

## Visteon eyes level 3 and 4 solutions

2017-06-02

Speaking in a recent interview with Autocar Professional - a leading India-based automotive publication - Visteon's President and CEO Sachin Lawade said that the company is in a "great position" to get into autonomous driving technologies.

The interview with Lawade appears in the June 1 edition, which marks the 300th issue of the publication.

### **[Click here to read the article in full](#)**

Asked what cockpit electronics trends he sees for the Asia-Pacific market, Lawade listed instrument cluster digitization and larger displays, the integration of various electronic control units into a single ECU, and the emergence of head-up displays. He said he "definitely" sees HUD coming to emerging markets, notably China.

"We have also started seeing interest in India for HUDs," he said. "The cost, especially of the so-called combiner HUDs, is coming down to a point where it will be very viable."

Lawade gave an upbeat report on the response by automakers to Visteon's new Phoenix™ infotainment platform, which allows application developers to develop apps for the vehicle cockpit using simple tools.

"We have about four to five active engagements right now where we are evaluating the technology in terms of applicability to their (vehicle manufacturers') future programs," Lawade said. "Any one of them might end up being the first customer. You always eagerly await the first customer for any new technology."