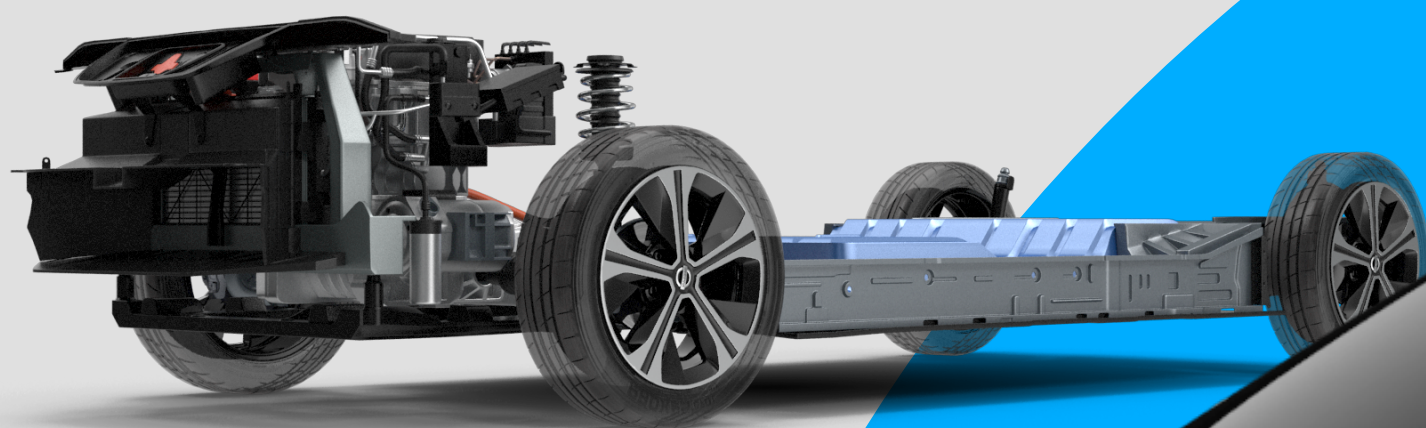




# Automotive in the US

Market and Investment Overview—Q4 2023 Highlights





# Automotive in the US: Market and Investment Overview--Q4 2023 Highlights

Dear Reader,

We've compiled the highlights of what happened in the automotive industry in the US region in Q4 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 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.

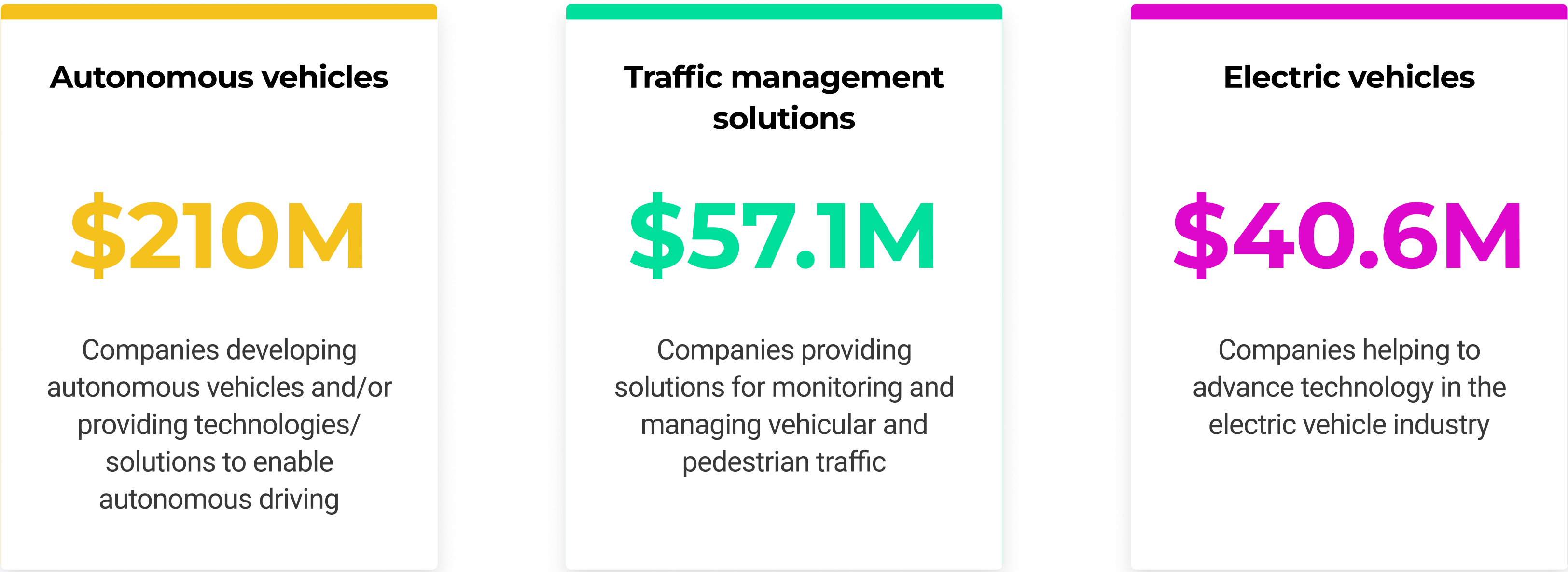
Let's dive in!



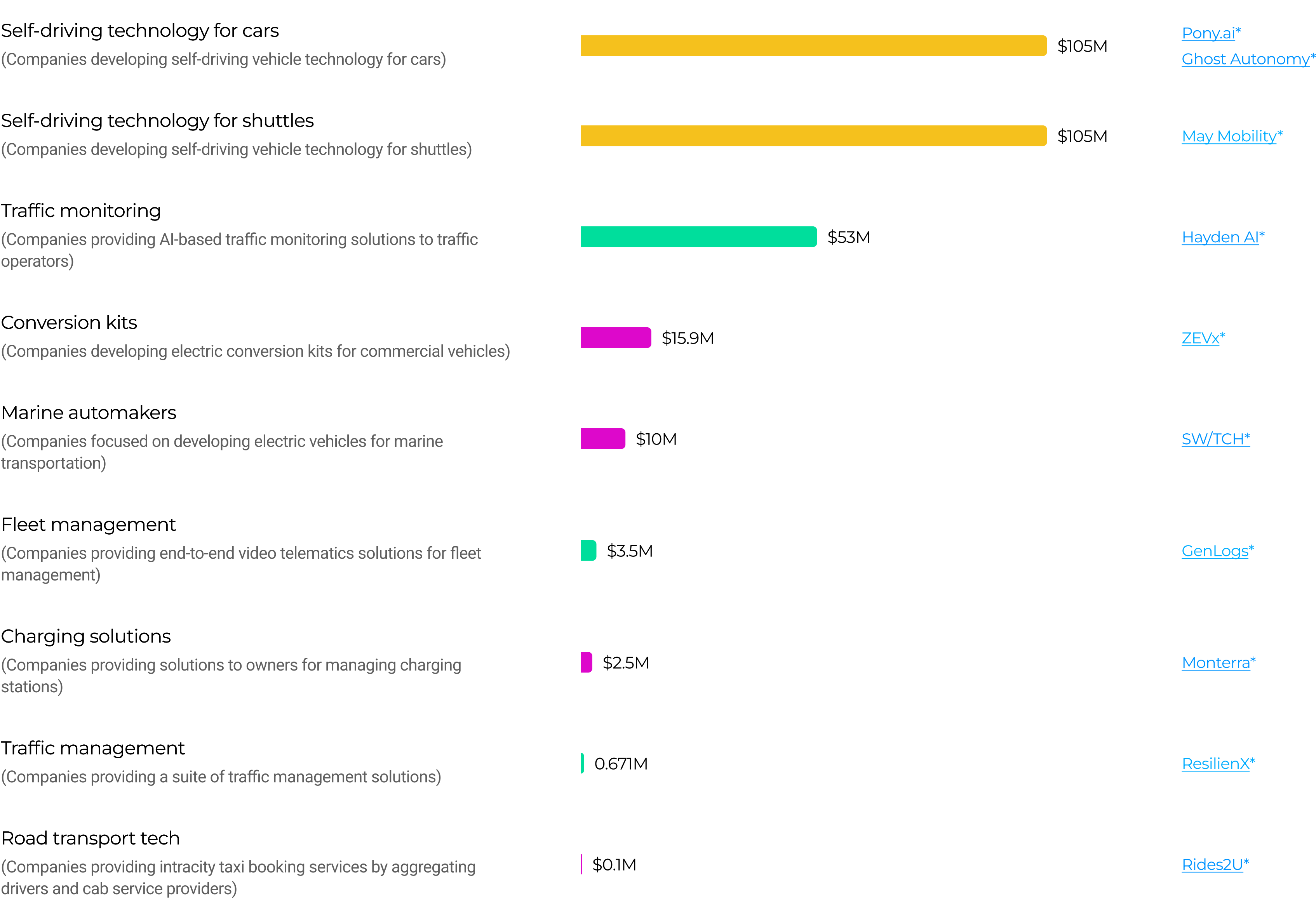
Trends

# Top Three Investment Trends in Q4 2023

## Most-Funded Solutions in the US in Q4 2023



## Most-Funded Autotech Segments in Q4 2023

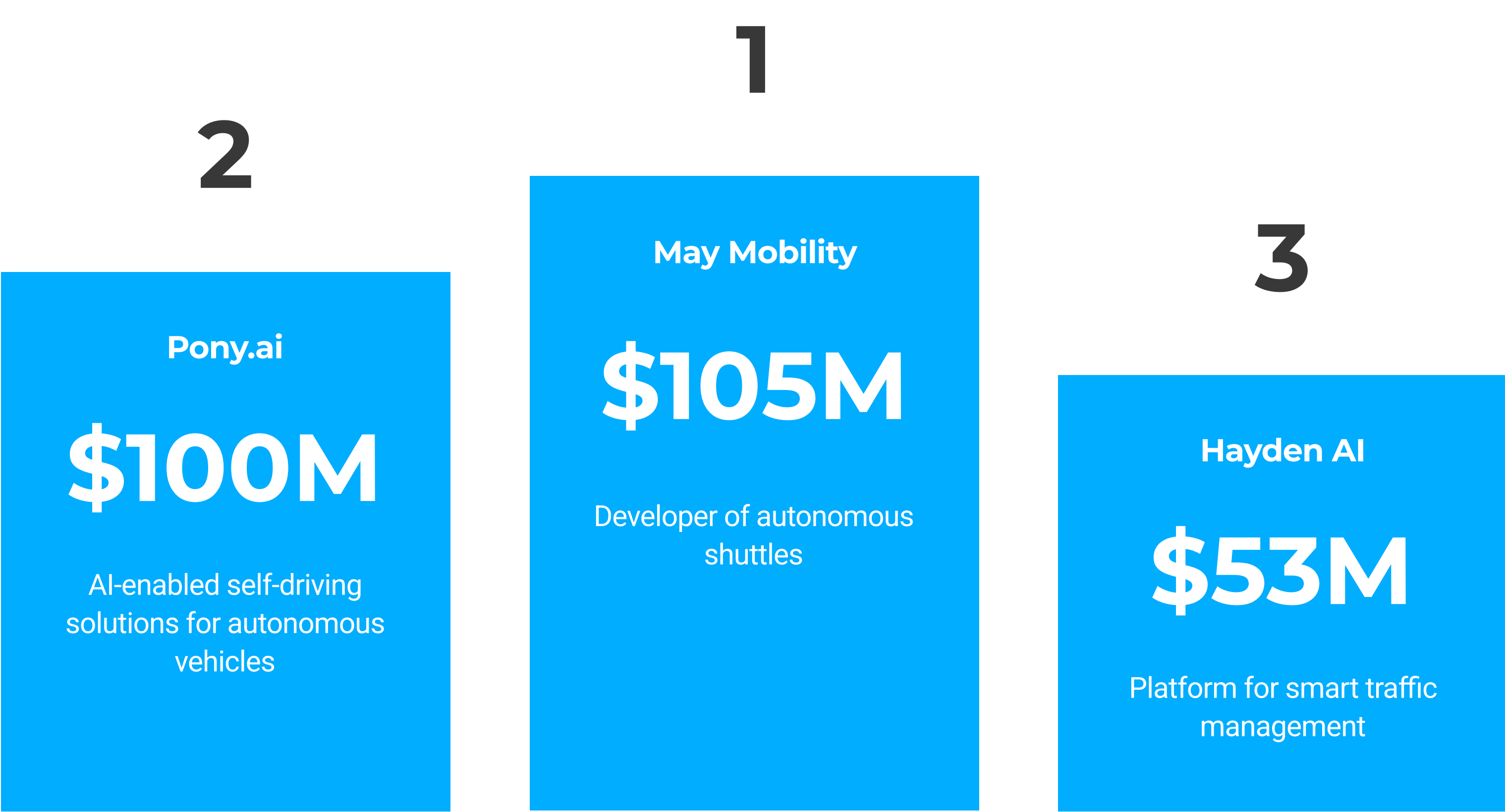


\*Most-funded companies in the segment

Data Source: Tracxn

Segments

## Most-Funded Autotech Companies in the US in Q4 2023



Data Source: Tracxn

Companies

# Looking to create an automotive solution?

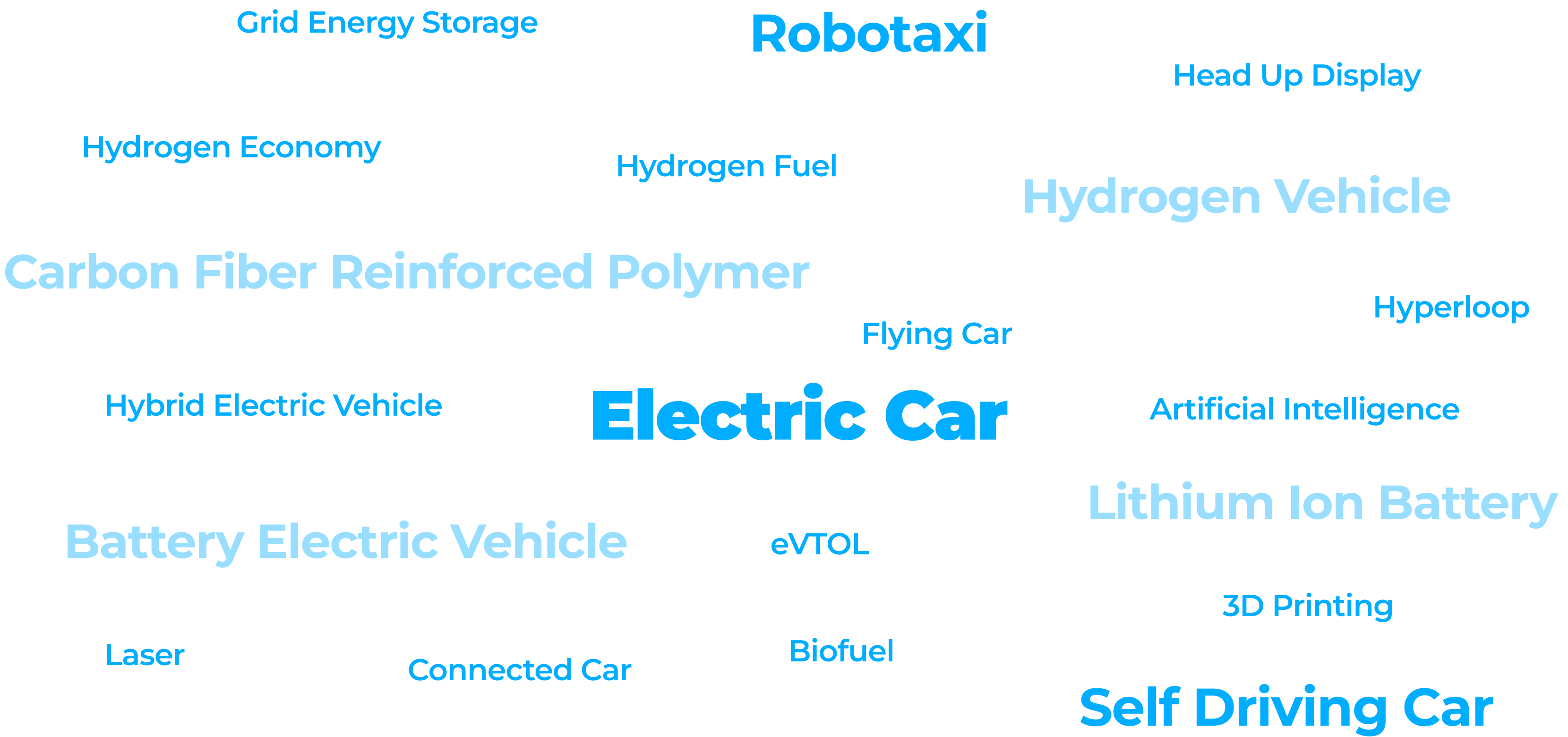
Share your idea and get a consultation

[Message us](#)





# Automotive Technologies Trending on Social Media



# Expert Opinions on Emerging Automotive Trends

## Artificial Intelligence



The rapid development of AI, especially foundation models, will accelerate automotive intelligence. In the future, autonomous driving will be safer, and the smart cockpit will be smarter. The vehicle is not just a means of transportation but also an intelligent companion.



**Donny Tang**, Vice President and Head of Vehicle Computing, Lenovo

## Connected Cars



Yes, the usage of cloud storage in the automotive sector has the potential to drive the development and functionality of connected vehicles. Connected vehicles, often referred to as “smart” or “connected” cars, rely on internet connectivity and data storage to provide a wide range of features and services.



**Khalid Wani**, Senior Director, Western Digital

## Software Defined Vehicles



Introducing optimization capabilities into the vehicle through software-defined components will help automakers get more software-defined cars on the roads with the consumer promise of a ‘smart’ vehicle that dynamically adjusts to different conditions.



**Jeff Chou**, CEO and co-founder, Sonatus

## Autonomous Vehicles



Leading express logistics companies increasingly recognize the benefits of autonomous driving and are racing to implement solutions that help them save on costs, improve efficiency, and maintain safe operations.



**Julian Ma**, CEO and founder, Inceptio

# Technology Innovations



[Intellias develops digital automotive cockpit technology](#)



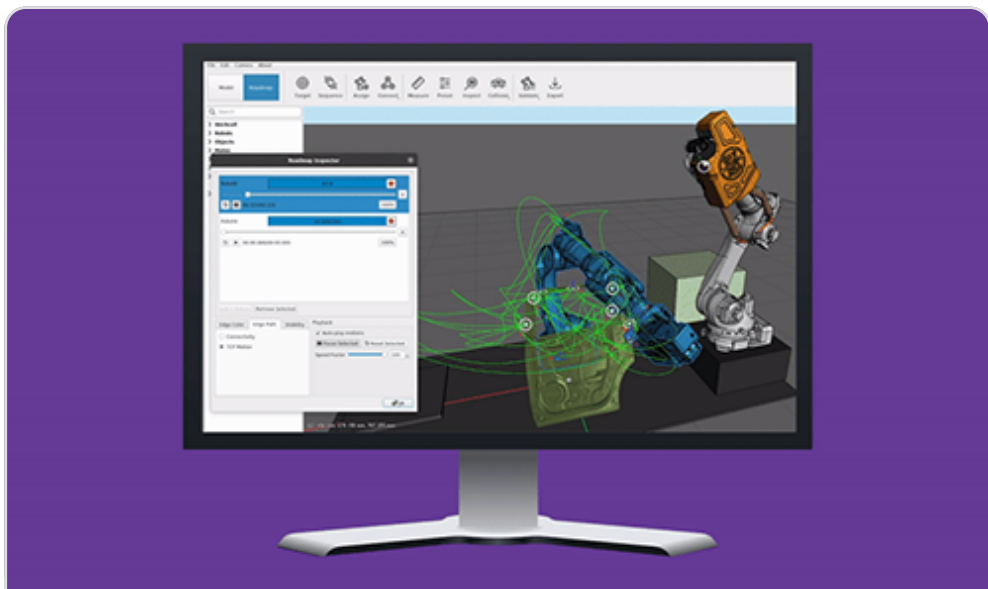
[LG upgrades vehicle connectivity with transparent antenna](#)



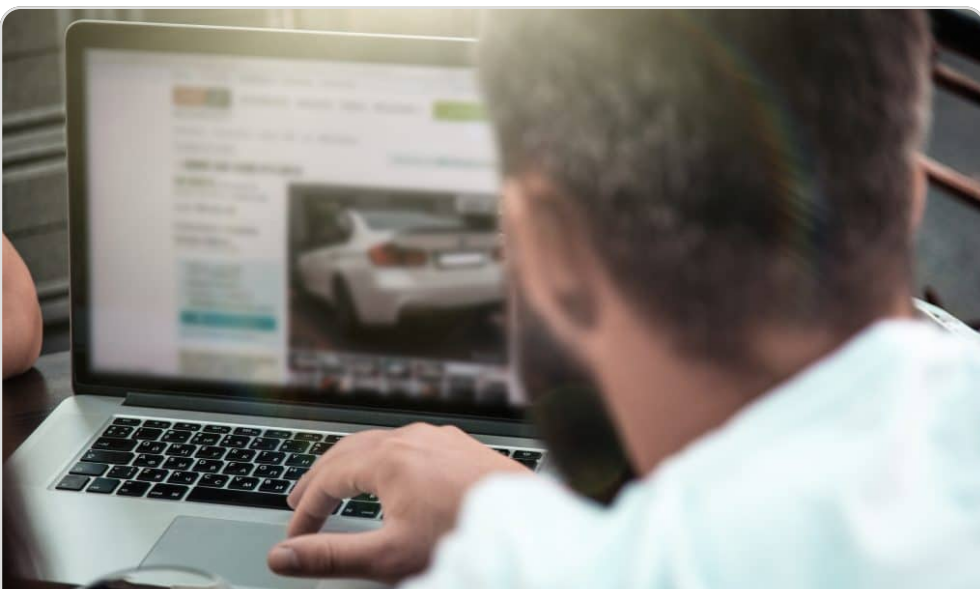
[WIN Waste unveils electric trash trucks](#)



[DESTEN unveils fast-charging LFP battery](#)



[Realtime Robotics introduces optimization service](#)



[Vouched introduces AI identity verification for auto retailers](#)



[United Safety introduces battery failure detection sensor](#)



[OMNIQ brings in-car face detection](#)



[Actify introduces first-of-its-kind assistive scheduling solution for automotive suppliers](#)



# Hot News in the Automotive Industry

Category	Company Name	What Happened?	Source
Development, launch & termination	<a href="#">SafeAI</a> <a href="#">Obayashi</a>	SafeAI and Obayashi unveil electric, autonomous ADT	<a href="#">Source</a>
	<a href="#">Lexus</a>	Lexus introduces cheaper, front-wheel-drive electric RZ 300e	<a href="#">Source</a>
	<a href="#">Daimler Truck North America LLC</a>	Daimler Truck North America launches Freightliner eM2 production for zero-emissions transport	<a href="#">Source</a>
	<a href="#">Synopsys</a>	Synopsys expands its ARC processor IP portfolio with new RISC-V Family	<a href="#">Source</a>
	<a href="#">General Motors</a>	GM testing autonomous vehicle hardware on Chevy Equinox	<a href="#">Source</a>
Business expansion	<a href="#">LG Chem</a>	LG Chem to invest \$820M in US battery cathode plant	<a href="#">Source</a>
	<a href="#">Tesla</a>	Tesla gets land use permits for Mexico plant	<a href="#">Source</a>
	<a href="#">Scout Motors</a>	Volkswagen’s Scout brand to invest \$11M in Detroit	<a href="#">Source</a>
	<a href="#">Toyota</a>	Toyota expands V2G research with US energy utility company	<a href="#">Source</a>
	<a href="#">EV Realty</a> <a href="#">Ava Community Energy</a>	EV Realty and Ava Community Energy announce agreement to build the largest public EV charging hub in Oakland	<a href="#">Source</a>
Partnerships	<a href="#">AT&amp;T</a> <a href="#">Rivian</a>	AT&T and Rivian team up to reduce CO2 emissions and enable smart, connected vehicles	<a href="#">Source</a>
	<a href="#">TomTom</a> <a href="#">Microsoft</a>	TomTom and Microsoft partner to bring GenAI to the automotive industry	<a href="#">Source</a>
	<a href="#">Ford</a> <a href="#">Resideo</a>	Ford and Resideo launch “EV-Home Power Partnership” project, driving vehicle-to-home energy management benefits for customers	<a href="#">Source</a>
	<a href="#">Amazon</a> <a href="#">Hyundai</a>	Amazon in tie-up with Hyundai to sell cars in the US	<a href="#">Source</a>
Initiative	<a href="#">Honda</a> <a href="#">Ohio State University</a>	Honda and Ohio State University set up battery R&D center	<a href="#">Source</a>



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