

CES 2022 - Big Tech and Automotive OEM's Collide.

As cars become more like computers on wheels, carmakers are looking to Las Vegas to show off their latest innovations while big tech looks to Detroit. The Consumer Electronics Show (CES) in Las Vegas used to be a show for electronic gadgets, smart TV's and appliances, but it has become as much as anything a car show. Vehicles are morphing from moving sculptures of mechanical engineering to digital platforms for mobility services. Bosch, a parts supplier, noted at the show that a typical car had 10m lines of code in 2010; today it has 100m.

At CES this year Mary Barra, boss of GM said they would invest \$27bn in electric cars by 2025 and launch 30 new models, they have repainted their logo blue with its "m" made to look like a plug. Daimler showed off Hyperscreen, a new touchscreen dashboard for its luxury electric models. BMW, the iX Flow car concept, which uses e ink technology to change the exterior colour of the car. Stellantis launched the Chrysler Airflow Concept, and showed off the Citroen Autonomous skate board and the Ami micro mobility vehicle, and John Deer announced its bolt on autonomous technology, turning their vehicles into self-driving vehicles.



Sony revealed the Vision-S 02, an electric SUV concept, the successor to last years prototype, and on January 7th a news report of talks with Hyundai to build an Apple car sent the South Korean carmaker's share price up by nearly 20%.

Collaboration however seems to be the most logical outcome: Stellantis is using Amazon Web Services (AWS) as its preferred cloud provider for vehicle platforms. AI-enhanced applications, Alexa-enabled voice assistance, navigation, vehicle maintenance, e-commerce marketplaces, and payment services. Waymo and Zeekr, Geely's new premium electric brand, will jointly develop a new battery-electric vehicle (BEV) in Europe. Optimised for transportation-as-a-service (TaaS), the all-electric autonomous minivan will join the Waymo One ride-hailing fleet in the US. Mobileye (Intel) used its CES 2022 platform to showcase some of its biggest automotive collaboration with the likes of the VW group, with new programmes focused on advanced driver-assistance systems (ADAS) and autonomous-vehicle (AV) technology.

Electrification of transport will speed up the transformation of vehicles into electronic devices. Battery power requires a new electronic architecture that will come with better integration of hardware and software, and improved connectivity and electrification has reduced barriers to entry in the car business.

This momentous shift in the automotive world, now known as the world of mobility, has gained a unstoppable momentum due to the revolutionary changes in technology fuelled by government legislation and social change – it's an exciting new world!

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