

Visteon debuts infotainment technology in 2020 VW Nivus crossover

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São Paulo, Brazil, May 21, 2020 – Visteon Corporation (NASDAQ: VC), the only global Tier 1 automotive supplier solely focused on the digital cockpit market, has contributed its technical expertise and manufacturing capabilities to provide the infotainment platform for Volkswagen Group's (VW) new Nivus model for the Brazil market. With its new coupe-style SUV, the automaker debuts VW Play – a pioneering infotainment system for enhanced in-car connectivity, streaming and other services – supported by Visteon.

Developed jointly by VW and Visteon in Brazil, VW Play was created with usability in mind. Delivering a premium user experience, the intuitive interface incorporates customizable control screens, offering a diverse range of connectivity elements, key vehicle information and application notifications.

Offering a 10.1-inch in-plane switching display with 1540x720 screen resolution, the touch-panel optically-bonded product is fitted with a 'split screen' feature that facilitates user personalization and possesses rear view camera capabilities. The solution provides high-resolution video that looks good from any angle – making Visteon's in-vehicle infotainment system convenient and accessible to all vehicle occupants.

Initially launching in Brazil, VW Play will subsequently feature in a range of models across global markets.

Connected infotainment technology is among the secular trends in the digital cockpit market that will continue to evolve and provide OEMs value as the industry emerges from near-term challenges caused by the impact of the COVID-19 crisis, according to Lawande.

“Traditional OEM systems are very expensive to develop and are limited in their ability to offer downloadable apps and new market-driven features,” he explains. “This innovative infotainment system, on the other hand, offers a much broader app ecosystem and can be more easily upgraded for new capabilities such as voice assistance.”

Visteon’s connected infotainment innovation supporting the VW Play system represents a single element of the automotive technology supplier’s broad line-up of cockpit electronics, offering global OEMs like VW the latest cutting-edge in-car innovation. Visteon’s product line-up incorporates digital instrument clusters, information displays, domain controller platforms and advanced driver assistance systems.

The secular trends behind the growth of cockpit electronics prior to the pandemic should largely remain intact and continue to drive growth for the industry which, according to Lawande, is why Visteon’s strategy of vertical integration and in-house development of new technology to reduce cost is even more appropriate and relevant in the post-COVID-19 world.

VW’s Nivus SUV will be available in Brazil this June, branching out to other South American markets by the end of the year.

