Intel Automotive at CES 2024
Intel drives ‘AI Everywhere’ into automotive.

Jan. 9, 2024 — Today at CES, Intel Corp. announced the launch of a family of first-generation AI-enhanced software-defined vehicle (SDV) system-on-chips (SoC) to bring differentiated AI experiences to the industry. The company also revealed that Zeekr will be the first original equipment manufacturer to use the SDV SoC in its next-generation models.

Building on its foundational belief that collaboration and open standards are the key to industry success, Intel and SAE announced the kickoff of an industry-defining standard for electric vehicle platform power management alongside Intel’s intent to work with imec to define quality and reliability requirements for automotive chiplet platforms.

These announcements will help customers solve the architectural shift to software-defined vehicles, make the all-electric future sustainable and help OEMs achieve all of this at scale.

Supporting quotes:

“Powering the latest AI-enabled experiences for the front and back seat of the vehicle are the tip of the spear for our automotive growth ambitions. Intel has the right mix of experience and products to bring order on all fronts to the disruption happening across automotive.”

Jack Weast, vice president and general manager of Intel Automotive

“The benefit of forward-compatibility on Intel systems allows us to continually scale and upgrade services to create the next-gen experiences that our customers desire.”

Andy An, president of Geely Holding Group, CEO of Zeekr Intelligent Technology

“We applaud Intel’s commitment to embrace the power of chiplets for the automotive industry. Chiplets will enable the automotive industry with best-in-class performance and features while providing the needed differentiation and optimization for various automotive segments. Such commitments underscore imec’s initiative of setting up a broader automotive R&D ecosystem, in which chiplet architectures will be a key component, all in collaboration with key stakeholders and automotive technology providers, using our 40 years’ experience in collaborative semiconductor technology innovation. This is an essential step to tackle the challenges the automotive sector is facing in the transformation towards software-defined vehicles.”

Bart Placklé, vice president of Automotive Technologies, imec

“Extending proven concepts like Intel’s advanced configuration and power interface (ACPI) specification for the PC industry to software-defined vehicles, holds immense potential for power savings at the vehicle level, which can ultimately solve the challenge of building a more sustainable long-term global EV supply chain.”

Christian Thiele, ground vehicle standards director at SAE International
About Intel

Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore’s Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers’ greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel’s innovations, go to newsroom.intel.com and intel.com.

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