

COVESA Roundtable

What benefits does an industry-wide initiative like the COVESA and W3C Common Vehicle Interface Initiative (CVII) bring to the automotive industry?

COVESA members GEOTAB, Humanising Autonomy and Renesas Electronics along with COVESA's community director, share their insights on the benefits they see from an industry-wide initiative such as the [Common Vehicle Interface Initiative](#) (CVII).



Christoph Ludewig, Vice President OEM Europe, GEOTAB

With the avenue of the "software-defined vehicle" it becomes obvious that much of the differentiation of future cars, vans, trucks and buses will be determined by software and IT. For the automotive industry it will be important to channel scarce resources and energy in value-adding products and services that solve customers' needs. This can only be done efficiently if there is a common base to use, among others the CVII. Industry-wide accepted standards are the enabler for cost-effective development and interoperable solutions - it eliminates the need for each player to develop its own "groundwork" and thus to be able to focus on its relative strength in the product creation and development.



Patricia La Torre, Head of Strategic Partnerships, Humanising Autonomy

An initiative such as CVII brings extensive benefits and value to the wider automotive ecosystem by addressing some of the most complex issues facing the industry today, including the need for standardized vehicle data collection and management approaches.

To allow for an improved customer experience, CVII's collaborative approach ensures that features and functions which are meant to improve safety, quality, and provide other benefits can reach their full potential. In the end, it will not only be members and contributors who benefit, but it's truly the wider mobility ecosystem, extending all the way to end-users and customers.



Stephen Lawrence, Principal Engineer, Renesas Electronics



Paul Boyes, Community Director, COVESA

Taken to its potential, the CVII initiative can have major benefits for the automotive industry. A standard catalog of data and functions is a requirement to enable a vibrant third-party developer ecosystem and vehicle data market. At the same time, a standard data model that is widely adopted helps avoid fragmentation and wasteful integration woes that do not add value. With common models in place industry can collaborate on non-differentiating areas of the Technology Stack that processes and invokes methods from them. Accelerating development at lower cost. See the [CVII Project Brief](#) for more details.

Taken to its fullest, the joint COVESAW3C initiative [CVII](#) empowers the industry to focus on what matters: great customer experiences, faster innovation, new business models and new differentiating features. The goal is to facilitate opportunity and growth by making the common, non-differentiating easy and available. We have seen this time and time again. Open collaboration empowers creativity and speeds learning, creating previously unforeseen opportunities and invention.

In the last 25 years, we have seen enormous innovations in how we communicate, shop, and generally relate to the world through phones and computers. This was enabled by the adoption of paradigms, specifications, standards and technologies created through collaboration. We are just getting started when it comes to connected vehicles.

Join [COVESA](#), [W3C](#), our [members](#), and our partners in accelerating the future of connected vehicles.

For more information about COVESA, visit our [website](#) and [blog](#).