



NEWS RELEASE

Android as the Common Language of the Automotive Industry

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By Rahul Singh, Vice President, Software Engineering, Infotainment & Cockpit Software

In 2009, Android held less than 5% of the global mobile operating system market. Today, it accounts for over 70% worldwide — a dominance built on openness, flexibility, and the world's largest developer ecosystem.

This trajectory matters for automotive. When industries align around a common platform, three things happen: innovation accelerates, costs decline, and customer expectations rise in lockstep. We're seeing the same dynamics in cars today.

Why Automotive Needs a Common Digital Foundation

Automakers face mounting pressures:

- Fragmented software stacks that increase complexity.
- Growing development costs as vehicles become software-defined.
- Consumers who expect their car to feel as seamless as their phone.

This is where Android comes in. Its scalability lets it stretch across brands and vehicle segments. Its vast developer ecosystem ensures a steady flow of innovation. And its familiarity ensures that stepping into a car doesn't feel like a downgrade from the devices people use every day.

Visteon's Role: Turning Potential Into Production

At Visteon, we recognized Android's potential early. Over the past several years, we've partnered with leading OEMs to bring production-ready Android-powered cockpits to market.

Our contributions focus on:

- Deep Android integration into cockpit domain controllers and infotainment platforms.
- Scaling across brands and segments while meeting cost, safety, and compliance requirements.
- Accelerating ecosystem innovation by enabling app development, OTA updates, and personalized digital services.

In practice, this means Visteon is often the bridge — translating Android's flexibility into solutions tailored to each automaker's strategy, and ensuring drivers experience seamless, evolving digital interactions behind the wheel.

An Adoption Story Already Underway

The momentum is undeniable. Google introduced Android Automotive OS (AAOS) in 2017. By 2018, major automakers including Volvo and Renault-Nissan-Mitsubishi announced commitments. In 2020, Volvo launched the first production car running AAOS, with more OEMs quickly following. By 2023, Volkswagen, BMW, Mercedes-Benz, Honda, and others had announced partnerships, app stores, or Android-based cockpit rollouts.

In less than a decade, Android has gone from experiment to a foundation for the world's largest carmakers — and Visteon has been there, helping make it production-ready.

The Road Ahead

McKinsey projects that the global automotive software and electronics market will grow to over \$460 billion by 2030. That scale is only possible with common platforms that allow the industry to focus on innovation rather than reinventing the wheel.

By embracing Android as the industry's common language, automakers can deliver smarter, safer, and more human digital experiences. And at Visteon, our mission is to ensure that promise becomes reality — bridging technology and mobility to define the future of the cockpit.