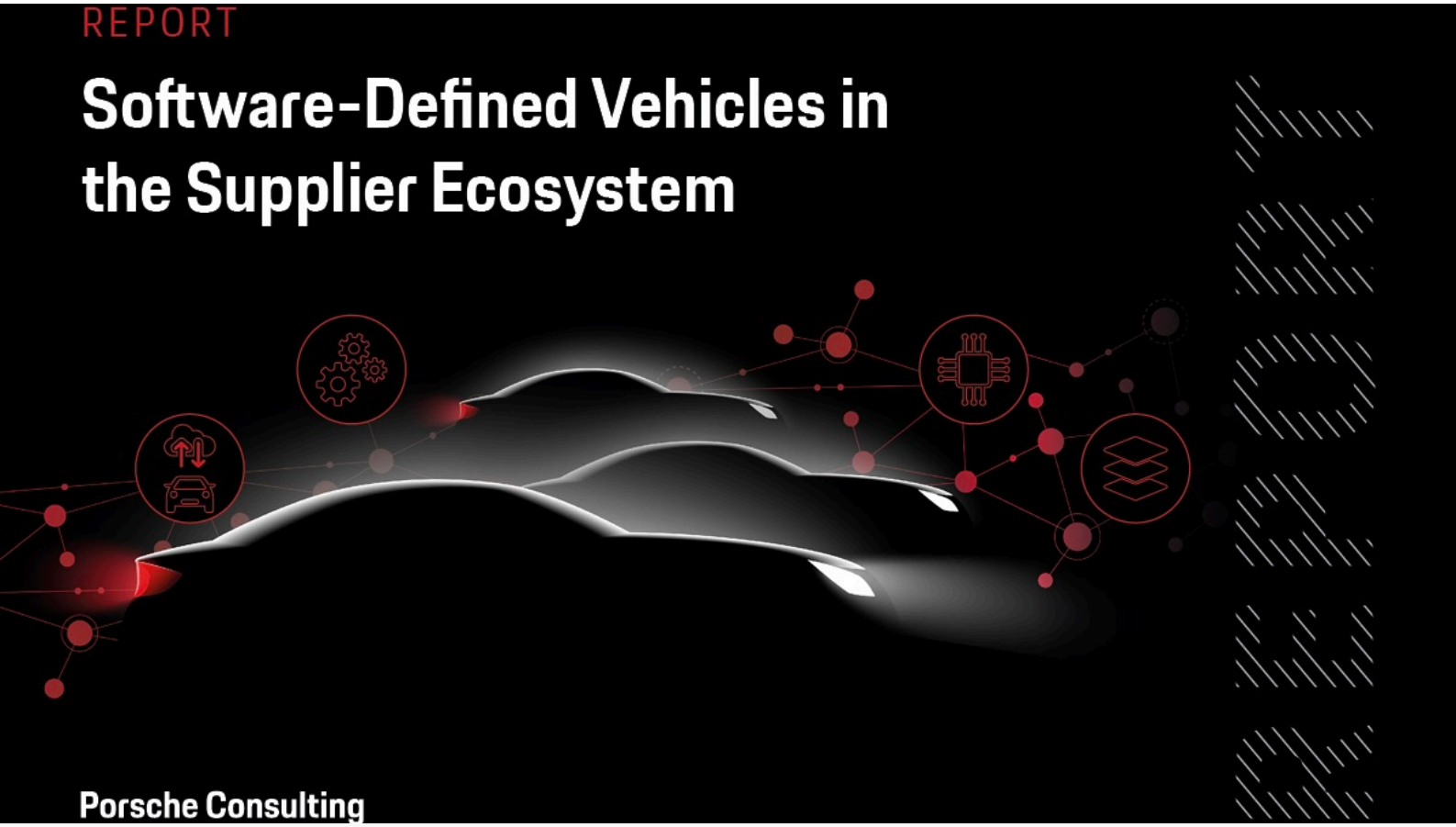


Software-Defined Vehicles in the Supplier Ecosystem

14/10/2026 How new collaboration models enable the successful scaling of SDV.

The transition to software-defined vehicles (SDVs) is fundamentally transforming the automotive industry's development and value creation model. While vehicle functions have traditionally been driven by mechanical systems, electronic control units, and long-defined product configurations, software is increasingly becoming the key differentiator. Features, user experience, and innovation speed are now shaped more by software architectures, data availability, and digital engineering capabilities, ranging from over-the-air updates and infotainment systems to data-driven services. As a result, vehicles are evolving from largely static products into platforms that can be continuously enhanced and updated throughout their lifecycle.

This shift is being driven by changing customer expectations, faster innovation cycles, and a new generation of competitors with deep software expertise. Consumers increasingly expect digital features that are intuitive, reliable, and continuously updated. At the same time, a robust software architecture enables automakers to deliver new functionality more quickly, reuse it across vehicle platforms, and

continue enhancing it long after production begins. As a result, the ability to develop, integrate, and operate software at scale is becoming a key competitive differentiator for automotive manufacturers.

Read the whole report: Software-Defined Vehicles in the Supplier Ecosystem.

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