

The New In-Car App Experience: How Visteon's AllGo App Store is Shaping Connected Mobility



Drivers and passengers now expect the same seamless digital experiences in their vehicles that they enjoy on their smartphones and connected devices. As vehicles become increasingly software-defined, the cockpit is evolving from a fixed set of features into a personalized digital environment — one that can grow, adapt, and improve throughout the life of the vehicle.

Visteon's AllGo App Store platform was built for exactly this shift.

Transforming the Cockpit Into a Digital Hub

Built on Android Automotive OS, AllGo App Store transforms the vehicle's infotainment system into a hub for entertainment, navigation, information, and connected services.

The platform is designed around three principles:

- **Scalable.** AllGo supports deployment across entire vehicle lineups and regions, allowing automakers to bring connected experiences to every segment — not just flagship models.
- **Secure and distraction-conscious.** Every application in the ecosystem is optimized specifically for in-vehicle use, curated and validated for the driving context rather than simply ported from mobile.
- **Customizable.** Automakers retain full control over the experience, delivering app ecosystems aligned with their brand identity while giving customers access to the global and regional services that matter most to them.

A Living Ecosystem, Not a Fixed Feature Set

The defining characteristic of a software-defined cockpit is that it improves after the vehicle leaves the factory. AllGo's ecosystem continues to evolve through over-the-air updates — new applications, new services, and new capabilities delivered directly to vehicles already on the road.

By reducing dependence on smartphone mirroring and enabling localized digital experiences, the platform delivers journeys that are smarter, more personalized, and more relevant to the people inside the vehicle.

*"The automotive industry is undergoing a shift from feature-led to platform-led innovation. Success will increasingly depend on building software architectures that are scalable, adaptable, and capable of evolving long after a vehicle leaves the factory. Our software platforms enable automakers to continuously deliver new value throughout the vehicle lifecycle." — **Rahul Singh, Vice President, Software, Visteon***

Proven in Production

AllGo App Store is already in production at scale. Visteon has partnered with one of India's leading passenger vehicle manufacturers to deliver next generation connected experiences for millions of drivers and passengers.

Advancing the Software-Defined Future

As digital experiences become a key differentiator in vehicle purchasing decisions, connected cockpit platforms like AllGo App Store will play a critical role in how automakers deliver value — not just at launch, but continuously, over the full life of the vehicle.

*"Through scalable software platforms and deep automotive expertise, Visteon continues to help global automakers deliver smarter and more connected journeys." — **Rishita Bachu, Director, Product Management, Visteon***