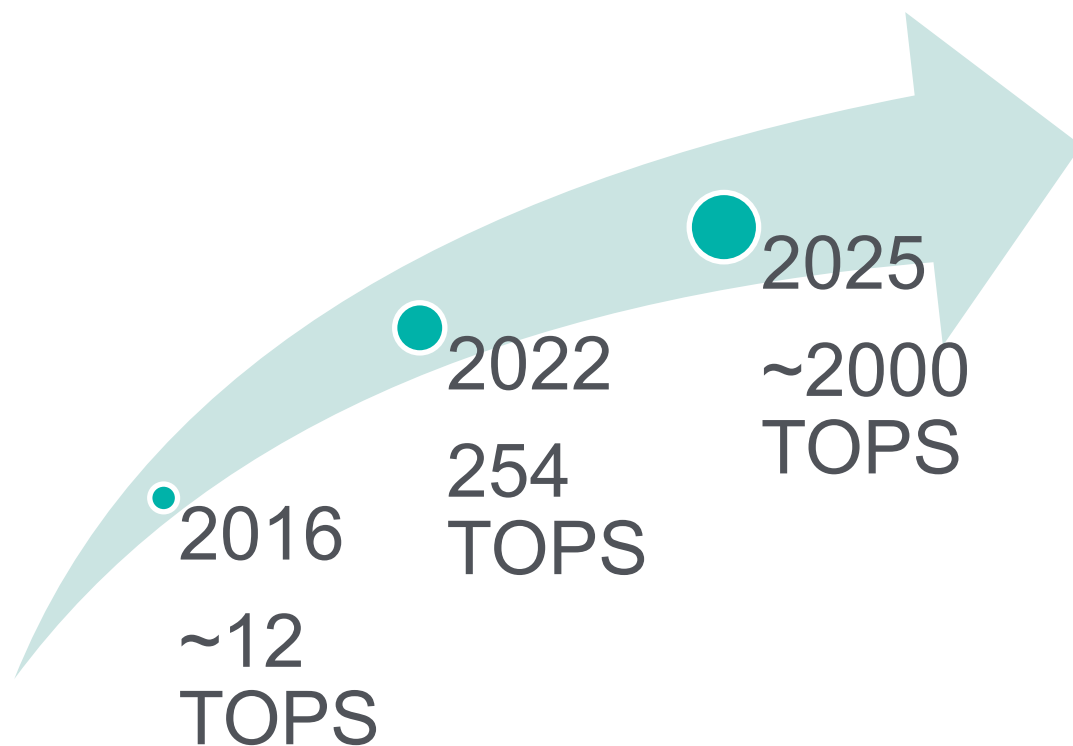


# Re-engineering the Motor Industry Through Software Defined Vehicles

How are Software Defined Vehicles (SDV)  
re-engineering the motor industry?

Alex Wood – Head of Product  
Session Chair

**From Horsepower to Compute Power – The car’s competitive edge is no longer measured in horsepower, compute is the new engine, and the race has already started.**



***Automotive compute has scaled and is being adopted rapidly.***

***Unifying domains*** - Combining L2+/L4 ADAS/autonomy, AI Cockpit/infotainment and centralising architectures.

***Unlocking value*** - Enabling new features, services and revenue streams

***“Every company that builds machines will have two factories....the machine factory, for example for the cars and then there is the AI factory” – Jensen Huang***