

NANTERRE (FRANCE)  
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## **FORVIA BRINGS THE FUTURE OF AUTOMOTIVE CONNECTIVITY EXPERIENCE TO CES 2025**

FORVIA, the world's 7<sup>th</sup> largest automotive technology supplier, will participate at CES 2025 to showcase the latest advancements in its scalable, white-label and growing Apps Market & ecosystem. CES will also be an opportunity to unveil the new name of its Apps Market and to share its ambitions.

With The Venetian in Las Vegas as stage, Faurecia Aptoide Automotive (FAA) will offer an exclusive opportunity to experience the Apps Market, showcasing the seamless integration of over 200 applications across 23 major automotive brands worldwide.

As a leader in automotive innovation, FAA will host a panel conference at CES to explore the new era of car connectivity, addressing mid to long term trends and technologies shaping the cockpit experience. On January 7<sup>th</sup>, the panel titled "Apps and services in cars in the future" will gather major OEMs and content service providers representatives to exchange on the challenges ahead in the automotive industry. On the same day, FAA will participate in COVESA's Networking Reception & Demonstration Showcase. All these events enable multiple opportunities to CES visitors to keep discovering FAA's best-in-class solutions.

To maintain momentum, FAA will reveal its new name that symbolizes the company's evolution, the new ambition and its pivotal role in creating the future of connected vehicles and keeping the market leader position.

*"We are very thrilled to participate once again at this global event in Las Vegas and this time with a new ambition, so many surprises, news, product updates and introduction of new revenue models for Software as a Service (SaaS) in automotive. 2024 has been a tremendous year for our growth and strategic partnerships. Meet us at CES to learn about all the positive momentum and market evangelism we have been working on."* **said Mona Levacher, Software as a Service (SaaS) Director at FORVIA.**

### **FAA Apps Market, the future of in-car connectivity experience**

FAA's Apps Market, with new name to be revealed at CES 2025, leverages in-car connectivity by bringing new scenarios beyond driving through a user centered portfolio with more than 200 applications. FAA facilitates the integration of applications into the automotive ecosystem by supporting app developers with resources designed to create

automotive-compatible applications. Acting as a certification partner for OEMs, FAA ensures a consistent and high-quality user experience across all apps in its Apps Market. Furthermore, FAA is focused on delivering a new revenue stream for OEMs and App developers through secure in-car payment solutions. The Apps Market ensures an accessible and safe mobility experience, while providing top applications for music, gaming, productivity apps, navigation, and more accompanied by personalized context-based content & offers.

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#### About FORVIA

FORVIA, 7<sup>th</sup> global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With around 260 industrial sites and 78 R&D centers, over 150,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 13,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMS worldwide. In 2023, the Group achieved a consolidated revenue of 27.25 billion euros. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC Next 20 and CAC SBT 1.5° indices. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. [www.forvia.com](http://www.forvia.com)