

## Media Update

### **Car.Software Org acquires camera software business area from HELLA**

- **Through the acquisition, the software company of the Volkswagen Group will expand its competence in the field of image processing**
- **Dirk Hilgenberg, CEO of the Car.Software Org: “We are strengthening our competence for the development of safe and innovative driving functions**
- **Car.Software Org develops assistance systems and automated driving functions for all brands of the Volkswagen Group**

**Wolfsburg / Berlin, 29. September 2020 – “By acquiring the camera software business area of HELLA together with the relevant image processing know-how, we are continuing our strategy of developing key software components in-house in the future. This way, we will boost the development of competence in the field of computer vision within the Car.Software Org and strengthen our position for the development of safe and innovative driving functions,” says Dirk Hilgenberg, CEO of the Car.Software Organisation.**

“Our departure from the front camera software business is based on strict portfolio management. We are therefore pleased to have found a partner in Volkswagen to continue the strategic development of these activities,” says Dr. Rolf Breidenbach, CEO of HELLA. “Irrespective of this development, we will continue to invest consistently in future-oriented automotive areas such as e-mobility, automated driving, software and digitalization.”

#### **Development of key competence for automated driving**

The Car.Software Organisation is developing driver assistance systems up to automated driving and parking on behalf of all Group brands. Image processing is a key competence in this area with growing strategic relevance for the future. The objective is to generate a precise image of the vehicle’s surroundings using data from cameras and other sensors. This will allow the vehicle to detect its environment and to determine its position, to predict situations and to carry out proactive maneuvers.

The acquisition of the long-standing expertise of HELLA Aglaia will represent a key element in these efforts. The software specialist has a high level of competence in the development and validation of image processing software in the automotive environment. This especially includes optical and AI-based systems allowing vehicles to detect and classify elements of their surroundings such as objects, lights, lanes and traffic signs.

## About Car.Software Organisation

Car.Software Organisation is an automotive software company in the Volkswagen Group that bundles and further expands the Group's software competencies to transform automotive mobility. Founded in 2020, it develops the leading tech stack for the automotive industry with the mission to make the automotive experience safer, more sustainable and more comfortable in a new way – for everyone, everywhere. Around 4,000 engineers and developers around the world are building a uniform software platform for all brands of Volkswagen Group, which includes a unified architecture, a operating system and automotive cloud. The new software platform will first come to play at the end of 2024. In addition, it works on outstanding digital automotive features, including ADAS solutions, a standardized infotainment platform, software functions for linking powertrains, chassis and charging technology as well as new ecosystems and digital business models in and around the vehicle. Car.Software Organisation operates in software competence centers in Wolfsburg, Ingolstadt, the area of Stuttgart, Berlin and Munich, and is closely co-operating with development teams in Seattle.

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