



## Mobileye Expands Collaboration with Mahindra and Mahindra to Explore Next-Generation Advanced Driving Technology

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LAS VEGAS--(BUSINESS WIRE)--Jan. 9, 2024-- Mobileye, a pioneering, AI-powered Advanced Driver Assistance Systems (ADAS) technology company, is expanding its existing relationship with Mahindra & Mahindra Ltd. (M&M), a leader in automotive, farm and services businesses. Mobileye will collaborate with M&M to introduce multiple solutions based on Mobileye's next-generation EyeQ™6 systems-on-chip and sensing and mapping software, including an intent to build a full-stack autonomous driving system.

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Mobileye will leverage its extensive portfolio of advanced solutions and expertise in autonomous driving technologies to develop higher degrees of ADAS levels to be introduced on M&M's upcoming platforms. This includes a collaboration for next generation driving assistance features based on Mobileye's SuperVision™ platform, and for deploying new mapping solutions. This step is in line with Mahindra's commitment to deliver market-leading, innovative solutions that enhance safety, comfort and driving experience for their customers and also enhance the supply chain resiliency of related components for M&M.

This collaboration strengthens the existing relationship between M&M and Mobileye, which resulted in the introduction of a segment-first suite of ADAS features in India on the Mahindra XUV700 in 2021, setting the stage for future innovations in active safety.

Mobileye Expands Collaboration with Mahindra and Mahindra to Explore Next-Generation Advanced Driving Technology (Graphic: Mobileye)

"We are thrilled to see that Indian consumers have shown such enthusiasm for the adoption of active safety technology, and we commend Mahindra for their innovative vision in being the first in India to offer this life-saving technology," said Mobileye CEO Prof. Amnon Shashua. "As more advanced models emerge, we see great opportunities for growth in India and look forward to executing with Mahindra to bring Mobileye SuperVision-based services to one of the most challenging driving environments in the world."

### ABOUT MAHINDRA

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [mahindra.com](http://mahindra.com); Twitter and Facebook: @MahindraRise  
For updates subscribe to <https://www.mahindra.com/news-room>.

### ABOUT MOBILEYE

Mobileye (NASDAQ: MBLY) leads the mobility revolution with its autonomous driving and driver-assistance technologies, harnessing world-renowned expertise in computer vision, artificial intelligence, mapping, and data analysis. Since its founding in 1999, Mobileye has pioneered such groundbreaking technologies as REM™ crowdsourced mapping, True Redundancy™ sensing, and Responsibility Sensitive Safety (RSS). These technologies are driving the ADAS and AV fields towards the future of mobility – enabling self-driving vehicles and mobility solutions, powering industry-leading advanced driver-assistance systems and delivering valuable intelligence to optimize mobility infrastructure. To date, more than 150 million vehicles worldwide have been built with Mobileye technology inside. In 2022 Mobileye listed as an independent company separate from Intel (Nasdaq: INTC), which retains majority ownership. For more information, visit <https://www.mobileye.com>.

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