January 4, 2022

Top Automakers Double-Down on Mobileye

Volkswagen Group applies mapping tech to ADAS, while Ford and Zeekr announce new Mobileye-based production programs.

NEWS HIGHLIGHTS

- Mobileye is joined by VW, Ford and Zeekr at CES 2022 to announce new programs based on Mobileye's mapping, advanced driver-assistance systems (ADAS) and autonomous vehicle (AV) tech.
- With Travel Assist 2.5, Volkswagen Group leverages Mobileye's crowd-sourced mapping technology to enhance ADAS comfort features like lane-keeping/centering in VW, Škoda and Seat brand vehicles.
- Mobileye's long-standing relationship with Ford deepens into strategic collaboration to add Road Experience Management™ (REM™) mapping technology to a future version of Ford BlueCruise and bring Level 2-plus (L2+) hands-free ADAS solutions across multiple makes and models.
- Mobileye and Zeekr, the global premium electric mobility technology brand from Geely Holding Group, announce plans to offer consumers an all-electric self-driving vehicle powered by Mobileye Drive™ by 2024.

LAS VEGAS--(BUSINESS WIRE)-- During an Intel news conference today, Intel subsidiary Mobileye revealed multiple new strategic collaborations designed to transform driver and passenger experiences globally. Deals with Volkswagen Group, Ford and Zeekr were brought to light to illustrate the breadth and innovation of Mobileye's ADAS-to-AV technology. Mobileye also revealed its EyeQ® Ultra – Mobileye's first AV-on-chip (AVoC) purpose-built for Level 4 self-driving vehicles.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20220104005378/en/

Deals with Volkswagen Group, Ford and Zeekr were brought to light to illustrate the breadth and innovation of Mobileye's technology stretching from advanced driver-assistance systems to autonomous vehicles. (Credit: Intel Corporation)

"Our customers are demonstrating that innovation is at the center of their future strategies and leaning on Mobileye to help execute their visions," said Prof. Amnon Shashua, Mobileye president and chief executive officer. "As a trusted collaborator, Mobileye is firing on all cylinders to deliver scalable ADAS-to-AV solutions that exceed the expectations of our customers and, at the same time, push the industry forward. We're grateful for our ongoing collaborations and look forward to setting more new industry standards together."

More: Mobileye at CES 2022 (Press Kit) | New Mobileye EyeQ Ultra will Enable Consumer

AVs (News) | Udelv Unveils Mobileye-Powered AV Transporter (News)

The new deals and programs revealed include:

- **First global application of "swarm data" for ADAS:** Volkswagen Group is the first original equipment manufacturer (OEM) to apply Mobileye's mapping data to enhance the comfort and safety of ADAS features globally. Mobileye Roadbook™ is a crowd-sourced, cloud-generated database of highly precise, high-definition maps. Swarm data is collected via Mobileye-equipped vehicles globally, and VW is now using that data to greatly enhance the driver experience via Travel Assist 2.5. For example, where available, lane-keeping assistance will be provided in many areas without visible lane markings. Mobileye's proprietary Road Experience Management technology automatically aggregates and generates AV maps in the cloud, delivering a truly global and scalable mapping solution for automated vehicles. The Roadbook-enhanced Travel Assist feature will be available soon in Volkswagen, Škoda and Seat electric vehicle (EV) models based on Volkswagen's MEB platform.

  Prof. Shashua and Dr. Herbert Diess, chairman of the board for Volkswagen Group, recently tested Volkswagen's new Mobileye-enabled Travel Assist features in an ID.4 vehicle in Munich. During the test drive, Diess observed several advantages to using REM technology for the advanced features. "It's a clear advantage of using real driving data over maps … everything works well, and the car is basically following this car without any intervention from my side," he said.

- **Ford and Mobileye deepen long-standing relationship:** Ford and Mobileye have announced plans to expand their strategic partnership. For example, Ford will begin using Mobileye's REM – or Road Experience Management technology – in future versions of the Ford BlueCruise system, which allows customers to operate their vehicles hands-free while monitored by a driver-facing camera that makes sure customers are keeping their eyes on the road. The additional collaboration uses Mobileye's REM to expand true hands-free driving to include qualified divided highways and areas without visible lane markings, thanks to even better lane-centering and lane-keeping technology. The companies also are working together on an open platform from Mobileye that will allow Ford to build and integrate Ford's own solutions to make driving in the future safer and easier.

  "Ford has been delivering new vehicle technologies that make driving safer and easier for more than a century," Ford president and CEO Jim Farley said. "We are excited to work with Mobileye on a platform that supports our development of next-generation autonomy technologies. Our investment in these capabilities will allow us to transform our customers' transportation experiences."

- **First consumer AV built on Mobileye Drive tech:** Mobileye and Zeekr, the global premium electric mobility technology brand from Geely Holding Group, will further expand their partnership by building a new all-electric vehicle with L4 capabilities enabled by Mobileye True Redundancy™ sensing, REM mapping technology and Responsibility-Sensitive Safety (RSS)-based driving policy along with Geely SEA architecture's true-redundant braking, steering and power under an Open EyeQ concept that allows seamless integration between Mobileye and Zeekr technologies. It

is believed to be the world's first L4 vehicle for consumers. The vehicle's consumer debut is expected by 2024 in China, with a global rollout to follow.

"Mobileye has been a strategic partner to our mission of delivering lifestyle vehicles fit for a more sustainable and autonomous future of transportation," said Andy An, CEO of Zeekr Intelligent Technology. "Our partnership supports Zeekr and Mobileye's shared ambitions for leading the global ADAS and AV industry. Zeekr welcomes open collaboration that enables the integration of technological expertise to create a more sophisticated autonomous mobility experience for our customers."

Also unveiled at the news conference was the Udelv Transporter, a purpose-built autonomous delivery vehicle powered by Mobileye Drive. As announced last year, Udelv plans to produce more than 35,000 Mobileye-driven Transporters by 2028, with commercial operations beginning in 2023.

Find out More

Interested in learning more about Mobileye's proprietary technology and partnerships? Join Mobileye CEO Amnon Shashua at 11:30 a.m. PST, Wednesday, Jan. 5, for an in-depth technology update, featuring more information about Mobileye's novel AV-on-chip technology, next steps for the company's key OEM partnerships and more. Find the full session on the Intel Newsroom.

About Intel

Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel's innovations, go to newsroom.intel.com and intel.com.

About Mobileye

Mobileye is the global leader in the development of computer vision and machine learning, data analysis, localization and mapping for Advanced Driver Assistance Systems and autonomous driving. Mobileye's technology helps keep passengers safer on the roads, reduces the risks of traffic accidents, saves lives and has the potential to revolutionize the driving experience by enabling autonomous driving. Mobileye's proprietary software algorithms and EyeQ® chips perform detailed interpretations of the visual field in order to anticipate possible collisions with other vehicles, pedestrians, cyclists, animals, debris and other obstacles. Mobileye's products are also able to detect roadway markings such as lanes, road boundaries, barriers and similar items; identify and read traffic signs, directional signs and traffic lights; create a Mobileye Roadbook™ of localized drivable paths and visual landmarks using REM™; and provide mapping for autonomous driving.

Forward-Looking Statements

Statements in this press release that refer to future plans and expectations are forward-looking statements that involve a number of risks and uncertainties. Words such as

“anticipates,” “expects,” “intends,” “goals,” “plans,” “believes,” “seeks,” “estimates,” “continues,” “may,” “will,” “would,” “should,” “could,” and variations of such words and similar expressions are intended to identify such forward-looking statements. Statements that refer to or are based on estimates, forecasts, projections, uncertain events or assumptions, including statements relating to future products and technology and the availability and benefits of such products and technology, expectations regarding customers, market opportunity, and anticipated trends in our businesses or the markets relevant to them, also identify forward-looking statements. Such statements are based on current expectations and involve many risks and uncertainties that could cause actual results to differ materially from those expressed or implied in these forward-looking statements. Important factors that could cause actual results to differ materially are set forth in Intel’s SEC filings, including the company’s most recent reports on Forms 10-K and 10-Q, which may be obtained by visiting our Investor Relations website at www.intc.com or the SEC’s website atwww.sec.gov. Intel does not undertake, and expressly disclaims any duty, to update any statement made in this press release, whether as a result of new information, new developments or otherwise, except to the extent that disclosure may be required by law.

© Intel Corporation. Intel, the Intel logo and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20220104005378/en/

Robin Holt
1-503-616-1532
robin.holt@intel.com

Source: Intel Corporation