



# Automotive in the EMEA Region

Market and Investment Overview—Q4 2023





# Automotive in the EMEA Region: Market and Investment Overview—Q4 2023 Highlights

Dear Reader,

We've compiled the highlights of what happened in the automotive industry in the EMEA\* 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 these 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.

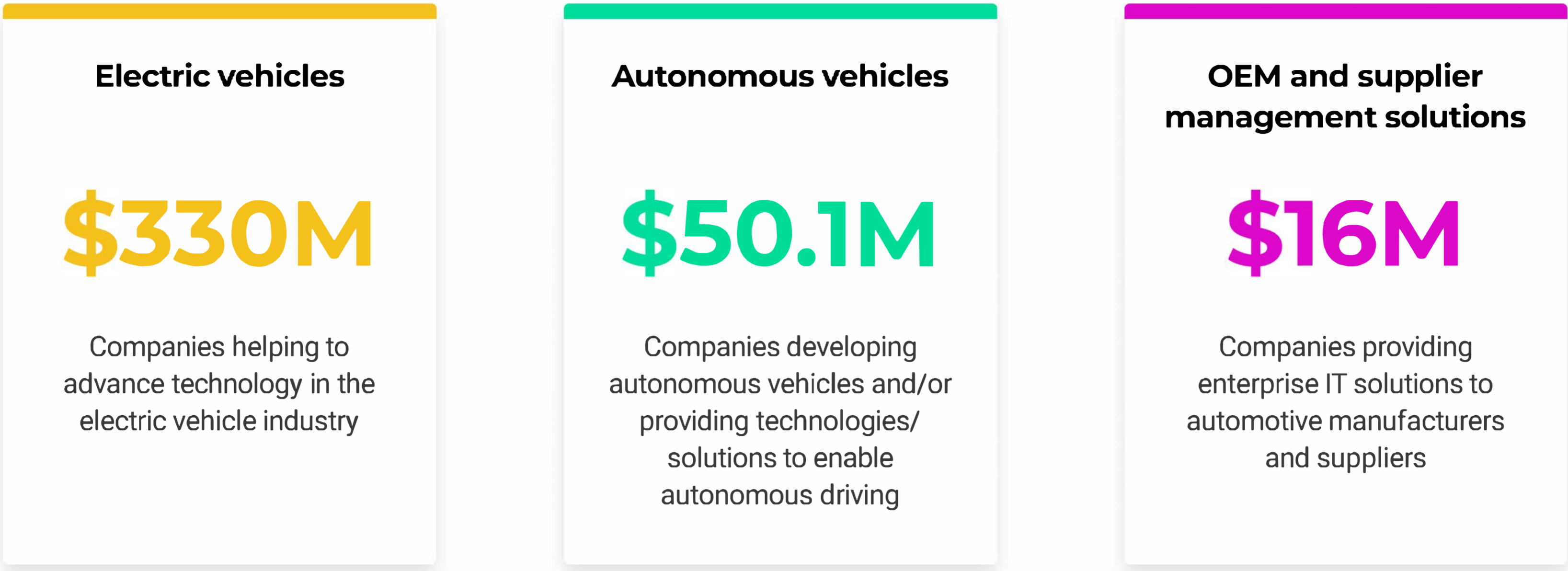
Let's dive in!

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

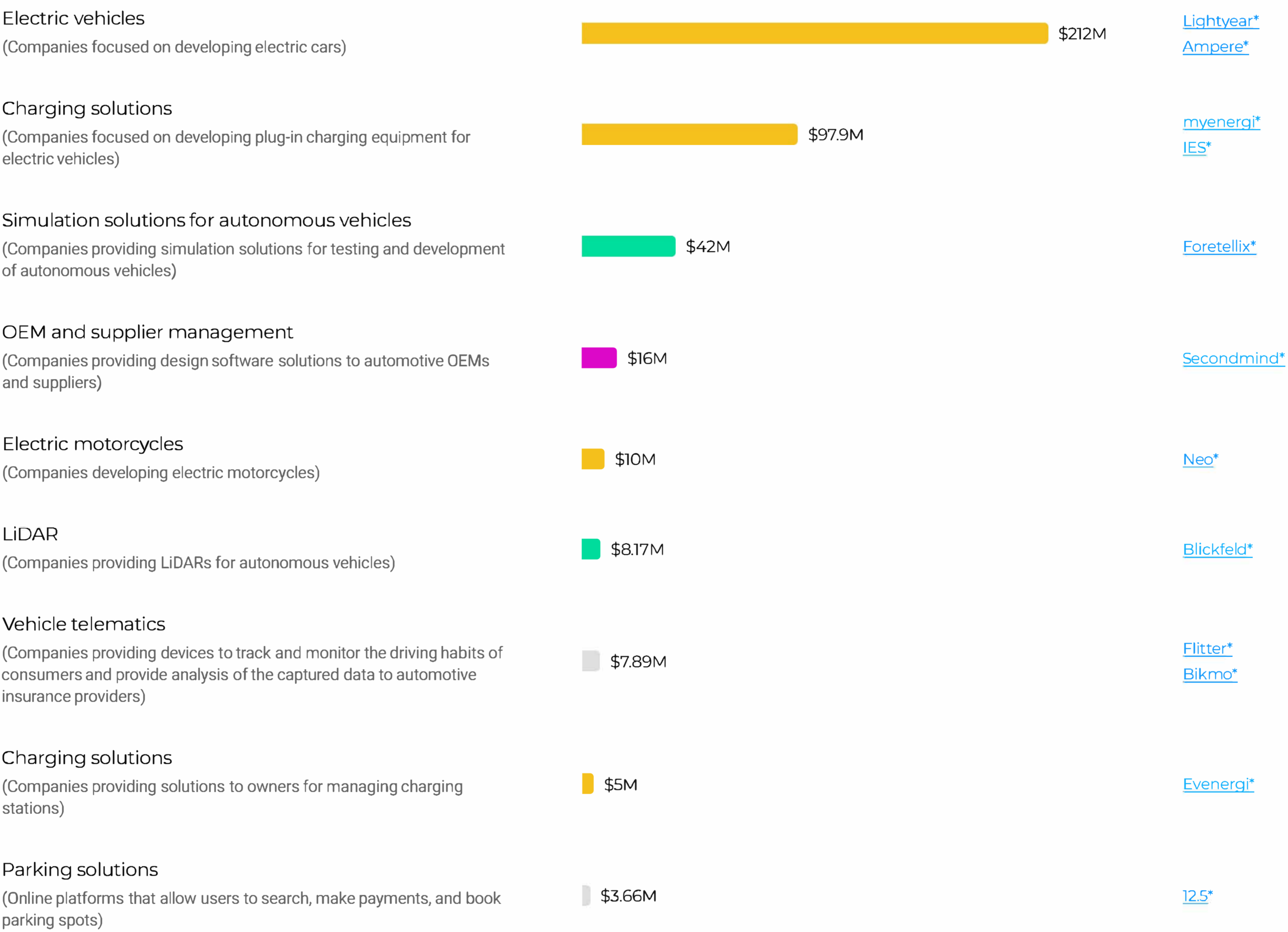
Trends

# Top Three Investment Trends in Q4 2023

## Most-Funded Solutions in Q4 2023



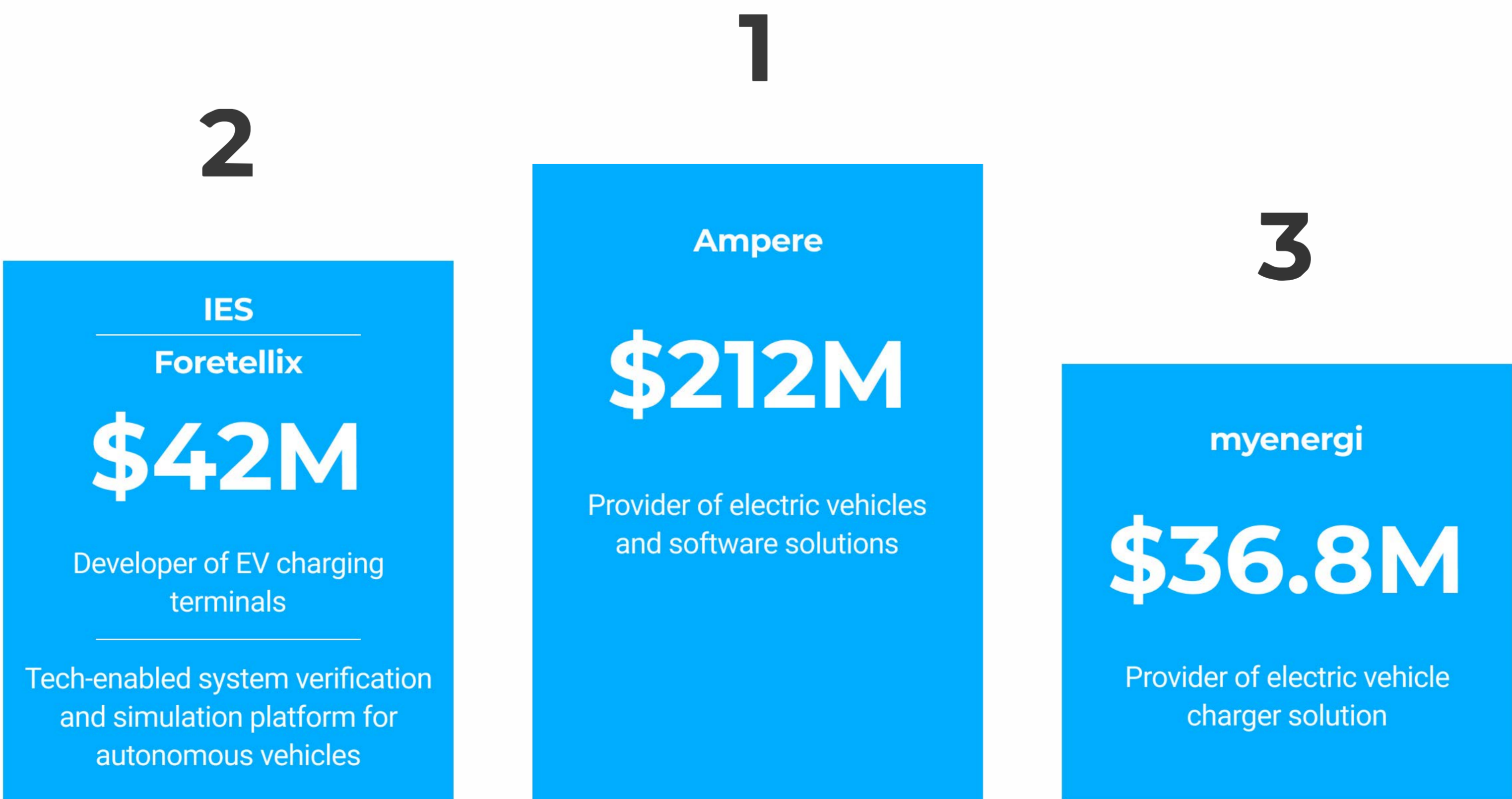
## Most-Funded Autotech Segments in Q4 2023



\*Most-funded companies in the segment

Data Source: Tracxn

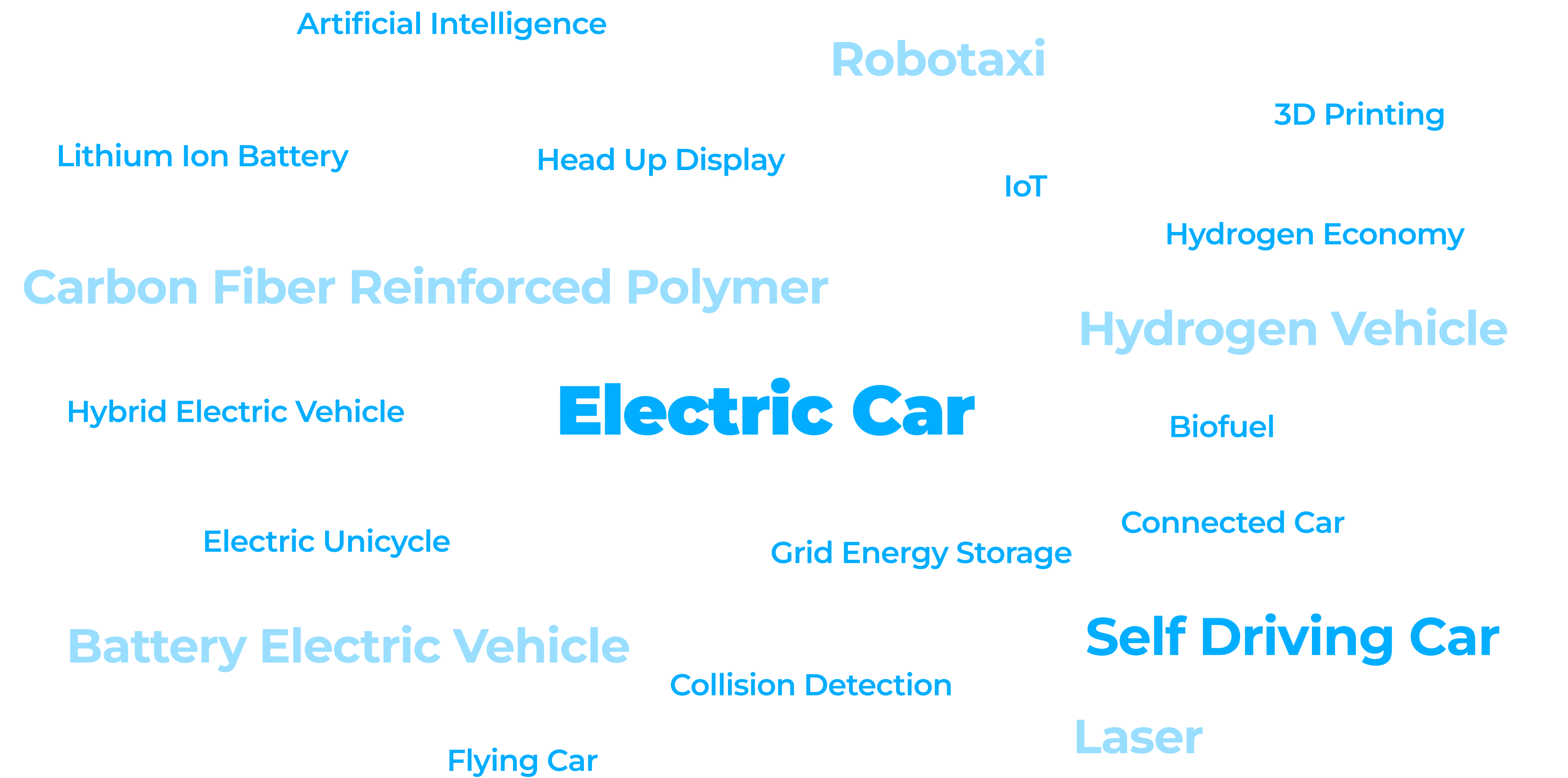
## Most-Funded Autotech Companies in the EMEA Region in Q4 2023



Data Source: Tracxn

Companies

# Automotive Technologies Trending on Social Media



# Experts 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



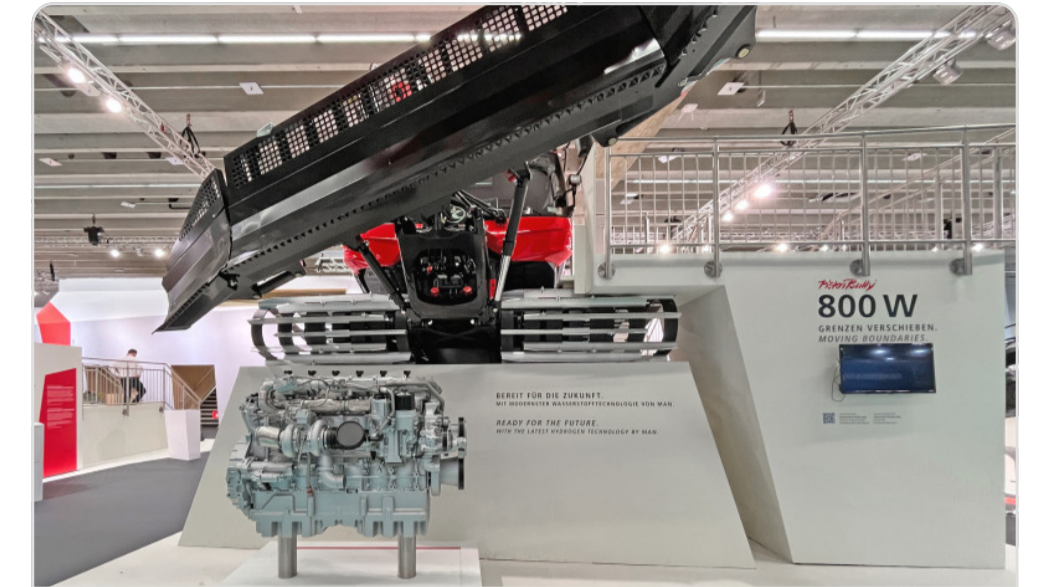
## TomTom rolls out in-car generative AI voice assistant

Netherlands



## LG upgrades vehicle connectivity with transparent antenna

South Korea



## MAN engines powers off-road vehicles with hydrogen

Germany



## Volvo advances bi-directional EV technology

Sweden



## Promwad unveils EV conversion technology

Germany



## HPB unveils solid-state battery

Germany

# Hot News in the Automotive Industry

Category	Company Name	What Happened?	Source	Country
Development, launch & termination	<a href="#">Volkswagen</a>	Volkswagen introduces ID. Buzz	<a href="#">Source</a>	Germany
	<a href="#">Northvolt</a>	Sweden's Northvolt makes breakthrough in sodium-ion battery technology	<a href="#">Source</a>	Sweden
	<a href="#">Scania</a>	Scania launches two new 13-liter biogas engines	<a href="#">Source</a>	UK
	<a href="#">Renault</a>	Renault to launch new budget electric city car	<a href="#">Source</a>	France
	<a href="#">SUSS MicroOptics</a>	SUSS MicroOptics launches MiraLuz, a revolutionary micro-optic solution for automotive lighting	<a href="#">Source</a>	Switzerland
Business expansion	<a href="#">Elli</a>	Elli (Volkswagen Group Charging) announces expansion of charging points across Europe	<a href="#">Source</a>	Germany
	<a href="#">Octopus Energy</a>	\$800m investment to accelerate Octopus Energy's global clean energy growth	<a href="#">Source</a>	UK
	<a href="#">Hyundai</a>	Hyundai building new European R&D center	<a href="#">Source</a>	Germany
	<a href="#">Volvo Cars</a>	Volvo Cars launches new energy solutions business	<a href="#">Source</a>	Sweden
Partnerships	<a href="#">Volkswagen Group Ireland</a> <a href="#">AA Ireland</a>	Volkswagen Group Ireland and AA Ireland announce new roadside cover partnership	<a href="#">Source</a>	Ireland
	<a href="#">Vattenfall</a> <a href="#">Kia Netherlands</a>	Vattenfall and Kia Netherlands start partnership	<a href="#">Source</a>	Netherlands
	<a href="#">Henderson Group</a> <a href="#">BP</a>	Henderson Group and BP Pulse roll out a network of ultra-fast and rapid electric vehicle charging points for Northern Ireland	<a href="#">Source</a>	Northern Ireland
	<a href="#">Porsche</a>	Porsche announces expansion of partnership with Google	<a href="#">Source</a>	Germany
	<a href="#">TTTech Auto</a> <a href="#">Mobileye</a>	TTTech Auto and Mobileye to collaborate on delivering safer autonomous driving	<a href="#">Source</a>	Austria Israel
Initiative	<a href="#">DHL Express UK</a>	DHL Express UK announces investment in electric ground service vehicles and infrastructure at East Midlands Airport	<a href="#">Source</a>	UK



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