

Media information

CES 2023: Volkswagen's CARIAD opens tech hub in the US

- CARIAD continues growth path in 2023 and will grow its global development force by up to 1,700 people
- As part of its expansion, CARIAD opens up a technology hub in the US to advance the US-specific and global customer experience
- To introduce the team to the US market, it's the first time CARIAD will be present at CES 2023

Wolfsburg/Seattle, December 21, 2022 – CARIAD continues its growth path and plans to strengthen its global development force by up to 1,700 new software and hardware developers and engineers globally in 2023. As of January, CARIAD also establishes a new tech hub in the US with about 300 technology experts for automotive cloud, the digital vehicle experience and automated driving. To introduce the team, the automotive technology company of Volkswagen Group will be present at CES 2023 from January 5 to 8 with a booth, various talks and vehicle exhibits like the new Volkswagen ID. Buzz that runs on software developed by CARIAD.

As the core of the new tech hub, CARIAD will start with a team of about 300 software engineers and developers focused on cloud technologies and infotainment that previously worked for Volkswagen Group of America. Based in the heart of two major technology ecosystems, the greater Seattle area and Silicon Valley, CARIAD is developing automotive technology solutions in the areas of automotive cloud, the digital vehicle experience and automated driving.

"The US is one of hotspots of the global automotive market, where all industry trends play perfectly together: major technology innovations, a highly competitive ecosystem of technology companies, start-ups and academia as well as an enormous pool of tech talent. With our local product team and tech hub, CARIAD will not only advance the US-specific digital customer experience for our Volkswagen Group brands, but also create solutions and software for the world", said Dirk Hilgenberg, CEO of CARIAD.

One of the major solutions developed by the local US team is the Volkswagen Automotive Cloud: In close partnership with Microsoft, the local team is creating a unified backend for all Volkswagen Group brands – an important backbone for continuous over-the-air

updates for software-defined vehicles. First customer vehicles will be connected to Volkswagen Automotive Cloud in 2024.

Continuous expansion of development workforce

After recruiting about 1,500 new tech talents in 2022, CARIAD continues its growth path. In 2023, CARIAD aims to grow by about 1,700 new tech innovators around the globe. For the US, Volkswagen's automotive software company is looking for specific profiles like System-on-Chip Architects or Machine Learning Data Engineers.

CARIAD strives to continuously expand its in-house expertise in software and hardware development: The technology company is systematically expanding its internal expertise in strategically important and competitively relevant areas, like automated driving, to develop key technologies in-house that differentiate the Group brands from the competition. In addition to recruiting tech talent, CARIAD is growing its skillset by focusing on acquisitions and partnerships.

CARIAD at CES 2023

To introduce the team, CARIAD will be present at CES 2023 from January 5 to 8 at Booth 5017, exhibiting its software solutions and vehicles running on CARIAD software like the new Volkswagen ID. Buzz. In addition, CARIAD experts will share insights in various talks on future business models around the software-defined vehicle, the underlying technology platforms, automated driving development as well as the digital in-car experience, entertainment & gaming.

About 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 around 5,000 engineers and developers today working on a unified software platform for all Volkswagen Group brands, comprising an operating system, a unified architecture and an automotive cloud. The new software platform is to be used for the first time in the middle of the decade. 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, among other places, and works closely with the Volkswagen Group's international development teams in the US and China.

For more information, visit <https://cariad.technology>

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