SDV

USA

September 30 - October 2, 2025 • Sheraton Ann Arbor Hotel, Michigan

SDV - MOVING FROM A BUZZWORD & HYPE TO PRACTICAL APPLICATION

RE-ARCHITECT VEHICLE FEATURES, DESIGN FUTURE ARCHITECTURES & IMPROVE CUSTOMER EXPERIENCES

WHAT TO EXPECT IN 2025

3 FULL DAYS

Three days of technical content, discussions & networking

30+ EXPERT SPEAKERS

Led by North America's leading OEMs & Tier-1 companies

200+ ATTENDEES

Share your expertise, learn from & network with an international audience

1 EXHIBITION SPACE

Discover the latest SDV & AI tools, technologies & solutions in one space

"Very informative and well organized. It has been very valuable to see different perspectives coming together and aligning on a common vision of SDV."

Product Manager, Aptiv

"This conference provided valuable insight into the future of designing, developing, and testing software-defined vehicles. It covered software and hardware architectures while featuring relevant solutions to industry problems."

Powertrain Engineer, Nissan

2025 Event Partners:

SILVER PARTNERS: micron, SONATUS

BRONZE PARTNERS: CORELLIUM®, Multifactor AI, RUNSAFE SECURITY

Visit Site | Partner | Register to Attend

#SDVUSA

WELCOME TO SOFTWARE-DEFINED VEHICLES USA 2025

Co-located with AI in Automotive USA 2025

With all the technologies involved in building software-defined vehicles, **the automotive industry is valuing the SDV market at approximately $146 billion today**. Market valuation is expected to rise to 1 trillion dollars by 2030.

Automotive IQ's **Software-Defined Vehicles USA** conference returns to Ann Arbor, Michigan, in September 2025, at a time when the word SDV is shifting from being a buzzword to something more tangible – companies are moving **from hype to practical application** and rollout.

Software-defined vehicles present the **largest shift in the automotive industry** and are a stepping-stone towards fully autonomous vehicles. There is a strong desire across the automotive industry to make SDVs a reality. **OEMs are moving past the theory of SDVs and towards the future re-architecture** of their systems, features, and user experiences. Creating **enhanced in-vehicle software and user experience are paramount,** and the most crucial factors for SDV development moving forward.

However, **the overall cost of SDV development continues to be a major concern,** with OEMs under increasing pressure to reduce costs while ensuring vehicles are kept up-to-date. **Over-the-air updates are presenting new business opportunities, with additional revenue streams** from advanced features and functionalities. While some OEMs are delaying SDV adoption, Chinese vehicle manufacturers are leading the way in SDV development and rollout. It is more important than ever before that manufacturers and developers continue their investments, with robust approaches in place to meet strict objectives for developing software and products in **shorter timeframes, delivering high-quality products at lower costs.**

Automotive IQ invites you to the **3rd Annual Software-Defined Vehicles USA 2025** conference, as we delve into the evolution and latest updates on SDV architecture, address OEM lessons learned from SDV rollouts, and gain insight into the customer perspective of SDVs and how the automotive ecosystem can collaborate to produce a vehicle based on these expectations that will last for the next 10 years.

Kiera Jansen
SDV USA Project Lead
Automotive IQ

Automotive IQ's industry-renowned events **focusing on groundbreaking innovation & technologies that are disrupting the way vehicles have been designed for over a hundred years,** come together in September under one brand, for an experience like no other.

Two razor-focused conferences will take place concurrently in the same venue, giving attendees the opportunity to attend one focused event (SDV USA or AI in Automotive) or mix-and-match agenda sessions.

What makes this a must-attend conference?

- **Two Main Stage Conferences running in parallel** i.e., Software-Defined Vehicles USA and AI in Automotive USA, plus VIP roundtable discussions, off-site learning & networking events, and more OEM, tier-1 and industry speakers than before.
- Three days, **over 30 speakers,** dozens of presentations made available after the event, and the opportunity to network with more than 200 high-quality attendees.
- Packed full-day of presentations & discussions dedicated to learning how artificial intelligence is shaping the road for SDV and how companies are leveraging AI to design and build SDVs.
- One-of-a-kind opportunity to get a **complete overview of new & advanced technological solutions** during dedicated networking time with solution providers in the exhibition area.

Visit Site | Partner | Register to Attend

#SDVUSA

SDV USA 2025
EXPERT SPEAKER LINE-UP

Cedric Armand
Director of Virtualization
Ford Motor Company

Vijay Sanikal
Product Manager - Vehicle Synthetic Data
General Motors

Ravidev Chalanti
SOA Software Architect
Aptiv

Gauri Kulkarni
Technical Program Leader for Global Next-Gen Connectivity Initiative
Cummins

Sven Jeroschewski
Senior Software Engineer
Bosch

Ahsan Qamar
Senior Engineering Manager of Systems Engineering, Embedded Platform and MBSE
Ford Motor Company

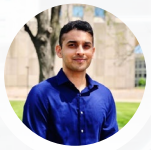
Amit Mehta
Head of SW Solutions - Apps and Developer Platforms
Stellantis

Ansgar Lindwedel
Director SDV Ecosystem Development
Eclipse Foundation

Partha Goswami
Principal
PG Mobility Analysis

Sadasivam Periyasamy
Principle Security and Privacy Engineer
Continental

Tyson Benson
U.S Patent Council
ZF Group



Ninad Ghike
Product Manager
Aptiv

Augustin Friedel
Senior Manager Mobility Transformation
MHP - A Porsche Company

Claudio Fernandes
Director, Engineering
Hitachi Astemo

Javed Padinha
Software Platform Leader - SDV
Ford Motor Company

Hemanth Tadepalli
Cybersecurity Compliance SME
May Mobility

Florian Rohde
Managing Partner
IProcess LLC

Sushant Potdar
Senior Software Engineer
Aptiv

Dan Cauchy
Executive Director
Automotive Grade Linux

Arsalan Hafiz
Cloud AI Data Engineer & Strategy
Ford Motor Company

Sudeep Chavare
Vehicle Optimization Lead - Machine Learning
General Motors

Saikiran Divakaruni
Head of Engineering – Data Science & AI
ZF Group

Visit Site | Partner | Register to Attend

#SDVUSA

AI IN AUTOMOTIVE USA 2025
EXPERT SPEAKER LINE-UP

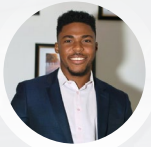
Daniel Vilela
Virtual Development Engineering Group Manager
General Motors

Bala Paramasivan
Machine Learning Engineer
Lucid Motors

Anindya Saha
Machine Learning Platform Engineer
Zoox

Simon Xu
Engineering Group Manager - Vehicle Optimization, Architecture Strategy
General Motors

Ramakrishna Vijayakumar
Product Owner-Steer by Wire
General Motors



Gbenga Ladapo
Data Scientist
Ford Motor Company

Lakshmi Prasad Bhatta
Manager of CAE
Mahindra Automotive

Christopher Plachetka
AI Engineer/ Software Architect at ADMT by Volkswagen Commercial Vehicles
Volkswagen AG

James Antony John
Generative AI & Innovation Leader
Nissan Motor Corporation

Nilay Pande
Machine Learning Engineer
Waymo

Beatriz Minamy
Internet of Things (IoT) - Smart Mobility and Supply Chain Practice Lead
S&P Global

Aliasghar Arab
Adjunct Assistant Professor of Robotics and AI
New York University

MORE SPEAKERS ANNOUNCED SOON...

Visit Site | Partner | Register to Attend

#SDVUSA

#SDVUSA 2025
AGENDA KEY THEMES

STRATEGIC & TECHNICAL KEYNOTES

- **HOW HAS THE DEFINITION OF SDV EVOLVED** IN THE LAST 12 MONTHS?
- LESSONS LEARNED FROM **OEM SDV ROLLOUTS & COMMONALITIES & DIFFERENCES BETWEEN OEM SDV DEVELOPMENTS**
- EXPLORE DIFFERENT **SDV ARCHITECTURE, UNDERSTAND WHERE OEMs SEE DEVELOPMENTS GOING,** AND **WHAT CHALLENGES THEY PERCEIVE AHEAD**
- LEARN HOW TO **OVERCOME CHALLENGES WHEN SELECTING FUTURE-PROOF HARDWARE**
- ADOPTING SOFTWARE CULTURE & **TRANSITIONING AUTOMOTIVE ORGANIZATIONS TO AGILE SOFTWARE MINDSETS**

IN-DEPTH USE CASE PRESENTATIONS & DISCUSSIONS FOCUSING ON SDV ARCHITECTURE EVOLUTION, SOFTWARE INTEGRATION & CUSTOMER EXPECTATIONS

- **DEFINING NEW FEATURES & SERVICES TO SPEED UP DEVELOPMENT** & WAYS TO MEASURE THEIR IMPACT
- **FIND OUT WHERE TIER-1s FIT INTO FUTURE SDV DEVELOPMENT**
- **COMPUTING POWER REQUIREMENTS TO MANAGE INCREASING FUNCTIONALITIES** OF SAFETY & SECURITY CRITICAL FEATURES
- **DATA EXCHANGES ACROSS THE VEHICLE TO IMPROVE USER EXPERIENCE** & ENABLE NEW FEATURES & FUNCTIONALITIES
- **PROBLEM-SOLVE CURRENT SOFTWARE & ELECTRICAL ISSUES** & METHODOLOGIES TO BE CONSIDERED
- LEARN HOW TO **LEVERAGE DATA COLLECTION TO IMPROVE CUSTOMER EXPERIENCE** & WHAT FEATURES & FUNCTIONS DIFFERENT CUSTOMER GROUPS NEED & ARE WILLING TO PAY FOR
- LEVERAGING & **MONETIZING SDVs BEYOND THE AUTOMOTIVE INDUSTRY**
- **COMMERCIAL GAINS OF SDV-BASED VEHICLE PRODUCT LINES**

Visit Site | Partner | Register to Attend

#SDVUSA

#SDVUSA 2025
AGENDA KEY THEMES

FULL-DAY DEDICATED TO PRESENTATIONS & DISCUSSIONS FOCUSING ON AI APPLICATIONS & ROLE IN SHAPING FUTURE AUTOMOTIVE SOFTWARE

- **AI & NEW TECHNOLOGIES TO DEVELOP SOFTWARE-DEFINED VEHICLES**
- **AI APPLICATION IN CONTROL & DESIGN ALGORITHMS FOR SDVs**
- LEARN THE **DIFFERENCES BETWEEN GENERATIVE AI, LLMs & EDGE AI** & WHERE THEY CAN BE USED
- UTILIZING **SYNTHETIC & REAL DATA TO SUPPORT SDV DEVELOPMENT** & ENABLE AUTONOMOUS DRIVING CAPABILITIES
- **AI TO OPTIMIZE SOFTWARE DEVELOPMENT LIFECYCLES** & STREAMLINE DEVELOPMENT AT VARIOUS STAGES
- LEARN **HOW & WHERE TO LEVERAGE AI TO AUTOMATE PROCESSES & IMPROVE EFFICIENCY**
- **UPDATES ON NEW & INCOMING AI & DATA REQUIREMENTS**

DEEP-DIVE PRESENTATIONS & DISCUSSIONS FOCUSING ON CYBERSECURITY, OPEN-SOURCE & OVER-THE-AIR UPDATES

- **UPCOMING SECURITY & SAFETY REGULATIONS** & HOW OEMs ARE PREPARING FOR THEM
- **MANAGING CYBERSECURITY CHALLENGES WHEN DEVELOPING SOFTWARE**
- MAIN CHALLENGES WITH THE **TRANSITION TOWARD OPEN-SOURCE SOFTWARE APPLICATIONS**
- **OPEN-SOURCE SOLUTIONS TO SPEED UP FEATURE DEVELOPMENT** & DELIVERY TO MARKET
- PITFALLS OF **SOFTWARE & OPEN-SOURCE LICENSING AGREEMENTS**
- SECURING **SAFETY UNDER CENTRAL CONTROLLERS**
- REQUIREMENTS FOR **OEM TRANSPARENCY WHEN UTILIZING OTA UPDATES**

Visit Site | Partner | Register to Attend

#SDVUSA

SDV USA 2025
FOCUS DAY: TUESDAY SEPTEMBER 30, 2025

PRESENTATIONS & DISCUSSIONS ON:

- AI INTEGRATION INTO VEHICLE SYSTEMS
- INSIGHT INTO THE DIFFERENT USES OF GENERATIVE AI, LLMS & EDGE AI
- OEM ADOPTION OF GEN AI FOR SDV DEVELOPMENT
- AI APPLICATIONS TO STREAMLINE SOFTWARE DEVELOPMENT
- LEVERAGING AI TO AUTOMATE PROCESSES & IMPROVE EFFICIENCY IN THE WORKFORCE
- UPDATES ON AI & DATA REGULATIONS & COMPLIANCE

08:00	**REGISTRATION & COFFEE**
08:50	**AUTOMOTIVE IQ WELCOME REMARKS**
08:55	**CHAIRPERSON'S OPENING REMARKS** **Florian Rohde,** Managing Partner, **IProcess LLC**
09:05	**UNDERSTAND HOW ARTIFICIAL INTELLIGENCE IS SHAPING THE ROAD FOR SOFTWARE-DEFINED VEHICLES** **LEARN HOW TO UTILIZE AI TO DEVELOP AN SDV** Join this expert presentation and gain insight into AI application to achieve an SDV, and where AI can contribute the most to this development. → Set out how AI is used in control and design algorithms for SDVs. → Identify where AI should be integrated into the vehicle and its systems. → Understand the difference between Generative AI, LLMs, and Edge AI, and how they can each be used for the development of SDVs. → Gain insight into growing processing power concerns, and find out what vehicle architecture is required to meet real-time processing metrics for safety-critical systems. → Explore what processors are needed to reduce energy waste. **Vijay Sanikal,** Product Manager, Vehicle Synthetic Data, **General Motors** **Question & Answer Session**
09:45	**HOW ARE OEMs THINKING ABOUT USING GENERATIVE AI IN SDV DEVELOPMENT** **LEVERAGING GENERATED DATA TO ENABLE SDV DEVELOPMENT** → Share insights into how GenAI can be used by OEMs for SDV development, and understand where suppliers can support with this development, and what tools are available on the market. → Learn how AI can be used to generate training data, and how to utilize synthetic data and real data hardware. → Find out the best ratio between synthetic and real data to enable autonomous driving capabilities, and how this can further SDV developments. **Question & Answer Session**

Visit Site | Partner | Register to Attend

#SDVUSA

10:20

AI TO OPTIMIZE & STREAMLINE SOFTWARE DEVELOPMENT PROCESSES

GAIN INSIGHT INTO AI USES IN SOFTWARE VERIFICATION, VALIDATION & TESTING

The automotive industry has seen a shift in the use of AI, with leading automotive suppliers wanting to understand how AI can be used in different ways to support the development phases of their software.

- → Understand how to use AI to optimize the software development lifecycle and streamline the development process at different stages.
- → Explore where AI can be used in supplier pipelines, including verification, validation, and methodologies.
- → Learn how AI can support simulation and testing, from requirement management to software development.

Ravidev Chalanti, Lead Software Architect, **Aptiv**

Question & Answer Session

10:50 **MORNING NETWORKING BREAK**

11:30

LEARN HOW TO IMPLEMENT AI AS A TOOL IN THE WORKFORCE

EXPLORE HOW & WHERE TO LEVERAGE AI TO AUTOMATE PROCESSES & IMPROVE EFFICIENCY

The industry is realizing that AI should be used more as a tool than a standalone solution, but questions have arisen as to how to extract the most benefits from such implementation. Generative AI presents an elegant way to automate processes and workloads, and increase efficiency as a result.

Join your software and AI peers in this expert-led session to understand where and how to enable engineers to leverage AI to improve efficiency in the workforce.

Augustin Friedel, Senior Manager, **MHP - A Porsche Company**

Question & Answer Session

12:00

KEEP UP TO DATE WITH AI REGULATIONS TO ENSURE COMPLIANCE WITHIN THE AUTOMOTIVE INDUSTRY

PRESENTATION BY REGULATORY BODY

As AI integration grows in popularity, the automotive industry is seeking clarity on upcoming regulations. Staying informed and compliant with evolving rules is crucial. Tune in as an expert speaker discusses emerging regulations like the EU AI Act and shares insights on effectively integrating Generative AI into business processes while ensuring GDPR compliance across the entire automotive value chain.

Question & Answer Session

12:40 **NETWORKING LUNCH BREAK**

2:00

NEW US REQUIREMENTS ON DATA PRIVACY & SHARING

EXPLORE WHAT GLOBAL DATA COLLABORATION & PRIVACY LOOKS LIKE FOR AN SDV

Data is the backbone of the vehicle, it is essential to developing and deploying new services and features, and it plays a vital role in the evolution from legacy architecture to software-defined vehicle architecture. With the US government working on new requirements for data privacy and sharing, it is important to understand what data collaboration for SDVs will look like across the globe.

- → Get updates on new requirements for data privacy and sharing.
- → Understand how critical data is managed, with more data generated from SDVs.
- → Explore the importance of data sharing, gaining insight into who owns the data, what data is willingly shared, and how data can be more accessible to other industries, including insurance and infrastructure.
- → Learn how to leverage processes from industries with well-established data practices and scalable data centres.

Question & Answer Session

2:40	**ENSURING DATA PRIVACY WHEN COLLECTING DATA TO PREVENT DATA MISUSE** **FIRESIDE CHAT** While Generative AI is a game-changer for the automotive industry and has the power to revolutionize the way automotive companies operate, the technology presents several risks, including concerns over system safety and security, that need to be carefully managed. In this session, we will explore the critical safety, security and data privacy challenges associated with the integration of Generative AI. Learn how OEMs implement security measures when leveraging AI in LLMs to safeguard against these challenges, discuss strategies to maximize privacy when collecting/using customer data, hear how to implement training process' to prevent model poisoning & unauthorized modifications and more. **Hemanth Tadepalli,** Cybersecurity & Compliance SME, **May Mobility** **Question & Answer Session**
3:10	**CHAIRPERSON'S CLOSING REMARKS & END OF FOCUS DAY**

Visit Site | Partner | Register to Attend

#SDVUSA

SDV USA 2025
MAIN DAY 1: WEDNESDAY OCTOBER 1, 2025

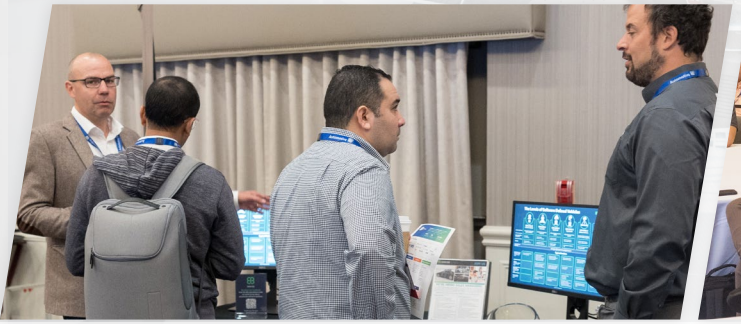
PRESENTATIONS & DISCUSSIONS ON:

- UPDATES ON SDV ARCHITECTURE & ROLLOUT
- NEW TECHNOLOGIES TO SPEED UP PRODUCT DEVELOPMENT
- THE EVOLUTION OF SDV ARCHITECTURE & CHALLENGES TO ACHIEVE ELECTRIFICATION
- INSIGHT ON CUSTOMER PERSPECTIVE ON SDVS
- MONETIZING SDVS BEYOND THE AUTOMOTIVE INDUSTRY
- EXPLORE WHERE TIER-1S ARE STILL NEEDED TO MEET SOFTWARE REQUIREMENTS
- OPTIMISE ELECTRICAL ARCHITECTURE DESIGNS TO IMPROVE PERFORMANCE
- CHALLENGES IN CYBERSECURITY REGULATIONS FOR SDVS
- CHALLENGES IN THE TRANSITION TOWARDS OPEN-SOURCE & OPEN-SOURCE LICENSING

07:30	**REGISTRATION & COFFEE**

SDV BREAKFAST BRIEFING
DISCUSS HOW THE DEFINITION OF SDV HAS EVOLVED
WITH THE INDUSTRY EVOLVING FASTER THAN EXPECTED IN THE LAST 12 MONTHS, EXPLORE HOW THE DEFINITION OF SDV HAS EVOLVED WITH THIS, AND HOW TO OVERCOME THE CHALLENGE TO SELECT A FUTURE-PROOF HARDWARE ECOSYSTEM.

08:45	**AUTOMOTIVE IQ WELCOMES YOU TO SDV & AI IN AUTOMOTIVE USA 2025**
08:50	**CHAIRPERSONS' OPENING REMARKS** **Partha Goswami**, Principal, **PG Mobility Analysis**



Visit Site | Partner | Register to Attend

#SDVUSA

09:00

UPDATES ON THE SOFTWARE-DEFINED VEHICLE & ARTIFICIAL INTELLIGENCE LANDSCAPE & ROADMAP

OEM PANEL DISCUSSION SHARING INSIGHTS ON CURRENT AI & SDV ARCHITECTURE & ROLLOUT

New vehicle architecture is coming to the market in 2025 and 2026, but the automotive ecosystem is still questioning if there has been a significant step towards integration and connectivity, and establishing a fully software-defined vehicle.

To set the tone for SDV & AI in Automotive USA 2025, this keynote panel discussion brings automotive industry experts together, as OEMs discuss the reality of what more needs to be done to enable software-defined vehicles, with a focus on AI's role in SDV development. We'll also explore AI rollout in automotive organisations from product inception to product release.

- Explore the SDV architecture landscape and hear lessons learned from OEM SDV rollouts.
- Discover the AI roadmap and how AI technology is impacting the automotive value chain, from product inception to product release.
- Gain insight into commonalities and differences between OEM developments in SDVs.
- Understand the different architectures, where OEMs see developments going, and what challenges they perceive ahead.
- Discuss how OEMs are looking at the transition to SDVs in the next 2-3 years.
- Assess the challenges faced by US and European OEMs in developing SDVs, and where have Chinese manufacturers overcome these challenges to lead the SDV market?
- With the focus shifting to increasing AI implementation across the automotive value chain – where should you integrate artificial intelligence into your systems and processes for vehicle development phases?
- Where should you integrate AI into your systems and process' to adopt AI as an organization?

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Ahsan Qamar, Senior Manager - Systems Engineering Integration & Test, Software Defined Vehicle Platform, **Ford Motor Company**
Augustin Friedel, Senior Manager, **MHP - A Porsche Company**
Question & Answer Session

10:00

LEARN HOW TO SPEED UP PRODUCT DEVELOPMENT AND DELIVERY USING AI AND NEW TECHNOLOGIES

KEYNOTE PRESENTATION

Maximizing efficiency is a key driver for OEM's and Tier-1s, and the effective implementation of AI tools can assist in optimizing processes to achieve this.

Join this presentation to discuss whether there are applications of AI tools that can help optimize existing process' to increase efficiency. Discuss whether there are applications of AI that enable products to be developed better and if so – what methodology and what specific tools can you utilize to do so? How can you find the right tool to address the right problem? How can you understand the benefit of implementing an AI tool and its impact on saving money and time? Attend this expert-led presentation to find out.

Claudio Fernandes, Director of Engineering, **Hitachi Astemo**

Question & Answer Session

10:30 **MORNING NETWORKING BREAK**

SOFTWARE-DEFINED VEHICLES TRACK

11:10

THE EVOLUTION OF VEHICLE ARCHITECTURE TO ENABLE SDVs

EXPLORE THE TRANSITION OF SOFTWARE-DEFINED FEATURE DEVELOPMENT & DEPLOYMENT

Developing SDV software is still a key challenge which every OEM is dealing with, while the transition to entire products being software-defined is proving a unique challenge for traditional OEMs.

- Identify how new services and features that aren't deployed should be defined, ways to speed up their development, and how to measure their impact.
- Explore the increasing computing power required to manage different functionalities, from safety-critical and cybersecurity processes to entertainment features.
- Understand how the amount of software and required integration are continuing challenges to achieve an SDV.
- Identify who will be responsible for writing the code, with OEMs differing in strategies to bring code development in-house.
- Establish the need for standardized APIs, data models, and Ethernet as backups to exchange data across the vehicle, to enable new features and functionalities for SDVs.

Ahsan Qamar, Senior Manager - Systems Engineering Integration & Test, Software Defined Vehicle Platform, **Ford Motor Company**

Question & Answer Session

11:50

ARCHITECTURE DEVELOPMENT TO MANAGE SOFTWARE & ELECTRICAL CHALLENGES

EXPLORE METHODOLOGIES & SOLUTIONS TO ACHIEVE ELECTRIFICATION

Electrification and software have led to a 30% increase in automotive warranty issues, and while the US government has offered incentives towards electrification, the industry is still facing challenges to develop and deploy architecture that is suitable and meets the requirements for electrification.

Join this session as a software expert explores how to problem-solve current software and electrical issues. Understand what methodologies they have used, which have been the most successful, and what challenges they foresee.

Question & Answer Session

12:20

GAIN INSIGHT INTO CUSTOMER PERSPECTIVES & LEVERAGE DATA TO IMPROVE USER EXPERIENCE

PANEL DISCUSSION

The automotive industry has seen a change in mindset, with user experience now taking a front seat, this is having a trickling effect across the entire value chain. The fundamental question for OEMs now is, what is the best experience they can create for the user, and how can they produce a vehicle based on these user expectations.

- Discuss the distinction between different user groups, and deep dive into the customer perspective of SDVs to better understand how they experience it and what features and functions they are looking for.
- Learn how to leverage collected data to improve user experience, and how to do this in real-time using reinforced learning algorithms.
- Understand how the SOC and hardware are evolving to meet new software requirements, and what is being done to manage hardware cost factors.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Amit Mehta, Head of SW Solutions - Apps and Developer Platforms, **Stellantis**
Vijay Sanikal, Product Manager, Vehicle Synthetic Data, **General Motors**

Question & Answer Session

1:00

COLLABORATION MODELS AND GOVERNANCE MODELS IN THE ERA OF SOFTWARE DEFINED VEHICLES

- Collaborating with other industry players is the way to go in the era of SDV but one also need to let go some "control" if one is not doing anything alone.
- Where is the sweet spot in the trade off of collaboration & control?
- What different ways of engaging with each other exist?
- How could I avoid losing 2 years of legal negotiations for a collaboration but get things done quickly?

Ansgar Lindwedel, Director SDV Ecosystem Development, **Eclipse Foundation**

Question & Answer Session

1:30 **NETWORKING LUNCH BREAK**

1:30 - 2:30 VIP LUNCH & LEARN:
LED BY MICRON TECHNOLOGY

micron

2:30

COMMERCIAL ASPECTS OF SDV ARCHITECTURE DEVELOPMENT

PANEL DISCUSSION TO EXPLORE THE FINANCIAL GAINS OF DEVELOPING AN SDV PRODUCT LINE

- Understand what the financial gains are of having an SDV-based vehicle product line.
- Find out how SDV-based architecture compares to previous vehicle architectures.
- Explore the commercial viability of SDVs and how OEMs can speed up the development and delivery of features.

Ninad Ghike, Product Manager, **Aptiv**

Question & Answer Session

3:00

INTEGRATING SUPPLIERS INTO THE QUALITY PROCESS

WHERE DO TIER-1s FIT INTO THE SDV FUTURE?

The need for new software architecture has changed the automotive supply chain. With Tier-1s being pushed out of the software and firmware network, it's more important than ever that Tier-1s are adapting to the needs and requirements of their customers to maintain their control and stake in the software supply chain.

Join this audience discussion and understand how Tier-1s are reacting to this change and adapting their business models to remain a key part of the software and firmware supply chain. Explore where Tier-1s are still needed to meet the software requirements of OEMs and software suppliers, and where platforms are needed for OEMs and suppliers to interact in the development process.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

3:30

ADDRESSING CHALLENGES IN ZONAL-BASED DESIGN

ELECTRICAL ARCHITECTURE DESIGN TO IMPROVE VEHICLE PERFORMANCE

- Explore how to optimise designs for electrical architecture to improve their performance.
- Discover solutions for inherently distributed zonal design to reduce unnecessary drains on power.
- Understand where high-level and low-level control can be used to balance the decision making of zonal computers.
- Discuss the next-generation developments for zonals, and how they can ingest the ADAS stack into the zonal computers.

Question & Answer Session

4:00 **AFTERNOON NETWORKING BREAK**

4:30

UPCOMING CYBERSECURITY REGULATORY LANDSCAPE CHANGES

LEARN HOW OEMs ARE TACKLING SECURITY REGULATIONS FOR SDVs

- Understand what different regulatory landscape changes are coming up, and how OEMs are preparing to tackle them.
- Explore the latest on ISO 21434 and UNECE WP.29 and R155.
- Find out what the new EU laws are for cybersecurity, and how the rest of the world is responding.
- Learn how to manage increasing cybersecurity challenges while developing software, and best practices to deal with these long-term commitments.

Sadasivam Periyasamy, Principle Security and Privacy Engineer, **Continental**

Question & Answer Session

5:00

CHALLENGES IN MANAGING THE TRANSITION TOWARDS OPEN-SOURCE

UNDERSTAND IF OPEN-SOURCE IS A VIABLE SOFTWARE SOURCE FOR SDVs

OEMs and suppliers are looking more and more towards open-source software solutions, with slight shifts already being identified in open-source as a major pillar for enabling SDVs. While open-source is not yet a commercially viable software for the automotive industry, it presents a strong starting point for a solid, long-term commercial solution.

- → Understand why open-source is really needed and what are the main challenges the industry will face in the transition towards open-source.
- → Explore how open-source solutions can speed up development and delivery of features to improve speed to market.
- → With Linux adoption increasing in the automotive industry, find out what impact this will have on open-source software adoption.

Tyson Benson, Senior Cybersecurity Product Analyst, **ZF Group**

Question & Answer Session

5:30

UNDERSTAND OPEN-SOURCE INITIATIVES & SOFTWARE LICENSING AGREEMENTS

INSIGHTS FROM SDV CONSORTIUMS ON BALANCING DIFFERING OPEN-SOURCE MINDSETS

Join this SDV consortium-led session, and gain awareness of how to leverage open-source technology to enable SDV and identify partners that align with your goals to improve development efficiency.

- → Understand how the likes of AUTOSAR, Covesa, Eclipse Foundation, and SOAFEE, are balancing differing mindsets when it comes to open-source adoption.
- → Gain insight into where open-sources initiatives fit into the SDV stack, and what opportunities there are for convergence.
- → Explore the pitfalls of software and open-source licensing agreements and identify where engineers should show caution.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Tyson Benson, Senior Cybersecurity Product Analyst, **ZF Group**
Dan Cauchy, Executive Director, **Automotive Grade Linux**
Sven Jeroschewski, Senior Software Engineer, **Bosch**

Question & Answer Session

6:00

SDV CHAIRPERSON'S CLOSING REMARKS

Partha Goswami, Principal, **PG Mobility Analysis**

6:10

NETWORKING DRINKS RECEPTION

Visit Site | Partner | Register to Attend

#SDVUSA

SDV USA 2025
MAIN DAY 2: THURSDAY, OCTOBER 2, 2025

PRESENTATIONS & DISCUSSIONS ON:

- BUILDING **SYSTEM ARCHITECTURE WITH AI CAPABILITIES**
- UTILIZE **AI TO IMPROVE CUSTOMER EXPERIENCE** & ENGAGEMENT
- UPDATES ON **SOFTWARE STANDARDIZATION & ACHIEVING COMPLIANCE** WITH ALL AUTOMOTIVE SOFTWARE STANDARDS
- IMPROVING & **AUTOMATING VERIFICATION & VALIDATION AT THE SOFTWARE INTEGRATION PHASE**
- OEM LEGACY CHALLENGES IN THE **TRANSITION TO AGILE SOFTWARE MINDSETS**
- BUILDING **VEHICLES & SYSTEMS THAT STAY ON THE ROAD FOR THE NEXT 10 YEARS**
- SECURING SAFETY WHEN **UTILIZING OVER-THE-AIR UPDATES**
- **VIRTUALIZING VALIDATION OF SDVS TO REDUCE COSTS**
- **VIRTUAL CHIPS & ECUS FOR EFFICIENT PRODUCTION PROGRAMS** & INCREASED SPEED TO MARKET
- NEXT STEPS & **FUTURE DIRECTION OF SDV SOFTWARE & ARCHITECTURE**

08:00	**REGISTRATION & COFFEE**
08:50	**CHAIRPERSONS' OPENING REMARKS** **Partha Goswami**, Principal, **PG Mobility Analysis**
09:00	**LEARN HOW TO ARCHITECT THE OVERALL SYSTEM TO ADD AI CAPABILITY FROM A HARDWARE & SOFTWARE STANDPOINT** **KEYNOTE PRESENTATION** To make sure your vehicle is set up to fully integrate AI into its systems, it's important to make sure you architect the overall system to enable AI capability from both a hardware and software perspective. Join this expert-led session to explore the specific capabilities required to implement AI in vehicle system architecture and identify the areas where OEMs need the most support to achieve this. Discover what compute power is required for AI-enabled systems in order to architect the overall system correctly and examine the infrastructure needed from an OEM perspective to seamlessly integrate AI into your vehicles. **Question & Answer Session**
09:30	**UNLOCK THE NEXT-GENERATION OF CUSTOMER EXPERIENCE USING ARTIFICIAL INTELLIGENCE** **USE CASE PRESENTATION & SUBSEQUENT DISCUSSION** → Discuss how to evaluate whether utilizing generative AI to improve customer experience is the right fit for your customers. → Learn how to use Generative AI to improve customer experience and more deeply engage your customer base. → Explore AI for in-vehicle experiences: personalized AI-driven infotainment, voice assistants, and predictive user experiences. → Unlock the next-generation customer experiences through vertical integration. **Arsalan Hafiz,** Cloud AI Data Engineer & Strategy, **Ford Motor Company** **Question & Answer Session**

Visit Site | Partner | Register to Attend

#SDVUSA

10:00	**MORNING COFFEE BREAK**

SOFTWARE-DEFINED VEHICLES TRACK

10:40	**ENABLING SDVs THROUGH OPEN SOURCE SOFTWARE** **HOW AUTOMAKERS AND SUPPLIERS ARE WORKING TOGETHER TO ENABLE SDV DEVELOPMENT THROUGH AUTOMOTIVE GRADE LINUX** → Decoupling software from hardware is central to the development of SDVs, yet many automakers are struggling to achieve this. → This session will discuss how automakers and suppliers are working together to enable SDV development through AGL, an open source software platform that can run on hardware, on a virtual machine, in a container or in the cloud. → Also, hear updates on the new AGL SDV Reference Platform, an AGL initiative led by Honda, Panasonic and Renesas to provide an environment for building multiple OSS components and integrating the SDV reference platform. **Dan Cauchy,** Executive Director, **Automotive Grade Linux** **Question & Answer Session**
11:20	**DELIVERING SDV TO MARKET FASTER THROUGH VIRTUAL PROTOTYPING** **EXPLORE WHAT IS NEEDED FOR VIRTUAL PROTOTYPING SUCCESS** → What it means to go virtual for embedded vehicle software development → Motivations for investing in virtual prototyping → How virtual prototyping enables developing software earlier and faster → Keys to virtual prototyping success **Cedric Armand,** Director of Virtualization, **Ford Motor Company** **Question & Answer Session**
11:50	**TRANSITIONING AUTOMOTIVE ORGANIZATIONS TO AGILE SOFTWARE MINDSETS** **EXPLORE OEM LEGACY CHALLENGES & HOW TO ADOPT A SOFTWARE CULTURE** Automotive organizations are transitioning their entire structures into agile, software-minded organizations, and this culture change is one of the biggest challenges facing OEMs at present. Legacy OEMs are struggling to keep up with SDV leaders, as they face difficult challenges in transitioning from existing to new software architecture. Hear from an organization that has an ingrained software culture to create software early, and fast, while working collaboratively. → Learn how to develop, roll-out, and continuously improve software in an effective way. → Find out what methodologies can been used to reduce the disconnect between suppliers, and combat organizational silos with cross-functional thinking. **Florian Rohde,** Managing Partner, **IProcess LLC** **Question & Answer Session**
12:30	**NETWORKING LUNCH BREAK**
1:40	**OVER THE AIR UPDATES FOR SDVs** **OPEN TELEMATICS APPLICATION FRAMEWORK** → Over-The-Air-Programming of Third-party Applications Via Vehicle OTAP. → Open Sourced, Standard APIs and Secured Access for consistent integration across domains. → Meeting Global regulatory requirements such as UN155/ UN156. **Gauri Kulkarni,** Technical Program Leader for Global Next-Gen Connectivity Initiative, **Cummins** **Question & Answer Session**

2:10

LEARN HOW TO BUILD VEHICLES & SYSTEMS THAT STAY ON THE ROAD FOR THE NEXT 10 YEARS
DISCUSS FEATURE & FUNCTION ENHANCEMENTS ON THE ROAD

Join your peers across the automotive ecosystem, sharing insights and understanding of how to keep vehicles up to date for the next 10 years, once they are off the assembly line.

Hear what tools can support continued updates to vehicle features and functions and how to continuously update to meet customer needs and requirements.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

2:40

UTILIZING VIRTUALIZATION FOR VALIDATION OF SDVs
VIRTUALIZATION TO REDUCE DEVELOPMENT COSTS

- Understand where the potential cost savings are when utilizing virtualization approaches.
- Explore the use of parallel simulation and cloud environments, and virtualized controllers on the vehicle in early-stage development processes.
- Gain insight into the importance of increased validation and simulation of virtualized environments to identify bugs and software faults to reduce threats early on in the development process, and reduce costly updates further in the process.
- Hear how to utilize real and generated data to train simulation models and improve accuracy of test environments.

Question & Answer Session

3:10

AFTERNOON NETWORKING BREAK

3:40

CLOUD-BASED DEVELOPMENT FOR VIRTUAL ECUs & CHIPSETS
VIRTUAL CHIPS TO ENABLE EFFICIENT PRODUCTION PROGRAMS & INCREASE SPEED TO MARKET

Silicon providers are releasing virtual chipsets, allowing organizations to start their production programs earlier, and increasing speed to market for their customers' products.

Hear from a leading supplier on the reality of virtual chipsets, ECUs, and digital twins, and understand the real impact they can have on costs, product speed to market, and fleet management.

Question & Answer Session

4:00

COMPARING LLMS & THEIR AUTOMOTIVE APPLICATIONS: SPOTLIGHT ON DEEPSEEK, CHATGPT, GEMINI & MORE
CLOSING PANEL DISCUSSION

- Compare different types of LLMs from a security, cost-saving & data collection standpoint.
- Discover how to test data quality generated by different types of LLMs.
- Hear how to use LLMS to automate automotive process.
- Understand what the cost of training LLMs is.
- Learn how to leverage large language models to go over internal documentation.

Moderator:
Partha Goswami, Principal, **PG Mobility Analysis**

Panelists:
Sudeep Chavare, Vehicle Optimization Lead - Machine Learning, **General Motors**
Saikiran Divakaruni, Head of Engineering – Data Science & AI, **ZF Group**

Question & Answer Session

4:30

THE FUTURE OF SDV & AI: WHAT ARE THE NEXT STEPS FOR SDV DEVELOPMENT & AI APPLICATIONS
DISCUSS THE FUTURE DIRECTION OF AI & SDV SOFTWARE & ARCHITECTURE

Discuss with your peers where AI & SDV architecture and software might develop in the next 10 years, and what customers will be looking for in the future. Hear from silicon semiconductor providers where they want to see developments in chips and compute power to execute the next generation of SDV architecture and AI tools and applications.

4:50

CHAIRPERSON'S CLOSING REMARKS & END OF SDV & AI IN AUTOMOTIVE USA 2025

3 WAYS TO REGISTER

WEB:
WWW.AUTOMOTIVE-IQ.COM/EVENTS-SOFTWARE-DEFINED-VEHICLES-AI-USA/SRSPRICING

EMAIL:
ENQUIRE@AUTOMOTIVE-IQ.COM

PHONE:
+1 212 973 1042

Get in touch with the Automotive IQ team today to secure your place at SDV USA 2025. We look forward to welcoming you to the event in Michigan!

Jan Laskowski
Delegate Sales Manager
Automotive IQ

Illia Grodzynskyi
Team Leader Business Development
Automotive IQ

PARTNERSHIP OPPORTUNITIES AT SOFTWARE-DEFINED VEHICLES USA 2025

- **Demonstrate your thought leadership:** Speaking at the event will allow you to demonstrate your expertise and market knowledge to an engaged audience of senior-level decision makers.
- **Position your brand as an industry leader:** Commitment to the industry and this world-leading event demonstrates your capability as a global player and an expert in your field. Face-to-face contact develops client loyalty as well as cementing your position as an industry player.
- **Generate new sales leads:** This event puts your company in front of key decision makers from companies with a budget to spend on your solutions.
- **Launch new products or services:** Showcase your new products and services to a highly engaged audience of 200+ attendees – from leading OEMs and Tier 1s.

Our experienced team can also help you create a curated package guaranteed to help you meet your business development objectives. Whether you want to focus on thought leadership, networking, branding or 1:1 commercial meetings, we have the format to enable you to meet your goals.

Richard Brookes
Sales Director
Automotive IQ

Visit Site | Partner | Register to Attend

#SDVUSA

SDV USA

September 30 - October 2, 2025

Sheraton Ann Arbor Hotel
3200 Boardwalk Dr,
Ann Arbor,
MI 48108,
United States
T: +1 212 973 1042
E: enquire@automotive-iq.com

STANDARD RATE	Super Early Bird Rates ends July 11, 2025	Early Bird Rates ends August 1, 2025	Final Discounts ends September 5, 2025	Full Rates from September 6, 2025
2 Day Pass (Oct 1 & 2)	$2895 Save 300USD	$2995 Save 200USD	$3095 Save 100USD	$3195
3 Day Pass (Sep 30 – Oct 2)	$3695 Save 300USD	$3795 Save 200USD	$3895 Save 100USD	$3995

VEHICLE MANUFACTURER RATE	Super Early Bird Rates ends July 11, 2025	Early Bird Rates ends August 1, 2025	Final Discounts ends September 5, 2025	Full Rates from September 6, 2025
2 Day Pass (Oct 1 & 2)	$1595 Save 300USD	$1695 Save 200USD	$1795 Save 100USD	$1895
3 Day Pass (Sep 30 – Oct 2)	$2095 Save 300USD	$2195 Save 200USD	$2295 Save 100USD	$2395

BOLT-ON | **Access All Areas** (Gain access to both SDV and AI tracks and receive presentation material from both conferences) | Upgrade for $500

Please note: All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer. Deadlines for payment can be found on the event website.

TERMS AND CONDITIONS

Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions.

Payment Terms: Upon completion and return of the registration form full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a $99 (plus VAT) per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received.

IQPC Cancellation, Postponement and Substitution Policy:

You may substitute delegates at any time by providing reasonable advance notice to IQPC. For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.

In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.

In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.

Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

Discounts: All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer.