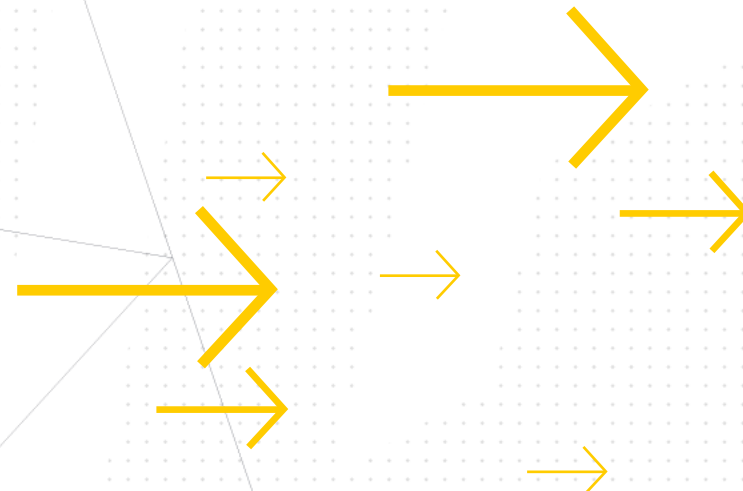


AUTOSAR APPLIED AT HELLA

STEFFEN HERZ
29. JUN 2021



**GLOBAL
SOFTWARE
HOUSE**

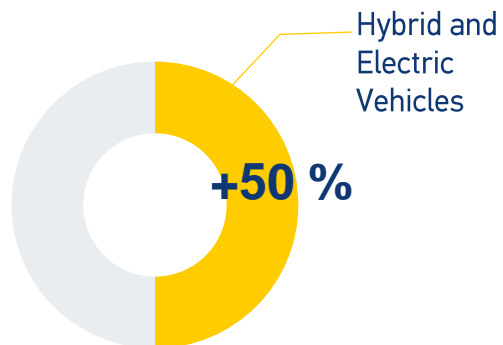
Automotive Trends

Global Automotive Market Share in %



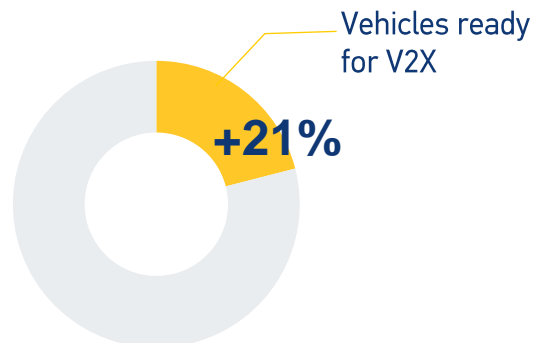
Efficiency & Electrification

Advanced low-emission powertrain concepts



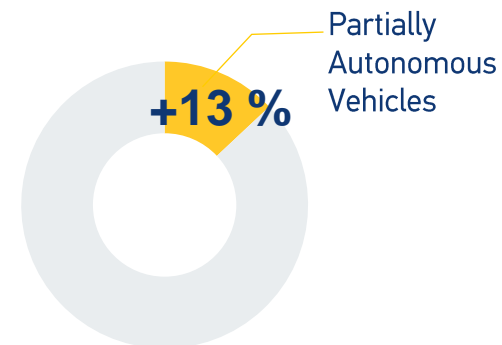
Connectivity & Digitalization

Enhanced interaction with the environment



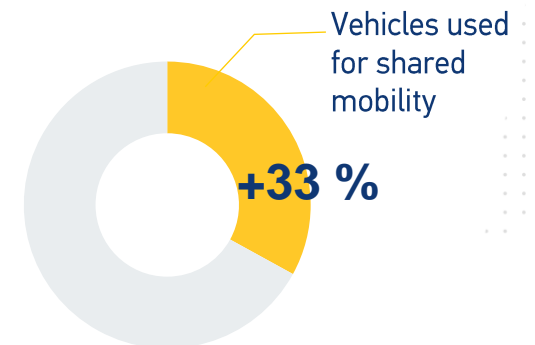
Autonomous Driving

Intelligent safety and convenience

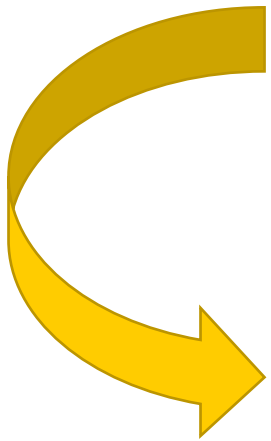
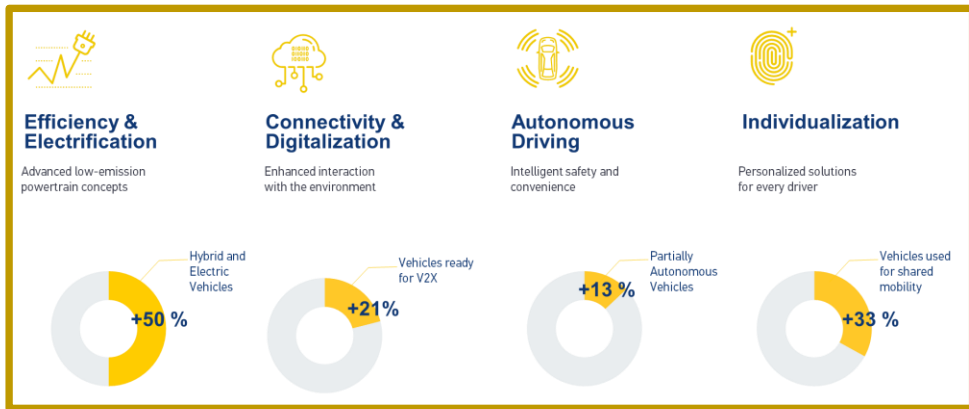


Individualization

Personalized solutions for every driver



AUTOMOTIVE TRENDS – IMPLEMENTS IN PRODUCTS



Efficiency & Electrification

Advanced Low-Emission Powertrain Concepts

- Battery Management Solutions
- Thermal Management Solutions
- Power Electronics e.g. 48VDC-DC Converter

"HELLA combines enthusiasm with experience in order to shape the future clean mobility."

Björn Tietzehaus, Deputy Head of Electronics

Autonomous Driving

Intelligent Safety and Convenience

- 24 GHz Radar
- 77 GHz Radar
- Electrical Power Steering

"The future is self-driven and HELLA is at its forefront."

Klausner, Deputy Head of Product Center Autonomous Driving

Connectivity Digitalization

Enhanced Interaction with the Environment

- Smart Vehicle Access Systems
- Lighting Control Units
- Damage & Road Condition Detection
- Air Quality Management

"To strengthen the connectivity and digitalization trend HELLA expanded its activities in this field."

Björn Mühlbauer, Head of Product Center Body Electronics

Individualization

Personalized Solutions for Every Driver

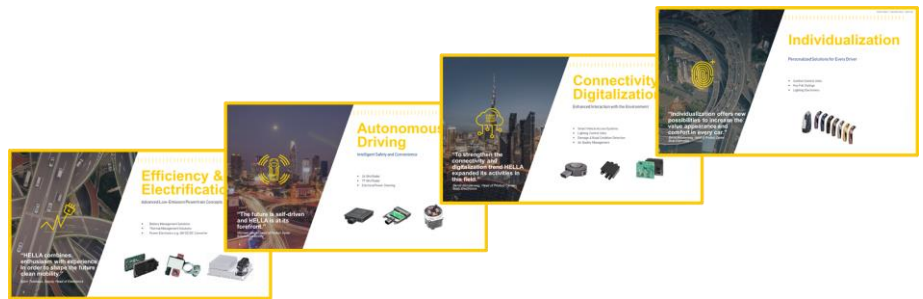
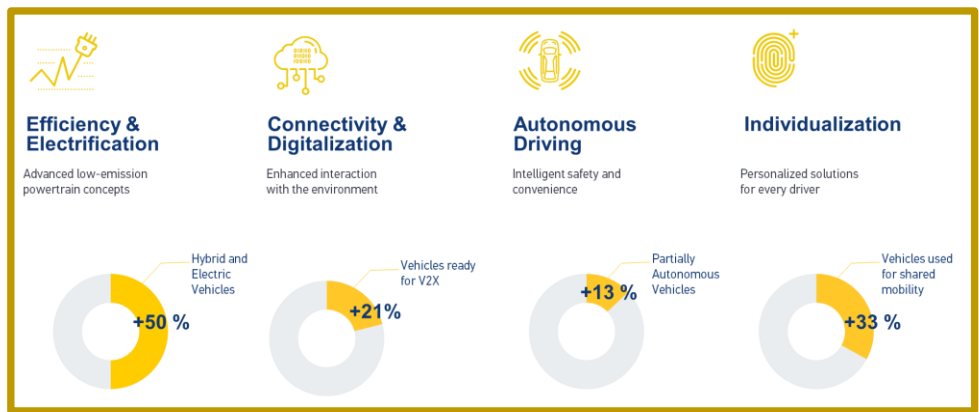
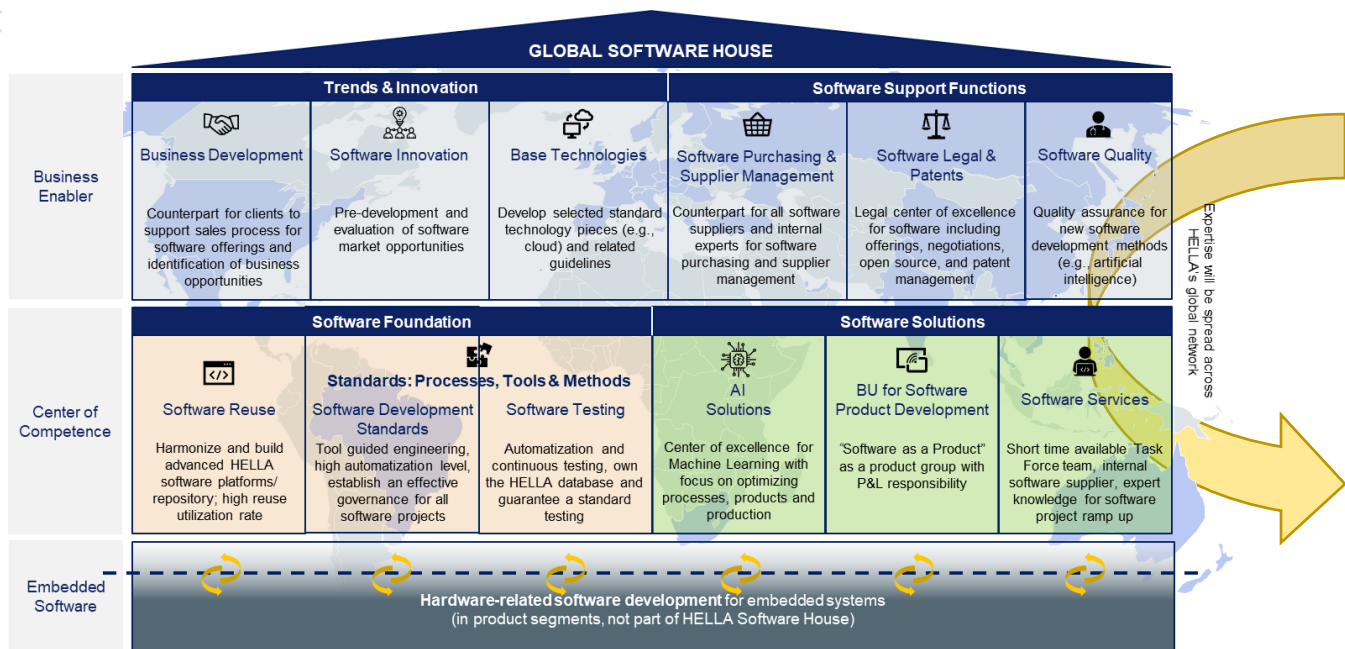
- Comfort Control Units
- Key Fob Stylings
- Lighting Electronics

"Individualization offers new possibilities to increase the value appearance and comfort in every car."

Thomas Klotzmann, Head of Product Center Body Electronics

GLOBAL SOFTWARE HOUSE

THE GLOBAL SOFTWARE HOUSE IS INTENDED TO PREPARE AND SUPPORT THE NEXT STEP TO LIFT HELLA'S SYSTEM SOFTWARE, EMBEDDED SOFTWARE, AND TESTING CAPABILITIES TO THE NEXT NECESSARY LEVEL



THE GLOBAL SOFTWARE HOUSE COMPREHENSIVELY PROVIDE ALL PRODUCT GROUPS WITH THE AUTOSAR TECHNOLOGY

Future:

Features/ Functions Product Technology
Trends

Product Requirements

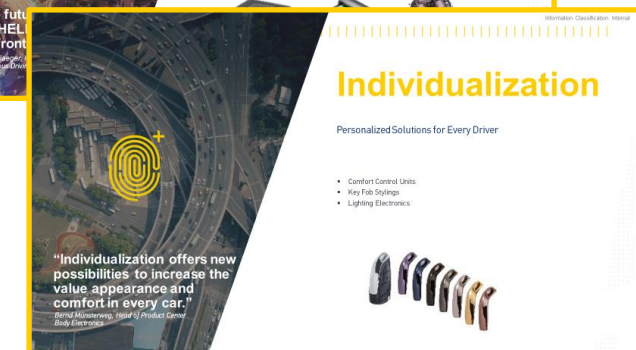
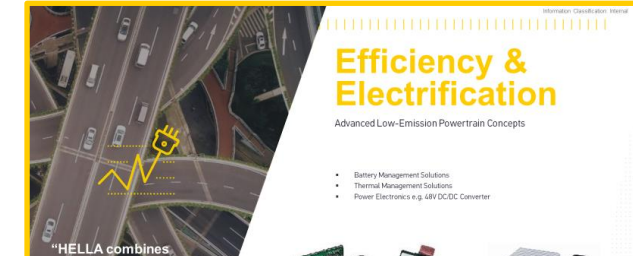
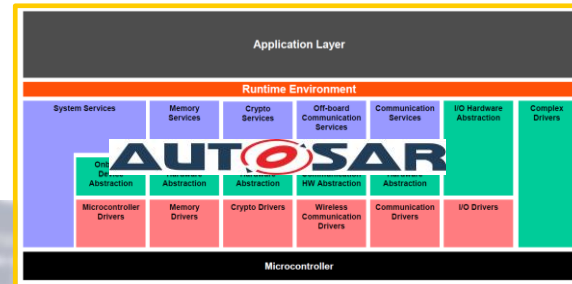
From:

OEMs

Advance Development

Research

Product Groups



HELLA'S PLATFORM STRATEGY

- **Re-use Asset: AUTOSAR Software Product platform** - Solution, Architecture, SW Modules
- **Training and & Support:** Guideline, know how, architecture- and acquisition support
- **Tools & Method:** Application and configuration methods,
- **Service:** SW integration & configuration
- **More than 300 Projects** provided with AUTOSAR technology
- **Almost 400 Software Engineers at Romania**

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