



# Press Release

**FOR IMMEDIATE RELEASE**

## **GENIVI Alliance Announces New Members, Board of Directors**

*Honda becomes ninth OEM to join Alliance*

**SAN RAMON**, Calif., - June 2, 2011 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, announced its new Board of Directors and the new membership of a key automotive partner, to over 275 of its members at a recently-held all-member meeting in Dublin, Ireland.

The following new officers were elected to a one-year term: Chairman Doug Welk, group manager, Connected Vehicle Technologies & Applications, Delphi; President Graham Smethurst, general manager, Infotainment and Communication Systems, BMW Group; Vice President Matt Jones, Technical Lead - Next Generation Infotainment, Jaguar Land Rover ; Treasurer Joel Hoffmann, business strategist, Intel Automotive Solutions Division; and Secretary Kyle Walworth, senior manager, Global Audio/Infotainment Architectures, Visteon Corporation.

GENIVI also announced that Honda has joined the Alliance bringing the total number of members to 123.

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"Honda recognizes that GENIVI is fulfilling a key role in the industry to create and enable open source development of future In-Vehicle-Infotainment (IVI) platforms," said Joerg Boettcher, senior manager at Honda R&D in Europe. "GENIVI renders opportunities for cost-cutting and reduced development cycles on non-differentiating layers of IVI," he continued. "Therefore GENIVI is seen as enabler to focus on innovative functions, which should pave the future to more attractive and affordable products for customers everywhere."

Additionally, current "Core" -level member Jaguar Land Rover upgraded their membership in the Alliance to the "Charter" level which grants the company Alliance rights and privileges with no contingencies for leadership roles, plus additional Board of Directors and Officer eligibility. They become the ninth company in the Alliance to join as a Founding Charter or Charter member. All nine companies are represented on GENIVI's Board of Directors as well.

### **About GENIVI Alliance**

GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI's work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. GENIVI is headquartered in San Ramon, Calif. [www.genivi.org](http://www.genivi.org).

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