

## Media information

# CES 2023: CARIAD presents Software Powerhouse in the US

- Software company of the VW Group opens tech hub in the US
- Videos of CARIAD's team of experts from CES now available on YouTube. Topics: Path to automated driving at Level 3 and 4, tech platform for the software-defined vehicle, in-car entertainment and software as a revenue driver
- CEO Dirk Hilgenberg: "The first CARIAD appearance at CES was a great success. A good start to a crucial year for us: 2023 is the year of delivery."

Wolfsburg / Las Vegas | January 10, 2023 - Making its first appearance at the CES tech event, Volkswagen Group's software company CARIAD presented its new tech hub in the US. Since January 1, 2023, around 300 CARIAD experts have been working on the automotive cloud, digital experience and automated driving functions in Silicon Valley and the Greater Seattle area. CARIAD also used this opportunity to recruit tech talent.

The highlight at the CARIAD booth were the tech talks: experts presented the CARIAD path to automated driving at Level 3 and 4, explained the tech platform for the software-defined car and gave insights into future in-car infotainment with gaming, health and wellbeing features as well as software as a revenue driver. The videos of these lectures are now available on YouTube.

The crowd-pullers were the automotive stars of the booth: Volkswagen ID. Buzz, Audi RS e-tron GT and Porsche Taycan. CARIAD was also represented at the CES booth of the Volkswagen brand: The new ID.7 will be launched with the next generation of ID software developed by CARIAD.

As part of CES, CARIAD was also involved as a sponsor for the Indy Autonomous Challenge, in which university teams competed against each other with their automation software for racing cars.

Visitors at the CARIAD booth were also able to register for virtual reality (VR) experience drives in the Audi e-tron and Audi e-tron Sportback: Audi was the world's first automobile manufacturer to bring holoride's VR entertainment into series production. The technical prerequisites for this were developed by the CARIAD team.

CARIAD CEO Dirk Hilgenberg was satisfied with the company presence in Las Vegas: "The first CARIAD appearance at CES was a great success. The booth was impressive and with our tech talks we were able to show the visitors which innovative products we already have on the road today, such as the Travel Assist in the ID models. In addition, we were able to present an outlook on the upcoming software generations in the VW Group." And he made it clear: "This was a good start to a crucial year for us. We have a clear software roadmap in the Group. Our top priority is the next release for the premium cars from Porsche and Audi. 2023 is the year of delivery."

### Online on YouTube: CARIAD Tech Talks at CES 2023

The following CES presentations by CARIAD experts are available [here](#):

- [CARIAD: One tech platform for the NEW AUTO](#)  
Speakers: Amen Hamdan, Head of Vehicle & Cloud Platform, and Ross Garrett, Head of Product Volkswagen Automotive Cloud

They explain how the automotive industry is transforming: hardware and software are being decoupled, and a software-first approach is being pursued. The experts present the CARIAD technology platform as the backbone of the Volkswagen Group's software-defined vehicles – with a uniform electronics architecture, its own software platform and connection to the cloud.

- [Our road to Level 4 automated driving](#)  
Speakers: Marco Jähnisch, Head of Software Development Vehicle Behavior ADAS, and Philipp Schnetter, Head of Feature and System Development Automated Driving.

They talk about CARIAD's ADAS/AD development: Automated driving will make traffic much safer and also offer drivers more time to enjoy and engage with a new digital experience in the vehicle. The experts show the first ADAS product successes such as the VW Travel Assist and paint a clear vision for the future with the L4 Highway Pilot.

- [New experiences: The future of in-car-infotainment feat. gaming, health and wellbeing](#)

Speakers: Peter Schiele, Head of Infotainment Functions & 3rd Party Apps, und Steffen Walz, Principal, Innovation & Cooperation, Intelligent Cockpit & Body.

They provide insights into the digital experience – and transform the car from means of transport into a hub for relaxation and entertainment. The first applications such as holoride and infotainment games in China are already on the market. And CARIAD's contribution to the new genre of mobility-based games has only just begun.

- [Software as a Revenue Driver: How we are Building a new Automotive Ecosystem](#)

Speaker: Knut Krösche, Head of Digital Business & Mobility Services.

He showcases the automotive ecosystem created by CARIAD for the Volkswagen Group. The car becomes a social space – which can be monetized over a lifetime, with captive services from CARIAD and third parties. The presentation shows how CARIAD uses its technology platform to deliver digital services across vehicle platforms and brands.

### Impressions from the CARIAD booth at CES 2023:

The photos and videos are available for download [here](#).

### CARIAD SE

CARIAD is an independent automotive software company in the Volkswagen Group that is consolidating and further expanding the Group's software competencies. The company is developing the leading technology stack for the automotive industry with the mission to make the automotive experience safer, more sustainable and more comfortable for people. Established in 2020 under the name Car.Software Organization, CARIAD has more than 5,000 experts today working on a unified software platform for all Volkswagen Group brands, comprising an operating system, a unified architecture and an automotive cloud. The company is also developing digital functions for the vehicle, including driver assistance systems, a standardized infotainment platform, software functions for linking powertrains, chassis and charging technology, as well as the new digital ecosystem and digital services in and around the vehicle. CARIAD has software competence centers in Wolfsburg, Ingolstadt, the Stuttgart region, Berlin and Munich, and has subsidiaries in China and the USA. For more information, visit <https://cariad.technology>.

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