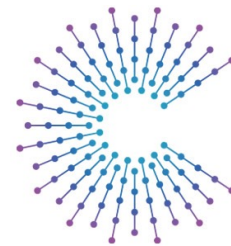


# Day 1 – All Member Meeting

Welcome to Troy Michigan

10 October 2023



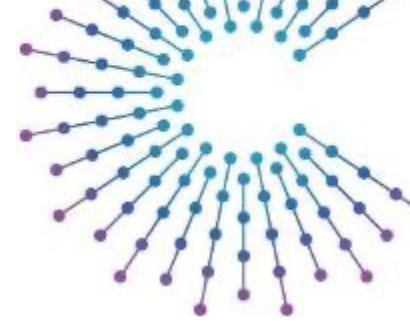
# COVESA

Accelerating the future of connected vehicles

# COVESA for Newcomers



Steve Crumb  
Executive Director  
COVESA

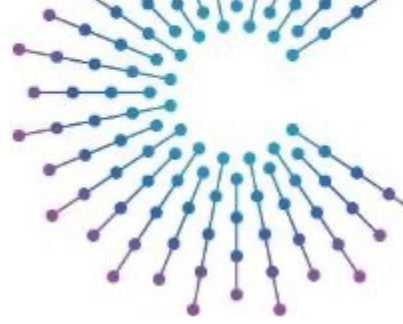


# Antitrust Note Well

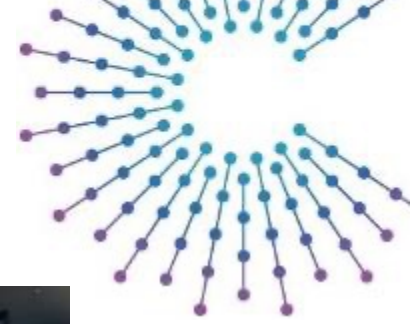
Before we begin, we would like to make clear that COVESA is committed to compliance with the antitrust laws in all of its activities, and that it expects all participants to similarly comply with the antitrust laws. We will not engage in--and members must refrain from--any discussion of, or understandings regarding competitively sensitive topics. If you have any doubts regarding whether a matter is appropriate for discussion, please consult with your antitrust counsel.

# Agenda

- COVESA
  - The Team, Board & Membership
  - The Mission
  - The Impact
  - The Message
- Getting involved
- How to make the most of this event
- Q&A



# COVESA – The Team



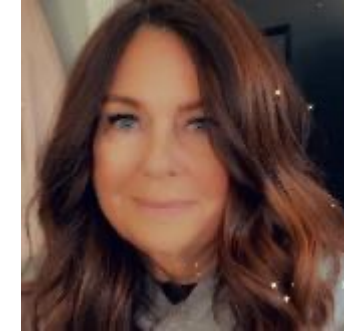
Paul Boyes  
Community Director



Mike Nunnery  
Biz Dev Manager



Sue Schmitt  
Operations Manager



Karin Hanson  
Sr. Events Manager



Nicholas Contino  
IT Manager



Fiano Han  
Finance Coordinator

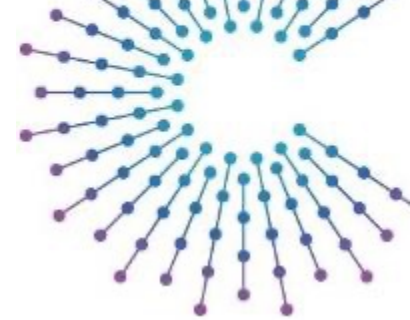


Shellie Smith  
HelpDesk & Membership



Traci Renner  
Branding & Social Media

# COVESA – The Board of Directors



Matt Jones, Ford  
President



Gerald Spreitz, Bosch  
Vice President &  
Secretary



Brandy Goolsby, Wind River  
Treasurer



Graham Smethurst  
BMW, Chairman



Trpko S. Blazevski  
Stellantis



Florian  
Baumann, Aptiv



Pedro López  
Estepa, RTI



Hisao Munakata  
Renesas



Christoph Ludewig  
Geotab

# Members

## OEMs



## First Tiers



## Silicon



## Other



## OSV, Middleware, Hardware & Service Suppliers



# The Vision

COVESA is an open, collaborative and impactful technology alliance; accelerating the full potential of connected vehicles.

Working together, we are a force-multiplier, creating a more diverse, sustainable and integrated mobility ecosystem.





# Our Mission

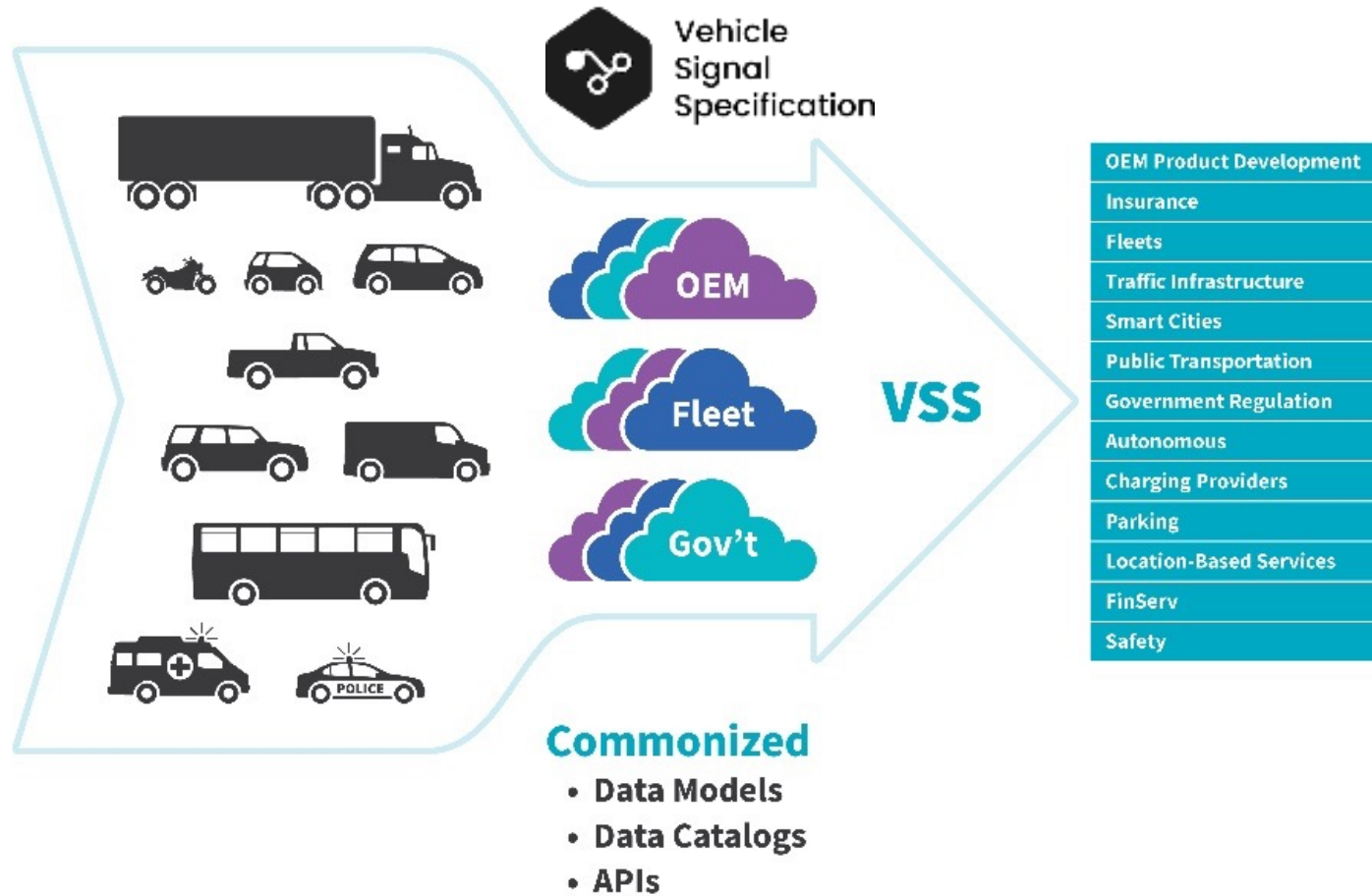
**Enable** our members to collaborate as a force-multiplier, efficiently integrating solutions across mobility technologies and adjacent industries.

**Evolve** our collective experience, staying ahead of dynamic and disruptive technologies and business models that drive the mobility revolution.

**Expand** our open community's expertise to lead multiple technology projects that advance the mobility ecosystem by focusing on accelerating connected vehicle systems.

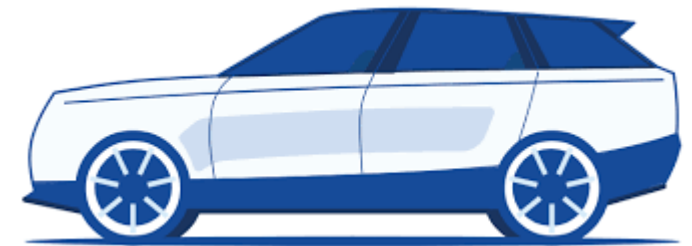
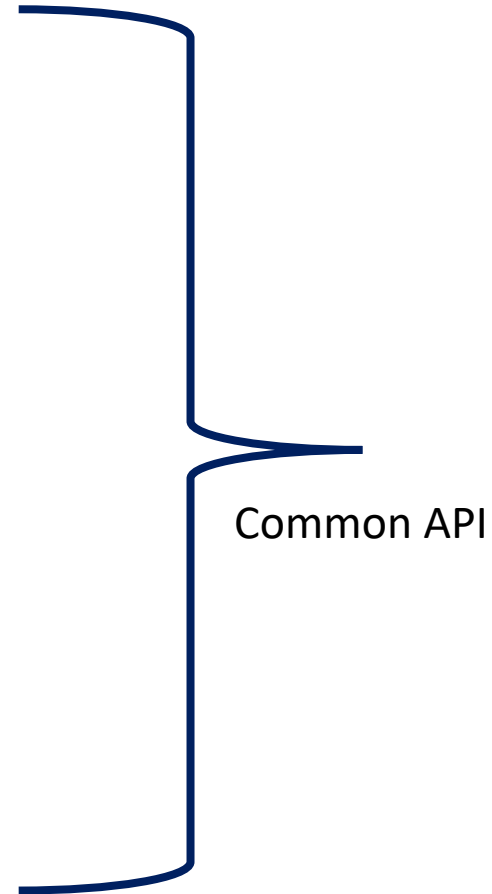
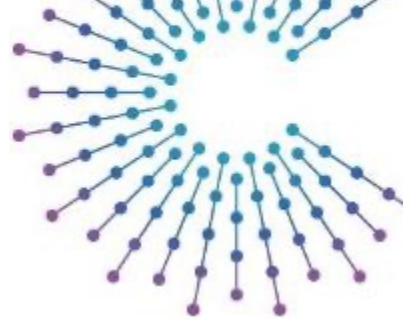


# The Impact



**VSS commonizes diverse data sources enabling focus on business value.**

# Another Impact: AOSP App Framework Standardization



# Potential Impacts (All Member-driven)

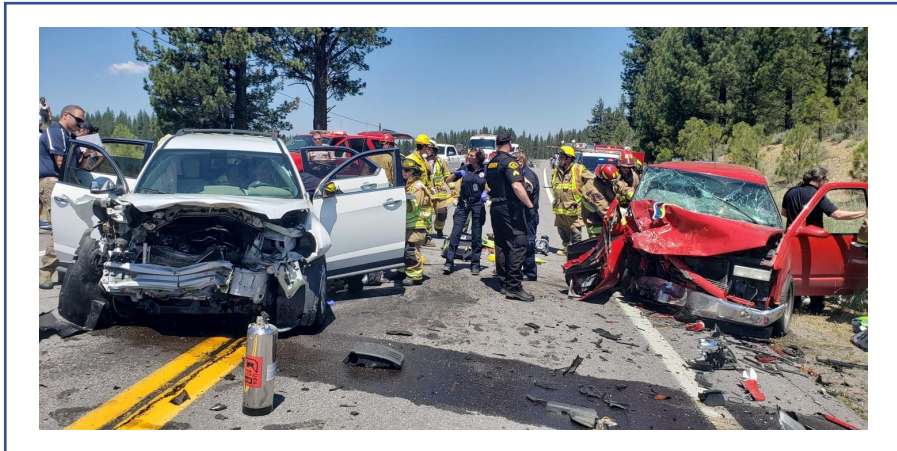


**Data-enabled insights to improve EV Charging Experiences**

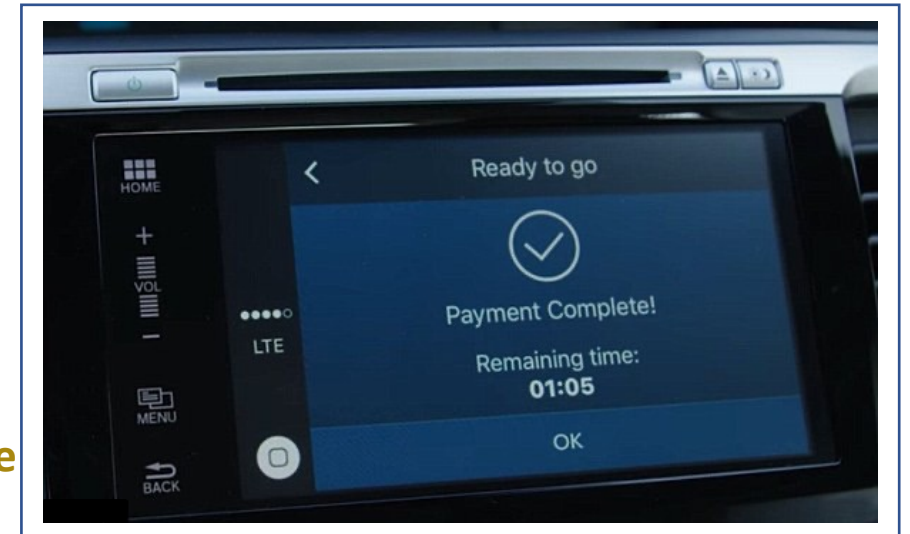
## Commercial Vehicle Activities



## Road Safety & Emergency Services



## Common Approaches for In-Vehicle Commerce



# The Message – COVESA Marketing Team

## “Improve **Visibility**, enhance **Ease of Access** and Increase **Contribution**”

- Simplify website & wiki navigation + produce project websites where required (*e.g., VSS-website WiP*)
- Enhance visuals that describe COVESA work
- Measure number of events, workshops, presentations and communications about core alliance work and outputs (*SEO + website analytics + LinkedIn analytics*)
- Recruit Member communications professionals contributing to Marketing Team and leverage their expertise & networks

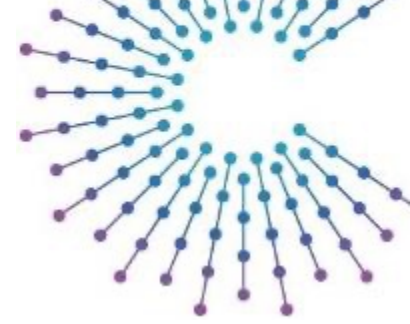
# The Message – COVESA Marketing Team

## Top 3 Reason to Join the Marketing Team

- Ensure your organizational priorities are reflected in technical projects, communications, and events.
- Enjoy visibility as thought leaders and influencers at COVESA and Industry-related events to elevate and promote the alliance and your organizational priorities.
- Unprecedented access and collaboration with industry leaders across the value chain to share next and best practices.

## Ways to Contribute (hint: and get benefit)

- Lead a VSS Spotlight (showing why and how your organization leverages VSS)
- Speak at COVESA events (and mention COVESA when speaking at industry events)
- Contribute a blog (<https://wiki.covesa.global/pages/viewrecentblogposts.action?key=WIK4>)
- Leverage COVESA social media (and help us extend yours)
- Participate in COVESA Showcases (CES, AMMs, other events)
- Make your colleagues, partners and clients aware of the great things COVESA is doing



## Other Ways of Getting Involved

- Do some of your “day job” in COVESA
- Offer use cases in a project, expert group or team
- Contribute code to an open project
- Help with architecture in a project, expert group or team
- Help COVESA identify trends that we should follow
- Find ways of aligning your staff to COVESA activities
- Keep approving those membership renewals 😎



# How to Make the Most of This Event



## Meet

- COVESA 'veterans' and ask questions (Breaks, receptions)
- Board members, Paul Boyes (Community Director), Mike Nunnery (Industry events and showcases), and others...



## Listen

- To this week's announcements (especially, during today's Keynote)
- To status updates, do your homework, and (pretty please) don't slow down work in-progress

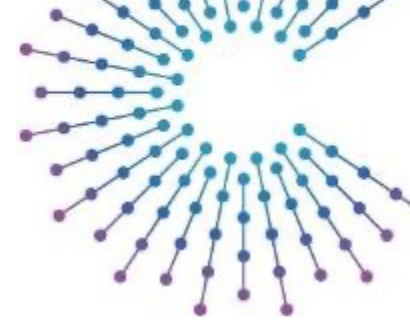


## Enjoy

- Receptions, breaks and showcase event (Wednesday night)
- The great content brought to you and consider what action you and your company should take



# Don't Miss...



## TODAY

- Member Keynote
- Intro Sessions
  - Understanding & Engaging in COVESA EGs & Project
  - Intro to VSS
- Legal Topics
- VSS on the Edge
- SDV Panel
- **Welcome Reception**

## TOMORROW – BUSINESS TRACK

- TOO MANY TO LIST
- **COVESA Showcase & Reception**

## TOMORROW – TECHNICAL TRACK

- TOO MANY TO LIST
- **COVESA Showcase & Reception**

## THURSDAY

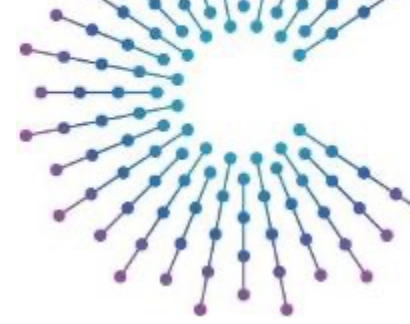
- Workshops
- Technical Sessions

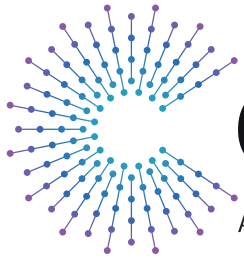
A decorative graphic at the top of the slide consists of a network of interconnected nodes and lines. The nodes are represented by small circles in various shades of blue and purple, and the lines connecting them are thin, light blue lines. The overall effect is a complex, web-like structure that spans the width of the slide.

QUESTIONS?

# Questions?

- Membership or finance related – [help@covesa.global](mailto:help@covesa.global)
- Projects, Groups, Participation – [pboyes@covesa.global](mailto:pboyes@covesa.global)
- General Alliance – [scrumb@covesa.global](mailto:scrumb@covesa.global)
- Tooling/Technical – [ncontinoc@covesa.global](mailto:ncontinoc@covesa.global)
- Marketing/PR – [marketing@covesa.global](mailto:marketing@covesa.global)
- Marketing Events - [mikenunnery@comcast.net](mailto:mikenunnery@comcast.net)
- All Member Meetings – [karinha@khansonevents.com](mailto:karinha@khansonevents.com)
- All other – [help@covesa.global](mailto:help@covesa.global)





# COVESA

Accelerating the future of connected vehicles

