



Spotlight story

Software-defined mobility: Building the next era of intelligent vehicles

HMIL is advancing towards future shaped by Software-Defined Vehicles (SDVs), redefining how mobility is experienced, delivered and continuously enhanced. This transition marks a shift from hardware-led engineering to a software-driven ecosystem where vehicles are designed to evolve over time, similar to connected digital devices.

At the core of this transformation, HMIL's focus on building a connected, intelligent and flexible mobility platform. Through next-generation electronic architectures and scalable software frameworks, vehicles are being reimaged as adaptive platforms.

They are no longer static products at the point of sale. Instead, they are evolving systems capable of learning, improving and adapting to user needs and technological advancements throughout their lifecycle.

Real-time innovation and agile product enhancement

The integration of SDVs and OTA capabilities creates a dynamic ecosystem that enables real-time innovation. It allows HMIL to introduce new functionalities, refine existing features and respond quickly to evolving market trends and customer feedback.

This agility improves both the driving experience and overall operational efficiency, while also strengthening product lifecycle management.

Enriched customer experience through continuous value delivery

For customers, this transformation translates into a continuously improving ownership experience.

Vehicles remain up-to-date throughout their lifecycle, with the ability to receive new or upgraded features post-purchase, extending relevance and enhancing long-term value.

This approach builds stronger customer confidence by ensuring alignment with the latest technological standards without added complexity.

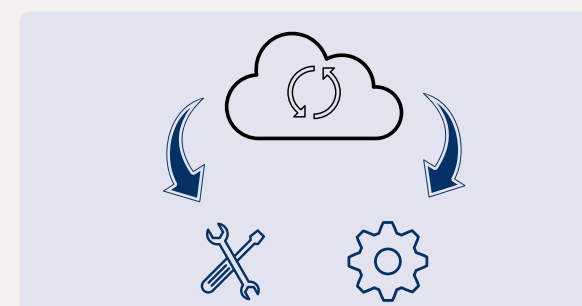
Personalization and new digital possibilities

SDVs enable deeper levels of personalization and digital engagement. Customers benefit from tailored experiences based on preferences, driving behavior and usage patterns.

This shift strengthens engagement and enhances the connection between the customer and the brand. It also enables emerging business models such as feature-on-demand services and subscription-based offerings, creating new avenues of value creation while offering greater flexibility to customers.

Sustainable and efficient mobility systems

The transition to SDVs supports a more sustainable mobility approach, reduces dependency on physical interventions and improved system optimization through software contribute to enhanced efficiency and lower environmental impact over the vehicle lifecycle.



Controller OTA: Continuous upgrades, seamless experience

A key enabler of the SDV ecosystem is Controller Over-The-Air (OTA) technology. OTA enables remote software updates across critical vehicle systems including powertrain, infotainment, safety and advanced driver assistance systems.

This eliminates the need for frequent physical service visits for software upgrades and ensures vehicles remain updated with the latest features, performance enhancements and security improvements with minimal customer effort.