Mobileye Secures Major DMS Production Program with Leading U.S. Automaker

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New win extends Mobileye's in-cabin sensing momentum as platform gains traction with global OEMs

JERUSALEM--(BUSINESS WIRE)--Mar. 23, 2026-- Mobileye (Nasdaq: MBLY) today announced that a leading U.S. automaker will integrate the Mobileye Driver Monitoring System™ (Mobileye DMS) into future vehicles equipped with Mobileye's EyeQ6L system-on-chip, with start of production targeted for 2027. The newly awarded win expands the scope and feature set of an existing ADAS program and is expected to span millions of vehicles across multiple models and model years.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260323700031/en/

Mobileye DMS™ correlates driver gaze and attention with real-time road context to detect distraction more intelligently (Photo: Mobileye)

Mobileye's in-cabin sensing platform includes both DMS and Occupant Monitoring (OMS), running alongside ADAS perception on a single chip. By unifying interior sensing with exterior road perception, the platform is designed to evaluate driver engagement in the context of the driving environment – in order to assess not just whether a driver is alert, but where they are looking and whether their attention corresponds with what is happening on the road.

The new program builds on previously secured wins, including Mobileye DMS and OMS integrated into EyeQ6H-based SuperVision™ and Surround ADAS™ programs with a global automaker. Together, these programs reflect growing OEM demand for the consolidation of driver monitoring, occupant safety, and advanced driving functions – eliminating the cost and complexity of a separate DMS ECU.

"The next generation of intelligent driving demands richer context from every part of the vehicle – the road ahead, the cabin, and the interplay between them. At the same time, automakers are looking to scale advanced driving features across their lineups without the cost penalty of additional hardware or complex system integration. Mobileye DMS delivers on both – running context-aware driver monitoring on a single ADAS chip and ECU platform. This combination is something Mobileye is uniquely positioned for, and we look forward to helping our customers deploy at scale." -- Nimrod Nehushtan, EVP, Business Development and Strategy.

As hands-off driving expands beyond premium vehicles, ensuring a driver is genuinely engaged with the road is increasingly important for safe deployment. Mobileye DMS is designed to correlate driver gaze with real-world road conditions from ADAS cameras, to catch distraction that cabin-only systems may miss and recognize when the driver is already aware. The intended result is fewer false alerts, more precise interventions, and for higher levels of autonomy, smarter takeover requests tuned to driver engagement.

The platform is intended to support Euro NCAP 2026 scoring requirements and is designed to address the potential evolution of the Euro NCAP 2029 protocol, which is expected to raise the benchmark from eye tracking to meaningful engagement detection.

About Mobileye
Mobileye (Nasdaq: MBLY) leads the mobility revolution with our autonomous driving and driver-assistance technologies, harnessing world-renowned expertise in artificial intelligence, computer vision and integrated software and hardware. Since our founding in 1999, Mobileye has enabled the global adoption of advanced driver-assistance systems that save countless lives and reduce crashes, while pioneering groundbreaking technologies such as REM™ crowdsourced road intelligence, Imaging Radar and Compound AI. These technologies drive the ADAS and AV fields towards the future of mobility – enabling self-driving vehicles and mobility solutions at scale, and powering industry-leading ADAS products. Through 2025, about 230 million vehicles worldwide have been built with Mobileye's EyeQ technology inside, and in 2026 Mobileye acquired Mentee Robotics to pursue the future of physical AI and humanoid robots. Since 2022, Mobileye has been listed independently from Intel (Nasdaq: INTC), which retains majority ownership. For more information, visit https://www.mobileye.com

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