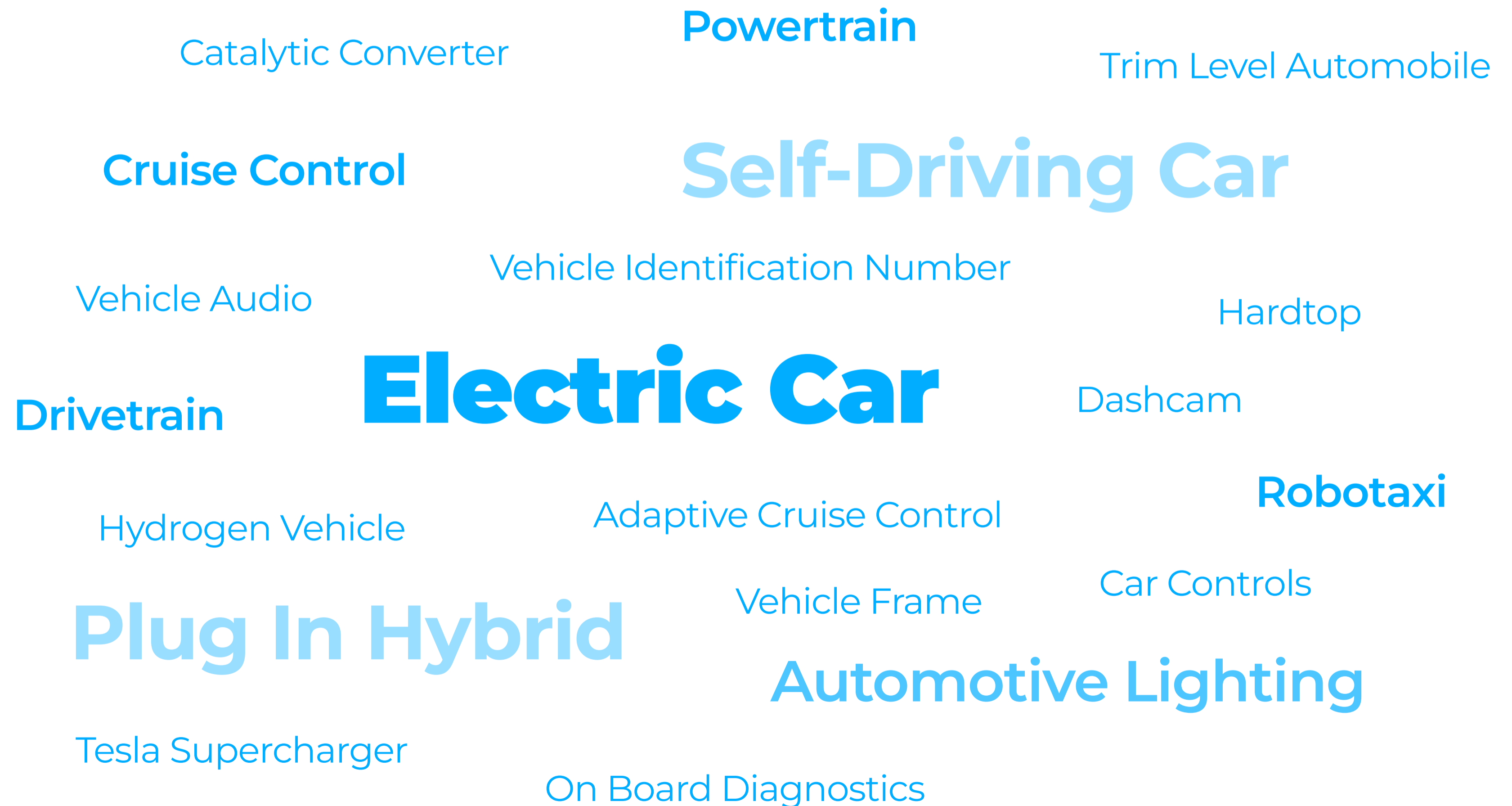


Data Source: Tracxn

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

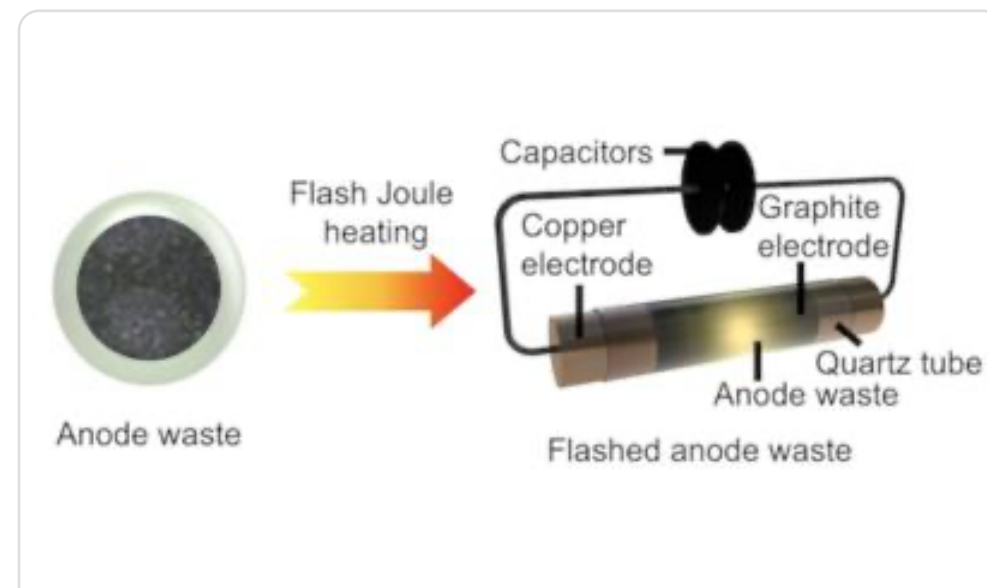


The increase in gas prices over the last six months has pushed consumers to consider going electric, especially younger generations. Open platforms for faster and more efficient data exchange can make an important contribution to preventing deaths and injuries. STEP enables the provision of important 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



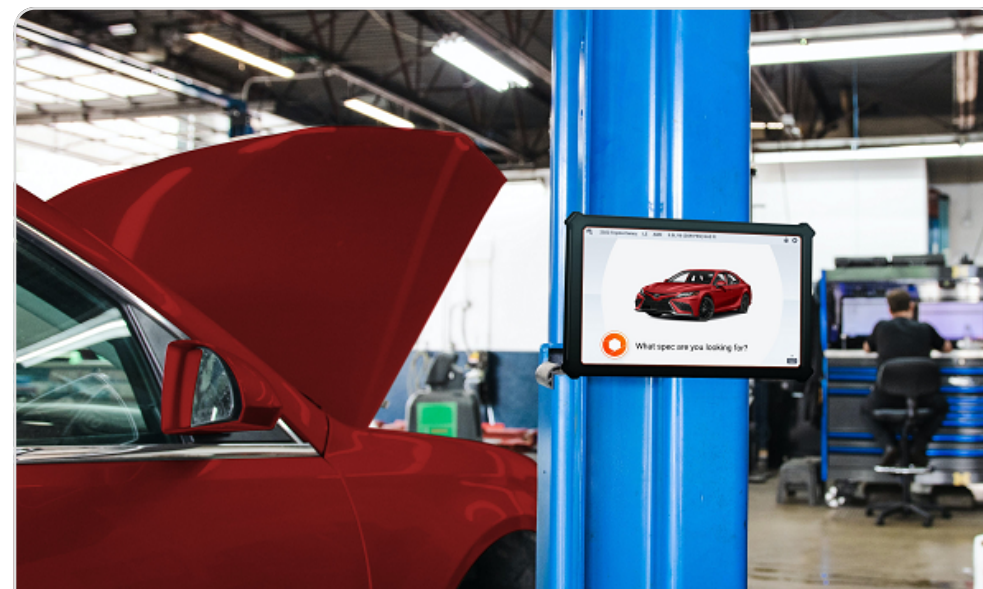
[Rice University develops flash recycling process for lithium-ion batteries](#)



[IonQ partners with Hyundai to develop quantum-computing-based EV battery—the first of its kind](#)



[Vistra rolls out retail electricity product for electric vehicle owners](#)



[RAIN rolls out industrial voice assistant for vehicle repair](#)



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



[Kdrive launches integrated drive-to-earn application](#)



# Hot News From Automotive Giants

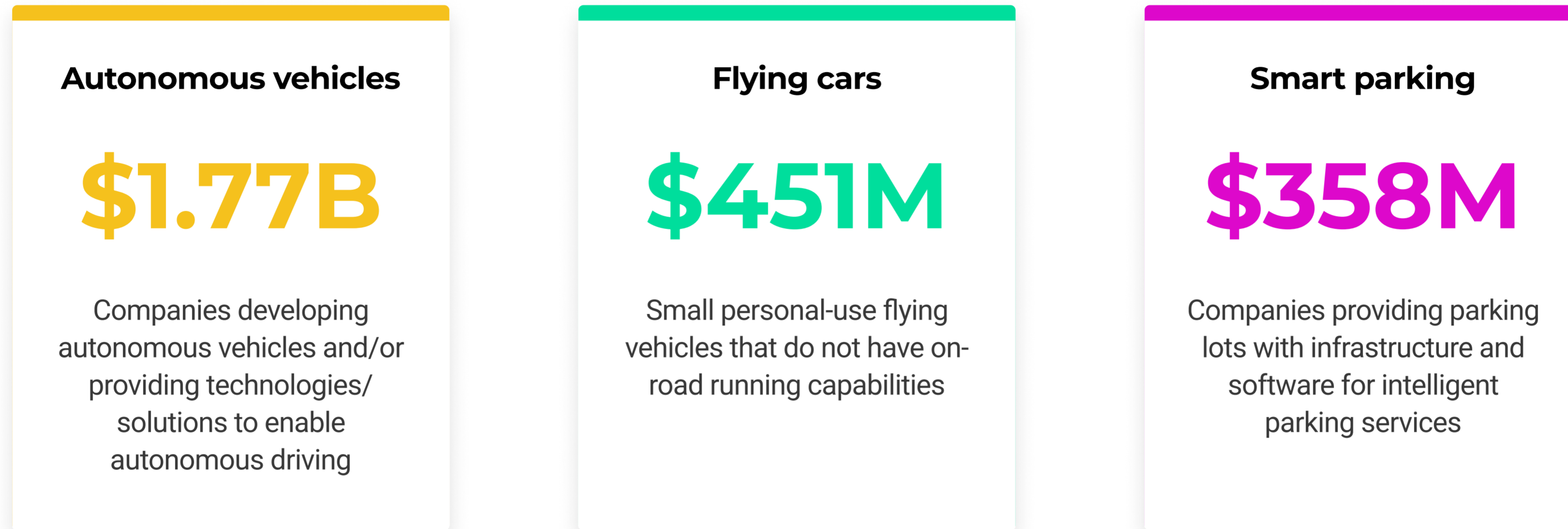
Category	Company Name	Description	Link
Development, launch & termination	<a href="#">Raven Industries Inc</a>	Raven Industries debuts new autonomous agriculture solutions at CNH Industrial's Tech Day	<a href="#">Read more</a>
	<a href="#">General Motors</a>	General Motors expands access to hands-free driving	<a href="#">Read more</a>
	<a href="#">Dorman Products Inc</a>	Dorman Products announces release of more than 300 new motor vehicle parts	<a href="#">Read more</a>
	<a href="#">Vance &amp; Hines</a>	Vance & Hines launches line of American-made performance truck exhausts	<a href="#">Read more</a>
	<a href="#">Wisk Aero LLC</a>	Wisk unveils world's first self-flying, four-seat, all-electric, vertical takeoff and landing air taxi	<a href="#">Read more</a>
Business expansion	<a href="#">The California Air Resources Board</a>	CARB approves historic \$2.6B investment (largest to date) for clean cars, trucks, and mobility options	<a href="#">Read more</a>
	<a href="#">BMW Group</a>	BMW Group to invest \$1.7B to build EVs in the US	<a href="#">Read more</a>
	<a href="#">Robert Bosch GmbH</a>	Bosch expands the US factory to produce more e-motors	<a href="#">Read more</a>
	<a href="#">Hyundai Motor Co</a>	Hyundai Mobis to spend \$1.3B on US EV parts factories	<a href="#">Read more</a>
	<a href="#">Wolfspeed Inc</a> <a href="#">BorgWarner Inc</a>	BorgWarner to invest \$500M in Wolfspeed to supply silicon carbide devices	<a href="#">Read more</a>
Partnerships	<a href="#">Volvo Cars AB</a> <a href="#">Bose Corp</a>	Bose and Volvo Cars: a new collaboration in sound. The all-new, all-electric Volvo EX90 will be available with Bose premium sound	<a href="#">Read more</a>
	<a href="#">Toyota</a> <a href="#">Oncor Electric Delivery Co LLC</a>	Toyota launches collaboration with Oncor to accelerate EV charging ecosystem	<a href="#">Read more</a>
	<a href="#">Ford Motor Co</a> <a href="#">CerebrumX</a>	CerebrumX to use Ford connected vehicle data, with customer consent, to help transform auto insurance in North America with usage-based insurance as-a-service	<a href="#">Read more</a>
	<a href="#">Honeywell International Inc</a> <a href="#">Nexceris LLC</a>	Honeywell and Nexceris work to improve safety for electric vehicles	<a href="#">Read more</a>
	<a href="#">Microsoft Corp</a> <a href="#">Touchcast</a>	Touchcast introduces end-to-end automotive customer experience in the metaverse in collaboration with Microsoft	<a href="#">Read more</a>
Initiative	<a href="#">U.S. Environmental Protection Agency</a> <a href="#">NATSO Inc</a>	NATSO, SIGMA statement on US EPA plans to make EVs eligible for renewable fuel credits	<a href="#">Read more</a>
	<a href="#">The Lion Electric Company</a>	Lion Electric celebrates signing of global memorandum of understanding to accelerate the adoption of medium and heavy-duty zero-emission vehicles	<a href="#">Read more</a>



# 2022 Highlights

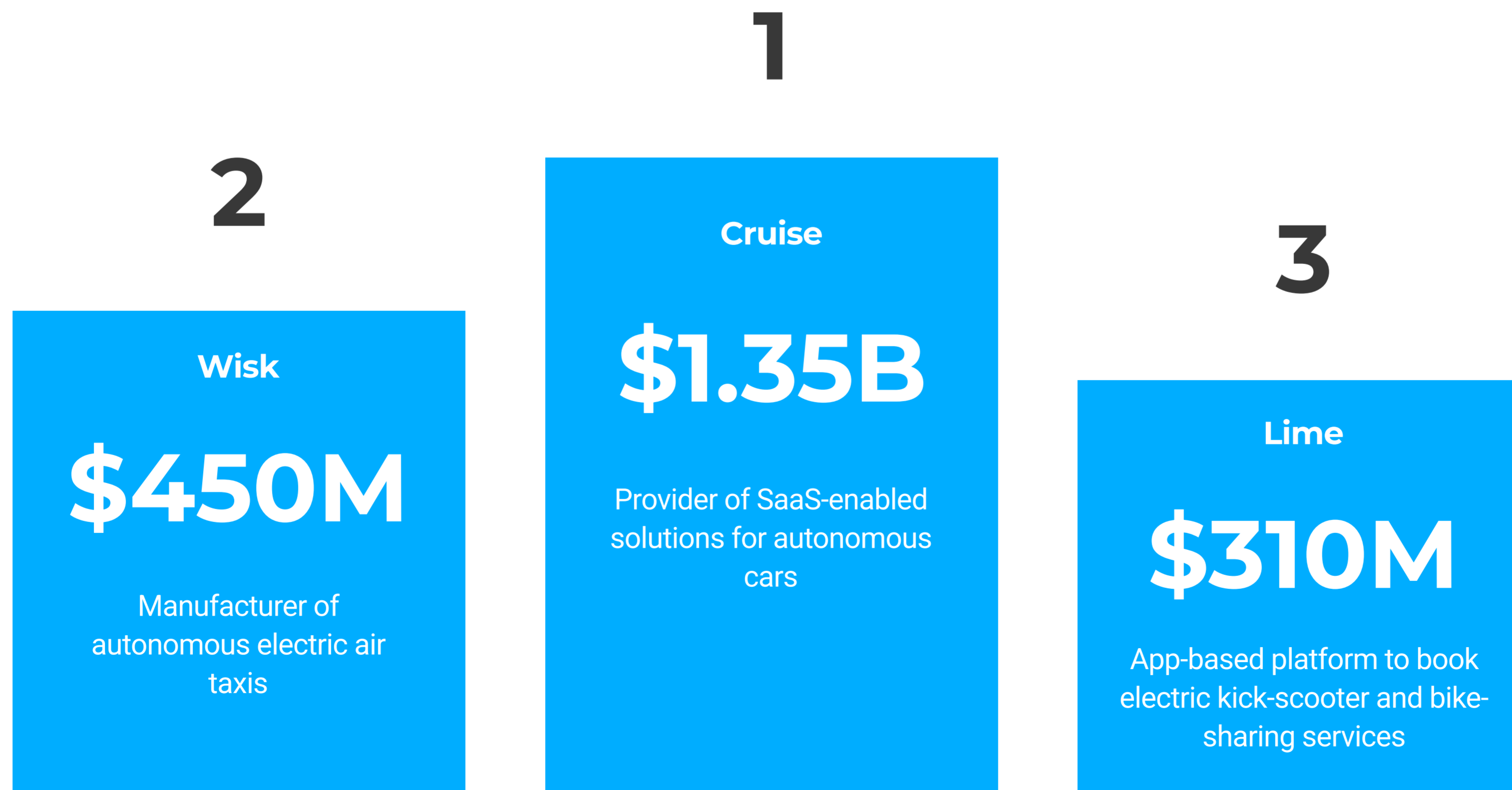
Trends

## Most-Funded Business Models

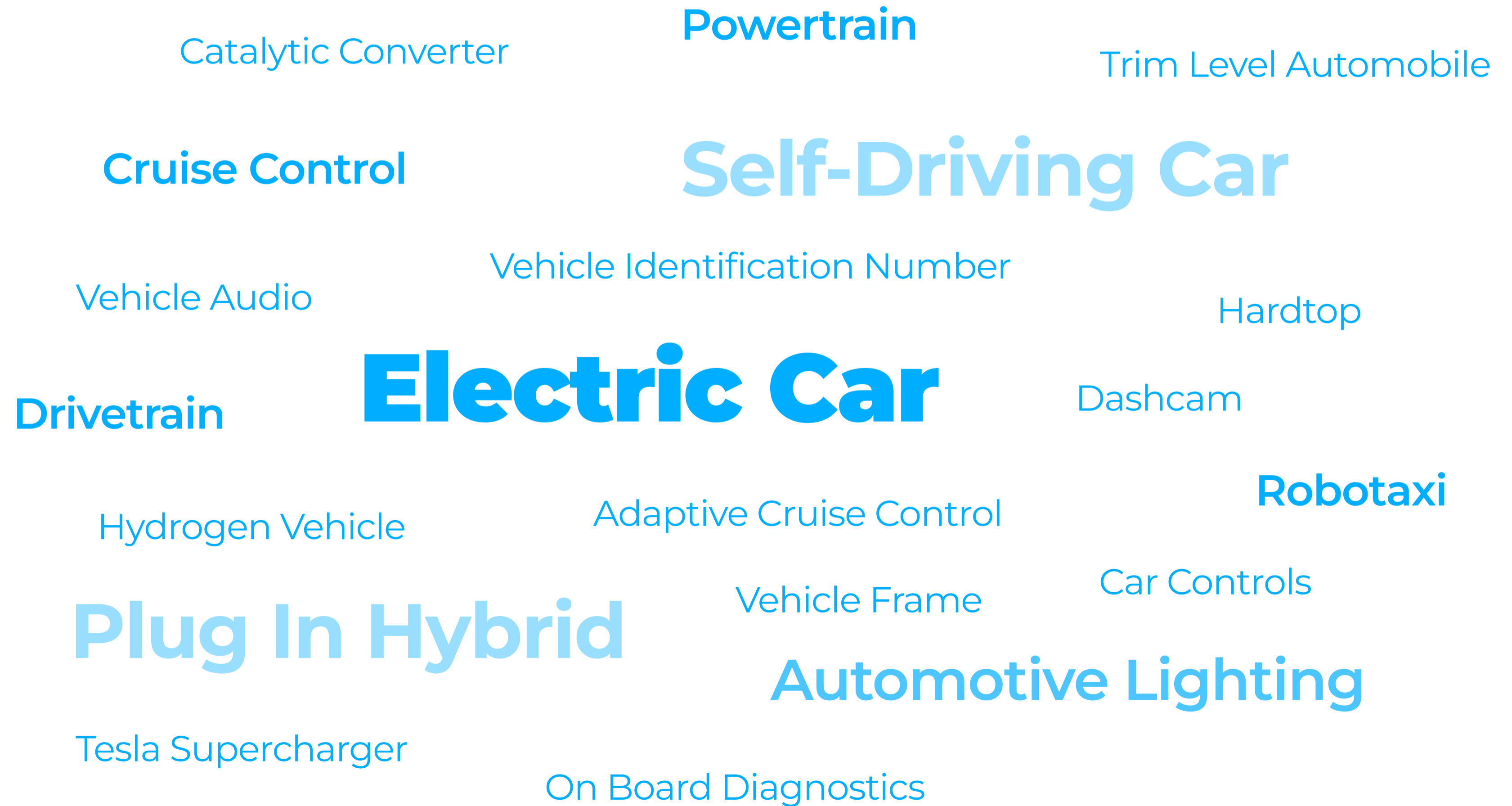


## Most-Funded Companies

Companies



# Automotive Technologies Trending on Social Media



# News to Remember

- Jan** [Hyundai Motor and Unity Partner to build meta-factory accelerating intelligent manufacturing innovation](#)
- Feb** [Veo unveils next-generation seated e-scooter with enhanced safety and convenience features](#)
- Mar** [Volvo teams up with Starbucks to install EV charging network at US locations](#)
- Apr** [Volta Inc announced the launch of PredictEV Fleet, the second product within its suite of machine learning and artificial intelligence solutions for infrastructure planning](#)
- May** [Toyota combines “autonomous” with “mobility-as-a-service” in Sienna Autono-MaaS](#)
- Jun** [Rivian opens three fast charging sites in Colorado and California](#)
- Jul** [Cerence and CerebrumX collaborate to build AI-powered advanced platform for connected vehicle data using \(AWS\)](#)
- Aug** [Gatik and Cummins integrate Gatik’s autonomous driving technology with Cummins’ advanced powertrain in next-generation autonomous fleet](#)
- Sep** [Magna develops and pilots autonomous, on-road, last-mile delivery solution](#)
- Oct** [Wisk unveils world’s first self-flying, four-seat, all-electric, vertical takeoff and landing air taxi](#)
- Nov** [General Motors expands access to hands-free driving](#)
- Dec** [Touchcast introduces end-to-end automotive customer experience in metaverse in collaboration with Microsoft](#)



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

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**SOFTEQ BLOG**

A blog about all things Automotive.