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First Chinese Car Maker Joins MOST® Cooperation; Adopts Microchip's Controllers for In-Vehicle MOST Infotainment Networking

China's FAW Group is Latest Automotive OEM to Select MOST Technology; Installed in Over 170 Global Car Models Since 2001 and Growing

CHANDLER, Ariz., Dec. 2, 2014 /PRNewswire/ -- **[NASDAQ: MCHP]** — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that the FAW Group is the first Chinese automaker to join the MOST® Cooperation. Microchip is also a leading provider of the technology behind [MOST infotainment systems](#), and supplies the network interface controllers needed to deploy this high-speed automotive network. The MOST Cooperation (MOSTCO) is the organization through which MOST technology is standardized and refined so that it continues to stay abreast of the latest industry requirements.



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To learn more about Microchip's MOST products, visit <http://www.microchip.com/MOST-Products-120214a>.

MOST technology provides a standardized way to interconnect audio, video, control and Internet Protocol (IP) information within modern vehicles. This latest adoption demonstrates its continued and growing acceptance among global automotive OEMs, with an installed base of more than 150 million MOST devices in over 170 car models since 2001.

"We welcome FAW's use of MOST technology as the backbone of their in-vehicle information and entertainment network," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "MOST technology continues to enable high-function yet cost-effective infotainment systems all around the world."

The FAW Group is a Chinese state-owned automotive manufacturing company headquartered in Changchun, Jilin, China. The principal products of this leading global manufacturer are quality passenger cars; light, medium and heavy-duty trucks; buses; and auto parts. Established in 1953, the company is China's oldest and largest automotive group. FAW became China's first automobile manufacturer when it unveiled the nation's first domestically produced passenger car, the Hong Qi, in 1958. Its annual sales exceed one million units, and FAW sells products under at least 10 different brands, including its own.

The proven MOST standard has gone through many cycles of deployment and refining, since it was established in 2001, which enables designers to hit the ground running with low development and implementation costs. Its efficient transport of audio, video, control and Internet Protocol (IP) information over a single connection allows simplified wiring harnesses and contributes to lighter vehicles with greater fuel economy. And, with the worldwide OEM adoption of this single standard, it simplifies both the overall implementation and the addition of new features by Tier 1 automotive suppliers.

For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at <http://www.microchip.com/MOST-Products-120214a>.

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About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at <http://www.microchip.com/Homepage-120214a>.

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