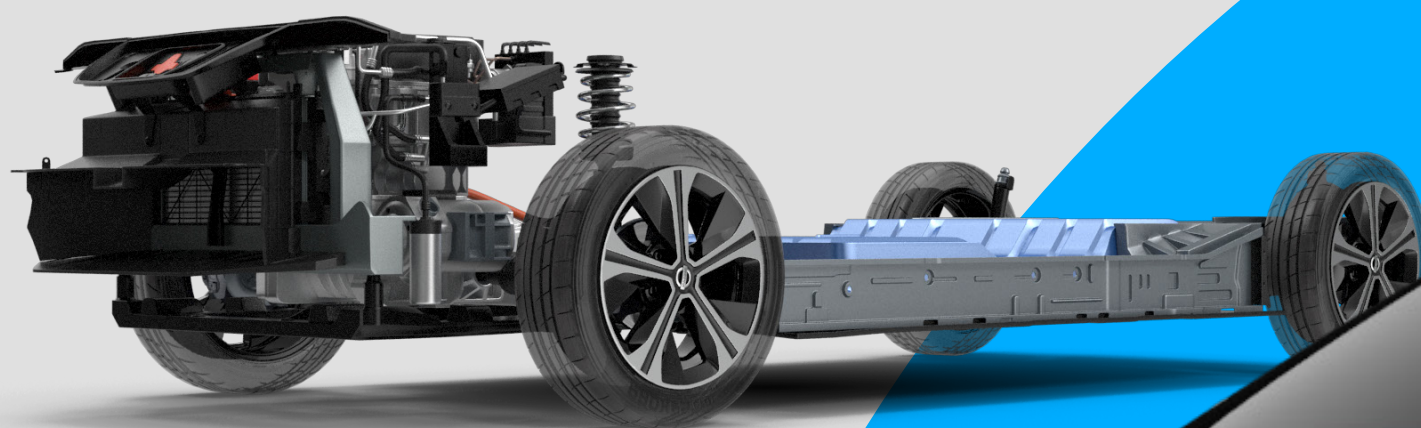




Automotive in the US

Market and Investment Overview—Q1 2023





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

Dear Reader,

We've compiled the highlights of what happened in the automotive industry in the US 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 US automotive ecosystem
- Monitor trending topics and industry news

What's inside?

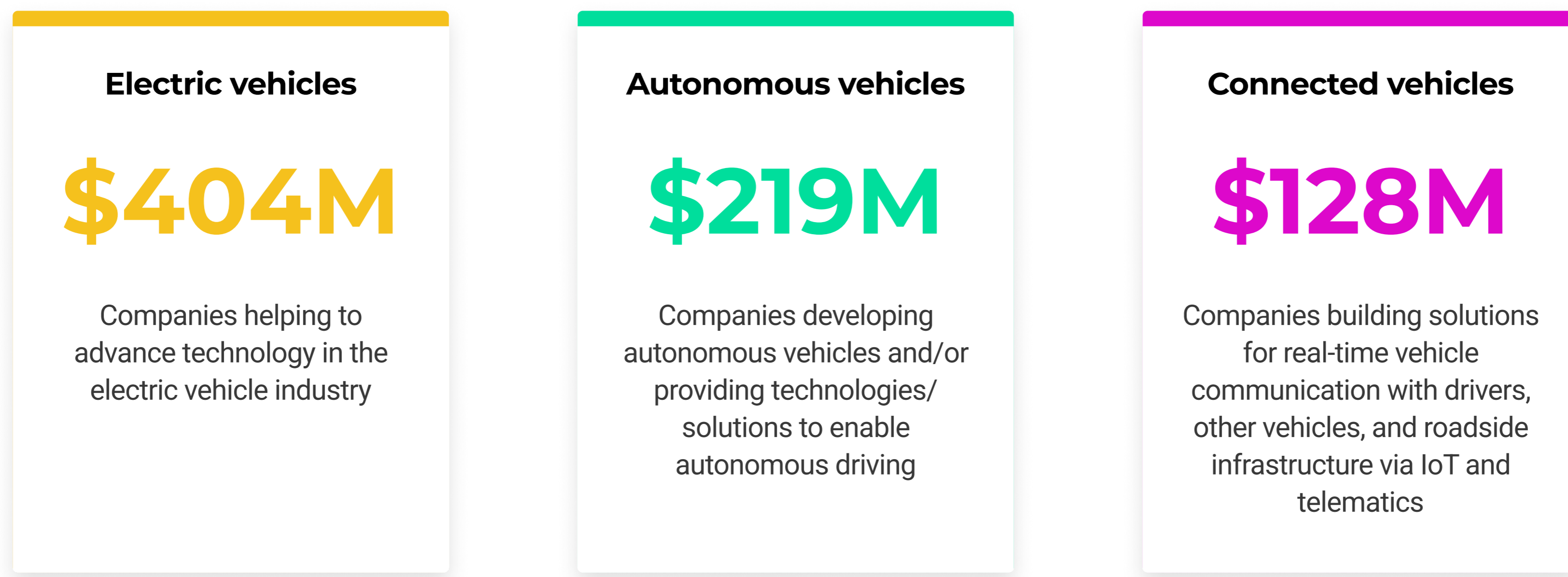
Discover the best-funded autotech segments and companies, trending themes, top innovations, and automotive news in the US.

Let's dive in!

Top Three Investment Trends in Q1 2023

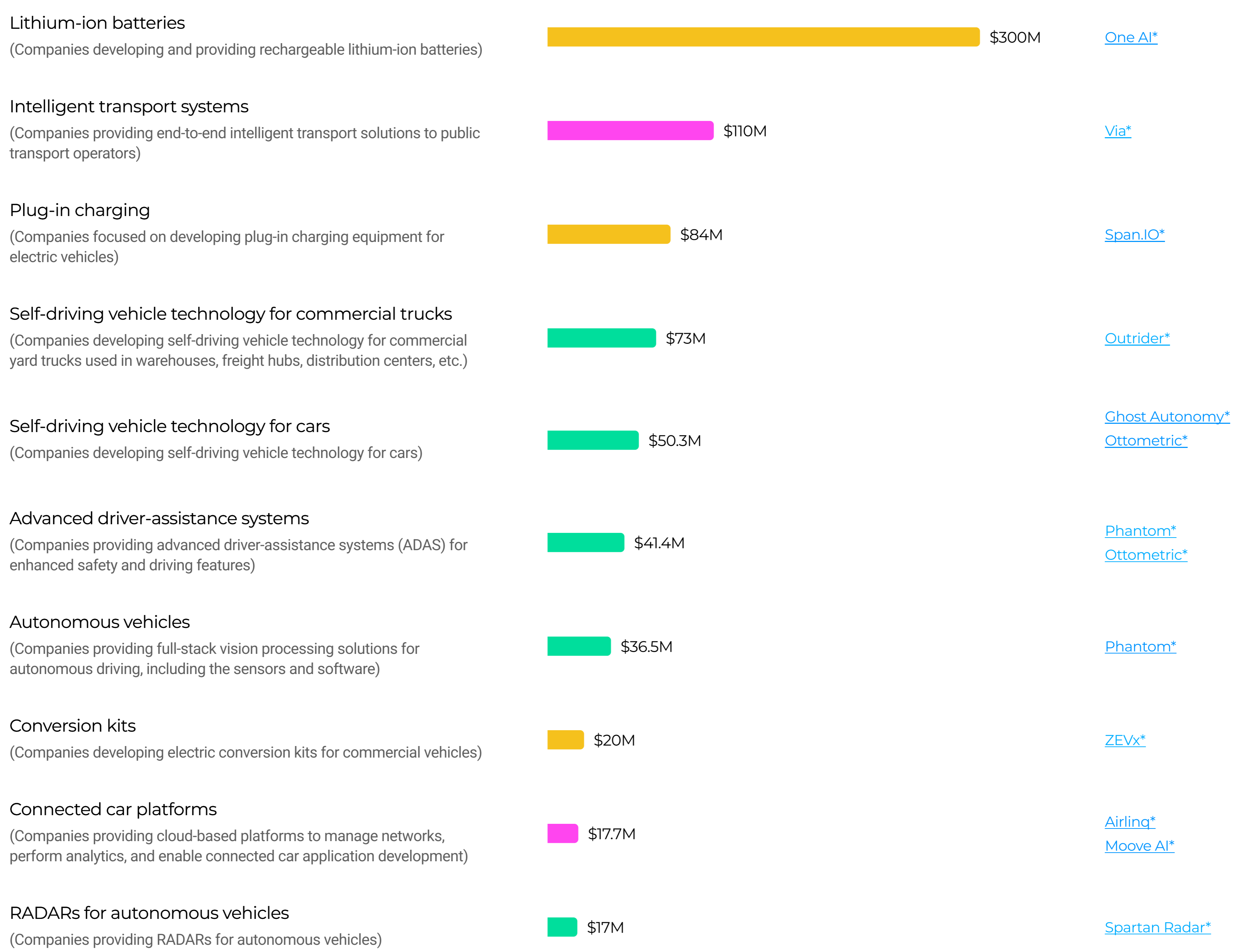
Trends

Electric vehicles were funded most in Q1 2023.



Most-Funded Autotech Segments in Q1 2023

Segments

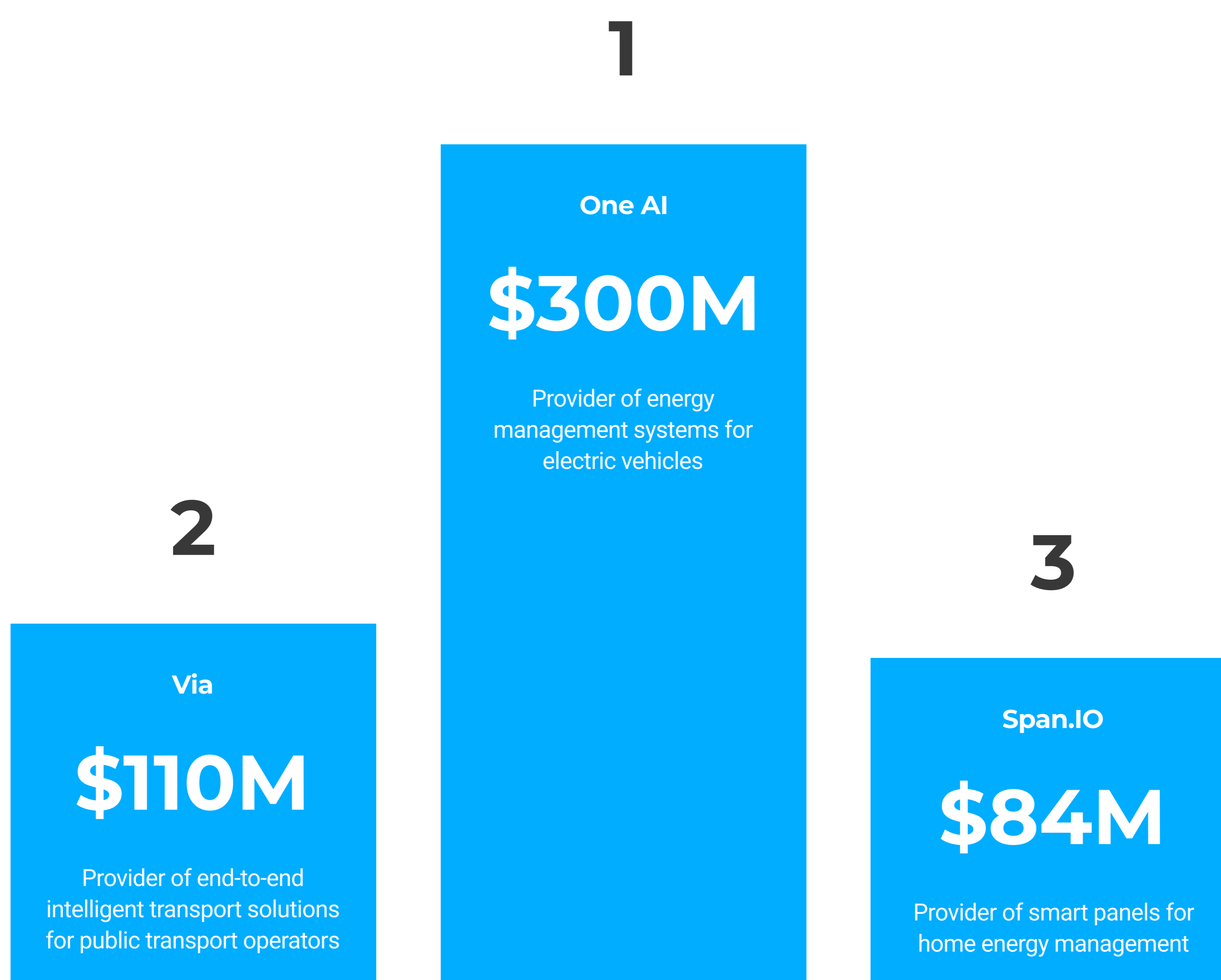


*Most-funded companies in the segment

Data Source: Tracxn

Most-Funded Autotech Companies in the US in Q1 2023

Companies

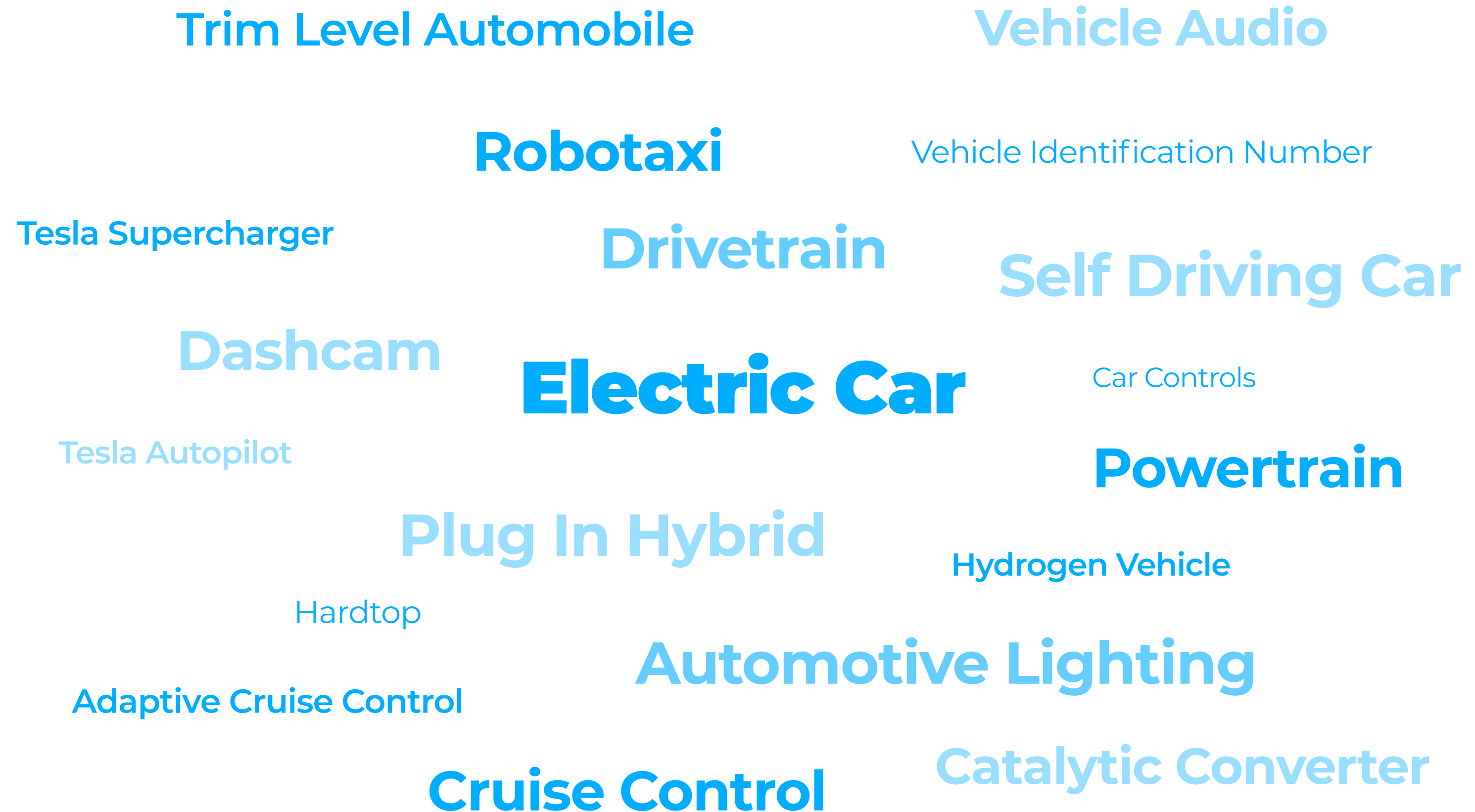


Data Source: Tracxn

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

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



[AutoGrid rolls out sustainable AI-powered EV grid services solution](#)



[Navistar rolls out integrated powertrain for vocational market](#)



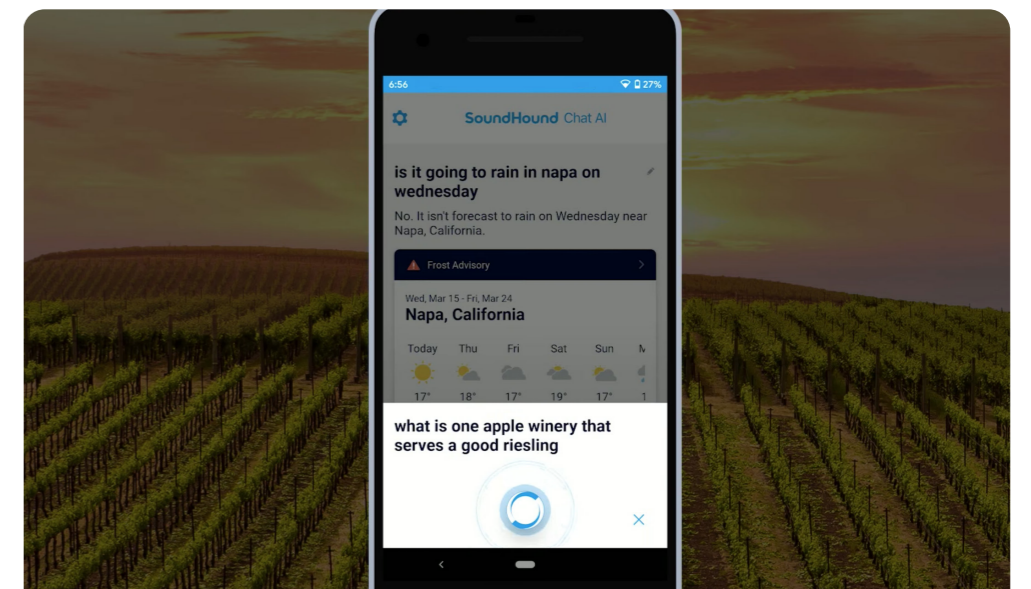
[Tesla opens superchargers to non-Tesla EVs](#)



[Qualcomm unveils modem-to-antenna 5G solution for connected cars](#)



[Infinitum and Infineon advance SiC-based advanced industrial electric motors](#)



[SoundHound launches generative AI-based voice assistant platform](#)



[Nth Cycle produces MHP product for nickel sulfate producers](#)



[Clarivoy improves automotive advertising with identity resolution technology](#)



[EPAM unveils vehicle-to-cloud platform for connected cars](#)

Hot News From Automotive Giants

Category	Company Name	Description	Link
Development, launch & termination	General Motors Microsoft	General Motors, a US-based vehicle manufacturer, is exploring the use of ChatGPT in its cars	Read more
	Ford Motor Co	Ford reveals an all-electric school bus based on the E-Transit	Read more
	RoyPow	RoyPow launches all-electric truck energy storage system	Read more
	Zoox Inc	Amazon's self-driving car shuttles people on public roads for the first time	Read more
	Harman	HARMAN transforms the driving experience with Ready Vision augmented reality head-up display	Read more
Business expansion	Tesla Inc	Tesla eyes new US battery plant with CATL	Read more
	LG Energy Solution	LG Energy Solution to build \$5.5B battery manufacturing complex in US	Read more
	Ford Motor Co	Ford establishes Latitude AI subsidiary for automated driving tech	Read more
	Mercedes Benz NVIDIA	Mercedes-Benz takes vehicle product lifecycle digital with NVIDIA AI and Omniverse	Read more
	Tesla Inc	Tesla to open US charging network to rivals in \$7.5B federal program	Read more
Partnerships	Mercedes-Benz	Mercedes expands autonomous driving program with Luminar	Read more
	Ford Motors Co Google General Motors	General Motors, Ford, and Google join on virtual power	Read more
	Bayerische Motoren Werke AG Onsemi	On Semi signs long-term power supply agreement with BMW	Read more
	Honda Motor Co Ltd Sony Group Corp	Honda and Sony unveil "Afeela" EV prototype	Read more
Initiative	BRP Inc	BRP joins with Tread Lightly and Ridesafe to promote responsible riding	Read more
	Carvana Co	Carvana supports legislation to protect car delivery	Read more



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