Powering the Connected Ride: Visteon’s Decade-Long Investment in the Two-Wheeler Revolution

Two-wheelers are one of the world's most essential forms of transportation, and one of the fastest evolving. Across India, Southeast Asia, and Latin America, motorcycles and scooters extend beyond recreational use: they represent daily mobility, personal independence, economic access, and in many regions, cultural identity.

For decades, the industry was shaped almost entirely by mechanical engineering and price sensitivity. It is now evolving into a technology-led space, where connectivity, personalization, premium displays, and integrated digital experiences are part of the expected product. This is the shift Visteon has tracked and invested in for over a decade.

Understanding the Product Landscape

Two-wheeler instrument clusters — the displays and gauges that inform the rider — have historically fallen into two broad categories: liquid crystal displays (LCDs) and thin-film transistor displays (TFTs).

Liquid crystal displays (LCDs)

(**Honda X-Blade)**

- Monochrome or basic digital displays.
- Simple microcontroller driven.
- Cost-optimized for high-volume markets

Thin-Film Transistor displays (TFTs)

(**Honda Fireblade 1000RR**)

- Full-color display.
- Supports on-board wireless connectivity, navigation integration.
- Premium look and feel.

At the base of the portfolio are stepper gauge, LCD, and hybrid LCD/TFT solutions. These remain relevant because the two-wheeler market still has a large volume segment where affordability, robustness, and supply efficiency are the primary requirements.

Above that sits the full TFT and connected cluster portfolio. TFT clusters bring richer graphics and features such as connectivity and navigation, marking the shift from mechanical dashboards to digital rider interfaces. Most current market growth is concentrated here, where basic hardware connects to higher-value, software-driven experiences.

The largest digitalization leap is the move from a two-wheeler cockpit to a central compute and OS-based platform. At this stage, the vehicle functions less like a machine and more like a connected device. Information, controls, connectivity, and apps converge into a single digital interface, enabling more personalized and continuously updated rider experiences — particularly in premium ICE and EV programs.

(**Harley-Davidson CVO**)

- Android / Linux operating system
- App store, OTA updates, telematics, etc.
- Full software-defined architecture

Visteon now covers this full spectrum with a scalable architecture, allowing it to serve high-volume segments while building differentiation at the premium end.

Building the Vertical: A Decade of Deliberate Investment

Visteon's early presence in the two-wheeler segment was limited to basic LCD products, produced mainly through manufacturing sites in Southeast Asia, including joint ventures.

That changed in 2016, when Visteon made a deliberate decision to invest in the two-wheeler space and expand its role with targeted OEMs. This marked the start of a long-term strategy to build a complete, global two-wheeler business with engineering depth, manufacturing scale, and differentiated technology.

> "Two-wheelers need a different DNA than passenger cars. The cost sensitivity, the engineering approach, the customer relationships — everything operates differently. We had to build that capability deliberately."
>
> — Ishan Dua, Director, Customer Business Unit, Two-Wheelers

Over the past ten years, this strategy has driven a re-architecture of how the two-wheeler business is built and supported.

The Strategic Standpoint

The two-wheeler industry is still early in its digital transformation, but moving quickly. The shift from LCD to TFT will be followed by the rise of OS-based connected platforms as EV adoption grows and premiumization continues. This is the defining technological shift of the current era, and Visteon is positioned to serve it across vehicle categories.

Building Capability for the Next Decade

Visteon is also investing in capabilities that will define the next generation of two-wheeler technology. Engineering teams are developing on-board camera systems and native telematics solutions, already developed and manufactured in India. Demand for these technologies from OEM partners is increasing as safety and connectivity requirements evolve.

Technology Partnership

The two-wheeler segment also reflects Visteon's broader position as a technology partner rather than a component manufacturer. The same system-level approach proven in passenger cars is now applied to two-wheelers, reflecting a shift in how value is created — from supplying parts to influencing the digital direction of the vehicle.

In practice, this means engaging earlier in OEM programs and supporting them with integrated solutions that shape the overall rider experience, not just individual products.

The Next Chapter

What began as a limited presence in a price-sensitive segment has become one of Visteon's clearest proof points for long-term strategic investment. The two-wheeler business now sits at the intersection of scale, localization, engineering depth, and digital transformation.

And as the category moves from basic displays to software-defined cockpits, we’re helping define what comes next.